

quench®

# 2022 FOOD + BEVERAGE TRENDS

VOL. 13



A large, stylized green letter 'U' serves as the background for the entire image. It is composed of two shades of green, with a darker shade forming the main body and a lighter shade forming the vertical strokes.

CULINARY

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CURIOSITY

# INTRODUCTION

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For more than a decade, we have been predicting the food & beverage trends that have been changing our industry. Our team spends hundreds of hours engaged in primary and secondary research, reading as many studies and articles as we can and talking to numerous industry contacts. For the record, we've done well for ourselves: We've been talking about ideas, such as corporate sustainability and alternative proteins, since 2011 and have been published by everyone from Fast Company to Forbes.

Our trends consist of five macrotrends and three supporting microtrends. Each microtrend ladders up to a macrotrend: the “big ideas” shaping the future of food & beverage in the foreseeable future. We're excited to share what we'll be eating, drinking and enjoying for the next few years.



Michael Pavone

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# OUR PAST TRENDS

For more than a decade, we have been predicting food & beverage trends. Here are trends that we identified in past reports, which have evolved and maintained relevance in 2022.

- **2012** > **Two Breakfasts** | **Channel Agnostic** | No Nonsense | **The New Premium** | Mobile Feast
- **2013** > **Peer Parent** | Consumer Content | Immigrant Kids | The Future Is Simple
- **2014** > Food Hacks | **Alternative Proteins** | New Community Center | **Digital Tastes**
- **2017** > Cooking Class and Grocery | New Meat Sources | Do-it-yourself | Food Hacks Dinner and a Show | iFood | Eat Your Alcohol | **Niche Ethnic**
- **2018** > **New BFY** | Foodie Culture | Beyond on Demand
- **2019** > Upcycle Recycle | Mindful Food | **Meatless Mainstream** | Uncommon Flavors
- **2020** > **Hypercustomization** | Back to Nature | Altruistic Food | Disaster Farming Restaurants without Restaurants



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**TREND**  
**1.0**



# TREND 1.0 UPCYCLED DIETS

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**Saving the environment — and money — by turning waste into ingredients.**

Upcycling utilizes ingredients that otherwise would not have gone to human consumption — and sees a place in the modern diet for misshapen and bruised fruit, edible leaves and pulp leftover from juicing. The waste-not, want-not movement isn't new, but its popularity and the demand from consumers is skyrocketing.

In early 2020, the The Upcycled Certification Standard was ratified, leading to the creation of a “certified upcycle label.”

The new label will be applied to products that live up to their standards, helping guide consumer selection.





## 1.0 UPCYCLED DIETS

# FACTS & FIGURES

- 1.3 billion tons of food is wasted each year, representing about 30% of all food produced globally.
- Studies show that food discarded for aesthetic reasons costs farmers 20% of their crop each year.
- Only 10% of consumers are familiar with upcycled food products — but after a bit of education, 80% say that they would be likely to seek them out.
- A report produced by Future Market reveals that the upcycled food market is worth \$46.7 billion.



## 1.0 UPCYCLED DIETS

# WHO'S DOING IT?

**WTRMLN WATER** — This beverage brand uses the 20% of watermelons that never make it to grocery stores for cosmetic reasons to make its cold-pressed beverages.

**REVEAL** — A beverage brand that uses recycled avocado pits to create a healthy, nutritious drink.

**REGRAINED** — This company rescues used grain from breweries and upcycles it into SuperGrain+ flour.

**RENEWAL MILL** — Uses upcycled by-products from food manufacturing to produce baking mixes and ingredients.







TREND 2.0

# REGENERATIVE AGRICULTURE

## **Putting the health of the environment over profits (for now).**

Intensive farming practices have sped up soil degradation over the past few decades, and companies and individuals alike have only now begun to notice.

The solution? Regenerative agriculture — a system of farming and grazing practices that seeks to reverse climate change by rebuilding soil organic matter.

The result? Healthier soil that creates nutrient-dense food while improving the land it's grown on.

But a full embrace of intensive farming won't be easy. It will require principled companies putting the health of the environment over profits, and an enlightened consumer base willing to go the extra mile to save the planet.





## 2.0 REGENERATIVE AGRICULTURE

# FACTS & FIGURES

- The current process of converting natural land into farmland not only removes important nutrients from the soil, but also reduces the amount of carbon held by 50%–75%.
- The current industrial food system is responsible for 44% to 57% of all global greenhouse gas emissions.
- The practices associated with regenerative agriculture increase soil biodiversity and organic matter, yielding more resilient soils that can better withstand climate change impacts like flooding and drought.



## 2.0 REGENERATIVE AGRICULTURE

# WHO'S DOING IT?

**GENERAL MILLS** — The mega-brand is leading the way with a partnership with a regenerative consulting company known as Understanding Ag.

**BIMBO BAKERIES** — The breadmaker utilizes whole wheat grown on regenerative farms.

**ALTER ECO CHOCOLATE** — The Earth-friendly chocolatier is combating deforestation by partnering with an agroforestry group.

**APPLEGATE** — The company launched a line of grass-fed pork sausages, which sources pork from small farms using regenerative agricultural practices.





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**TREND**  
**3.0**



TREND 3.0

# FLEXITARIAN KIDS

## Embracing plant-based alternatives one tiny bite at a time.

The flexitarian movement — non-vegetarians who eat mostly plants, with the occasional inclusion of meat, eggs and dairy — has been gaining steam in recent years, fueled mainly by the development of tastier meat-substitute options.

And while the trend has mostly focused on adult eating habits, the healthy eating habit is becoming popular with kids, thanks largely to forward-thinking parents and caregivers.

Brands big and small are taking notice, offering plant-based snack and meal options or plant-and-meat hybrids to satisfy parents' desires to diversify their kids' diets.



### 3.0 FLEXITARIAN KIDS

## FACTS & FIGURES

- A 2021 report from Boston Consulting Group and Blue Horizon Corporation predicts that, by 2035, alternative proteins will account for 11% of the total protein market.
- 67% of households report using more fruits and vegetables in snacks in their children's diets.
- 60% of kid-based households are adding plant-based options to their menus, and more than 80% are offering those options to their children.





### 3.0 FLEXITARIAN KIDS

## WHO'S DOING IT?

**PERDUE** — The chicken giant has introduced a line of Chicken Plus nuggets, tenders and patties that combine meat and vegetables like cauliflower and chickpeas.

**MORNINGSTAR FARMS** — The brand's Incogmeato Chik'n Tenders line includes 100% meat-free options that mimic the taste and texture of real chicken.

**SCOTLAND** — The Scottish government is replacing its school milk program with a new "Milk and Healthy Snack Scheme" that offers kids under five a free, fortified plant-based milk.







TREND 4.0

# BEYOND CARBON NEUTRAL

## Consumer eco-anxiety pushes companies to go one step further

Just when brands were beginning to come to terms with the ambitious goal of becoming carbon neutral, the Earth-friendly bar has been raised once again. This time, the demand is carbon negative.

And just like the carbon neutral movement, the forces driving carbon negative (also known as climate positive) are consumers. Eco anxiety continues to influence consumer purchasing behavior, pushing brands to not only reduce carbon emissions to zero, but to remove more carbon emissions than they emit.

Brands joining the trend will invest in new ways to reduce their carbon footprint through closed-loop design and new manufacturing processes. Some will even find ways to commercialize stored carbon and turn the maligned greenhouse gas into a money-maker.



#### 4.0 BEYOND CARBON NEUTRAL

## FACTS & FIGURES

- The Center for Sustainable Systems found that the production of food accounts for 83% of all greenhouse gas emissions.
- Not surprisingly, big corporations have the biggest carbon footprints. The world's 100 largest companies are responsible for more than 70% of the world's carbon emissions.
- Microsoft announced that it will not only be carbon negative by 2030, but by 2050 it aims to have removed from the environment all the carbon the company has emitted since it was founded in 1975.



## 4.0 BEYOND CARBON NEUTRAL

# WHO'S DOING IT?

**STARBUCKS** — The company, which includes 32,000 locations worldwide, aims to be “resource positive” within a decade by reducing carbon emissions, water withdrawal and landfill waste by 50%.

**BREWDOG** — The Scottish beer company plans to invest in a green infrastructure plan, going carbon negative by switching to wind power for its breweries and bars.

**AIR CO** — The Brooklyn-based distiller developed a way to convert carbon dioxide into alcohol to create the world's first carbon negative vodka.

**HORIZON ORGANIC** — The company aims to be the first national dairy brand to become carbon negative across its full supply chain, and will work with more than 600 direct farmer partners to reach its goal.



CRUELTY FREE - SAFE - HEALTHY - ENVIRONMENTALLY FRIENDLY

LAB-GROWN  
**MEAT**  
BEEF



LAB-MEAT-6933

NET WT. 17OZ (482g)

TREND  
**5.0**

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TREND 5.0

# FRANKENMEAT

## The bizarre (but genius) next step in the meat substitute game.

In vitro meat or synthetic meat — also known as “Frankenmeat” — has been in development for several years. But thanks to scientific advances and a growing consumer embrace of meat substitutes, 2022 might be the year the lab-grown proteins become a mainstream option.

Plant-based meat or protein substitutes, like Burger King’s Impossible Whopper, are already mainstream, but “Frankenmeat” takes the effort a step further with a page out of a mad scientist’s playbook.

To create such “clean meat,” food scientists developed a process for in-vitro cultivation of meat cells to produce protein that is biologically and nutritionally identical to meat from traditionally raised and slaughtered animal sources, but that involves neither animal agriculture nor animal slaughter. It is, quite literally, meat “grown” in a laboratory, and it could radically change the agriculture industry forever.



## 5.0 FRANKENMEAT

# FACTS & FIGURES

- According to global consulting firm Kearny, 35% of all meat will be lab-grown by the year 2040.
- An Oxford University study suggests that lab-grown meat can reduce greenhouse gas emissions by as much as 96%, and reduce water consumption by 82%–96%.
- 80 companies, backed by more than \$800 million in investments, are racing to develop lab-grown meat products.
- The first lab-grown beef burger was created in 2013 from 20,000 lab-grown muscle strands, and would have retailed for about \$333,000. Today, a similar patty sells for \$10, with prices expected to decrease in 2022.





## 5.0 FRANKENMEAT

# WHO'S DOING IT?

**EAT JUST** — The San Francisco startup is the first company authorized to sell and distribute lab-grown meat.

**MEATABLE** — Based in The Netherlands, Meatable hopes to have an industry-scale in vitro meat plant by 2025, and is currently working on a small-scale bioreactor where cell-growth takes place.

**FUTURE MEAT TECHNOLOGIES** — The lab-grown meat company has shortened the manufacturing process to two weeks, and hopes to get costs down to \$10 per pound in 2022.





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**TREND**  
**6.0**



TREND 6.0

# ADAPTOGENIC MUSHROOMS

## Finding functional benefits in fungus.

The line between functional foods — foods that deliver benefits like boosted immunity or mood enhancement — and over-the-counter drugs and supplements is blurring, and mushrooms are leading the way.

Mushroom varieties like lion's mane, chaga, shiitake and maitake, once mainly prized for their taste and flavor profiles, are now cherished for the functional benefits they deliver.

The cordyceps, which can be found growing on the head of a caterpillar in the Tibetan high plateau, has been used in China for thousands of years by royal and elite families as a tonic for energy, vitality, endurance, and to support a healthy immune system. And today, it finds new life in a trend two millennia in the making.





## 6.0 ADAPTOGENIC MUSHROOMS

# FACTS & FIGURES

- The global adaptogenic mushroom market generates \$8 billion in sales annually, and is expected to grow to \$19 billion by 2030.
- An estimated 2,000 species of mushroom are edible, but only 15 are recognized for their functional benefits.
- Adaptogenic mushrooms aren't always an ingredient you can see. Some wellness influencers are adding functional mushrooms via powders and tinctures to smoothies, coffee and other recipes.



## 6.0 ADAPTOGENIC MUSHROOMS

### WHO'S DOING IT?

**FOUR SIGMATIC** — This Finnish-American company specializes in mushroom-based drinks, but sells more than 30 mushroom products including beverages, protein supplements and beauty products.

**MUD WTR** — A coffee alternative made with adaptogenic mushrooms and available in caffeinated and non-caffeinated varieties.

**OM** — The brand name stands for “Organic Mushrooms,” and the company grows 11 types in an environmentally controlled, cGMP-certified facility in Carlsbad, California.







TREND 7.0

# BUZZ-FREE SPIRITS

## **A pandemic-fueled movement that's catching on with “sober curious” consumers**

Don't look now, but Americans are drinking less overall than they did any many points over the past 20 years. That's according to recent Gallup data, and the the trend is fueling the rise of non-alcoholic drinks.

A pandemic behavior known as “drysolation” saw many consumers opting for an alcohol-free lifestyle during lockdown. Combine that with a growing health-conscious and “sober curious” consumer segment, and you've got an alcohol-free cocktail trend that's showing no signs of slowing.

Just like coffee drinkers choosing from a variety of milks to add to their java, happy hour drinkers can now mix a medley of alcohol-free spirits to avoid hangovers (and calories) that come from traditional booze.



## 7.0 BUZZ-FREE SPIRITS

# FACTS & FIGURES

- Many “sober curious” consumers are younger millennials who still drink alcohol, but are mindful of the impact that alcohol consumption has on physical and mental health.
- According to NielsenIQ, sales of non-alcoholic beverages rose 33.2% in the past year, with \$331 million in total sales. The boost was buoyed by non-alcoholic spirits, which grew 113%.
- The competitive cost of non-alcoholic options are driving the trend. A 750ml bottle of Hendrick’s gin costs between \$35 and \$40, while a non-alcoholic version from CleanCo sells for about \$25.





## 7.0 BUZZ-FREE SPIRITS

# WHO'S DOING IT?

**Ritual Zero Proof** — Launched two years ago, the company's line of alcohol-free whiskey and gin is meant to mimic the taste of real liquor.

**CleanCo** — The UK-based brand landed on American shores in 2021 with a variety of full-strength, no-ABV alcohols, from tequila (Clean T), gin, dark rum and flavored vodka.

**DE SOI** — One of the newest entries to the non-alcoholic market comes from singer Katy Perry. The product's name is French for “pleasure with restraint” and includes a line of sparkling ready-to-drink non-alcoholic apéritifs with natural adaptogens.





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