

HORECAVA 2020



MID JANUARY, THE HORECAVA FOOD FAIR TOOK PLACE AT RAI IN AMSTERDAM. AT THIS MOST IMPORTANT FOOD TRADE EXHIBITION IN THE NETHERLANDS, YOU CAN FIND INNOVATION EVERYWHERE, AND IT DOESN'T TOUCH ONLY FOOD BUT IT ALSO INVOLVES DELIVERY & MOBILITY, HOSPITALITY, STARTUPS, PRODUCTS AND MORE.

HORECAVA

In general, food and drink trends are very impactful and powerful, and it is important for FMCG businesses to anticipate on those trends in order to stay relevant.

For the years ahead, consumers will be more aware of their food choices in relation to sustainability. Armed with a deeper knowledge of global warming, deforestation, marine pollution and so on, consumers are demanding sustainability in all stages of the food value chain. They will more and more reject artificial additives and preservatives; they opt for natural ingredients and organic products.

At Horecava 2020, sustainability is indeed an overarching theme; from compostable bins to vegan food, from plant-based cutlery to 100% electric delivery services. In this report, we've captured some highlights of the main industry trends we've spotted.



Good Root Bakery

¹ PLANT-BASED IS THE NEW BLACK

² CUTTING DOWN ON FOOD WASTE



³ AN APPETITE FOR EXPERIENCES

⁴ CONVENIENCE IS THE NAME OF THE GAME

TREND

¹ PLANT-BASED
IS THE NEW BLACK

Grow Together

THE GLOBAL MARKET FOR GLUTEN-FREE AND PLANT-BASED PRODUCTS WILL KEEP ON GROWING IN THE NEXT FEW YEARS. THE OVERLY CROWDED “VEGGIE & VEGAN” HALL AT HORECAVA SHOWCASED SOME INTERESTING NEW FOOD OPTIONS.



Pulled Oats® (Gold & Green) is a plant-based and delicious (yes, it was!) “meat” made of oats, yellow peas, faba beans, cold-pressed canola oil and salt. It was awarded as the overall winner of Horecava Innovation Award 2020.

Beyond Burger® (Future Farm Burger) is a burger that looks, cooks, and tastes like a fresh beef burger but it is plant-based instead. It doesn’t contain neither soy or gluten and it is not GMO (Genetically Modified Organism).



The Empotato (Good Root) is an empanada (typical South American delicacy) made of 100% potato dough.

Gro together makes products, like burgers, ‘bitterballen’ and chips, from an oyster mushroom that is circularly produced and grown in coffee grounds.

The Vegetarian Butcher was of course also present with some new product introductions - from vegetarian NOmeatballs to Vegan NOchicken Shawarma. The company also owns restaurants and creates tasty recipes for his customers, like Bietello Tonnato made with vegetarian NOTuna.

TREND

² CUTTING DOWN
ON FOOD WASTE

Brasserie 2050

FOOD WASTE HAS BECOME AN INCREASINGLY POPULAR TOPIC AS WE BEGIN TO UNDERSTAND ITS CONSEQUENCES. ABOUT 70 PERCENT OF FOOD WASTE OCCURS BEFORE IT EVEN GETS TO A CUSTOMERS PLATE AND IT HAS AN IMPACT ON PROFITS, THE ECONOMY, AND THE ENVIRONMENT.

As industry leaders and governments reflect on this, many promising initiatives have emerged around the world. Horecava is no exception, here are some of the initiatives of the fair and innovative products that support this “less waste” challenge.

The lucky cup



Brasserie 2050

Brasserie 2050 is a RaboBank & Lowlands initiative. It represents a restaurant of the future that investigates how 10 billion people will be fed in 2050 when our food production will be threatened by climate change. Every dish on the menu comes from “future-proof” resources, like using ingredients that come from biodynamic farmers.

The lucky cup is a coffee cup made of coffee grounds. In fact, only 0.2% of the coffee cherry is used for making the actual coffee we drink. This innovative dutch company uses the remaining 99.8% of residual flow to make reusable coffee cups. With this sustainable initiative, their aim is to convert the unbridled incineration of coffee grounds into something useful.

TREND

³ AN APPETITE FOR EXPERIENCES

DNA Dinner



SurpriSeat

DNA Dinner

MORE AND MORE PEOPLE, ESPECIALLY MILLENNIALS, ARE LOOKING FOR EXCEPTIONAL EXPERIENCES AROUND FOOD. INNOVATIVE DINING CONCEPTS, SPECIAL RESTAURANT LOCATIONS AND MANY MORE.

This trend challenges hospitality businesses and chefs to come up with unique and creative propositions. At Horecava, several innovative concept experiences were presented.



Gangmakers App

The DNA dinner was organized on the first day of the fair by the company Koppert Cress, specialized in microgreens. DNA samples were taken from six people and a tailor-made menu was prepared for each of them. The DNA based cuisine certainly offers a taste of a future reality; in the coming years, the food experience will completely change and it will be tailored to our needs and preferences.

Gangmakers app is based on the idea that humans prefer to enter a café or restaurant which is already filled with people rather than going to an empty one. This social media app matches 'gangmakers' with hospitality businesses; the first are deployed to go in restaurants or cafés earlier in the evening to attract more people. This is a win-win situation: on one side, there are app members that get the opportunity to enjoy a free drink and meet new gangmakers, on the other, businesses can serve more clientele and earn more.

SurpriSeat is an app that offers you a one-off or monthly surprise dinner to discover new restaurants and try unique food experiences.

TREND

⁴ CONVENIENCE IS THE NAME OF THE GAME

Mercedes-Benz eVito

CONSIDERING OUR FAST-PACED AND TIME-POOR LIVES, IT'S NOT SURPRISING THAT THE FOOD-DELIVERY MARKET IS CLIMBING THROUGH THE ROOF. WE ARE CONSTANTLY LIVING IN A HURRY TO GET SOMEWHERE, TO START SOMETHING NEW, TO GET WORK DONE, ALL IN A FRACTION OF A SECOND.

All we want is healthy and delicious food, and a quick service and delivery (it's not much to ask, is it?). Horecava is, of course, in step with the times: both new sustainable delivery facilities were showcased, as well as new mobile concepts.

Urbandine



Signi

Urbandine is a personalized mobile ordering platform that allows customers to place their orders without having to get the attention of the waiter. This allows for a more efficient service: less time, higher turnover.

Signi it is a call-for-service device that can easily send signals - in this case food orders - to a receiving device (Android and iOS). The user-friendly interface clearly shows which tasks are open and needs to be undertaken by the waiter/responsible person.

Mercedes-Benz Vans came with three connected and emission-free driving eVitos to Horecava 2020, including a fully electric refrigerated truck. All three vehicles offer catering entrepreneurs the perfect solution for efficient and sustainable transport of goods.

INTERESTED TO KNOW MORE ABOUT THE LATEST TRENDS?

Reach out!

We are innovators and designers. We help our partners solve their industry challenges and build a bright future. By bringing together strategy, design and technology, we create solutions that contribute positively to people, our ecosystem and the bottom line.

We make it real.

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