SRG PREDICTED THAT consumers were ready to say goodbye to café lattes and hello to “hotter” coffee creations. Since then, we’ve seen nitro and cold brew increase in popularity, as well as experimentation with coffee blending, brewing, and steeping techniques.

**COFFEE + SPICE is everything nice**

**IN 2015...**
SRG PREDICTED THAT consumers would work their way into American comfort classics.

**IN 2012...**
SRG PREDICTED THAT the fresh, spice-forward flavors of Thailand, Vietnam, and Korea would work their way into American comfort classics.

**IN 2014...**
CONSUMERS’ QUEST FOR VITALITY led SRG to predict the popularity of Japanese matcha, a powerhouse green tea known for its antioxidant power and functional benefits.

**IN 2018...**
You will see U.S. CONSUMERS beginning to embrace matcha, a traditional Chinese street-food breakfast crepe brushed with unrefined Mexican sugar onto rich, layered with egg, pickled vegetables, and herbs, and sometimes customized with sausage or bacon. While Americans aren’t quite ready for a traditional fish-based Japanese breakfast, Asian umami flavors have begun to take center stage on morning menus. Japanese cuisine easily fits into existing consumer preferences for egg-based, protein-forward breakfast options and provides that perfect umami pop.

- **THE FLYING PIG** (New York, NY): Classic Jianbing or Specialty Hang Shou Rou with Pork Belly
- **MR. BING** (New York, NY): Various Jianbing options
- **JIANGBING COMPANY** (Brooklyn, NY): Create-Your-Own Jianbing

**MORINGA is the thing**

**IN 2015...**
SRG PREDICTED THAT moringa—superfood derived from the dried leaves of the “tree of life”—will be the “thing” in 2018 and beyond. Compared to matcha, moringa has far more protein, fiber, calcium, and vitamins, and a new study from UC Davis’s Dr. Carrie Waterman shows early promise that moringa may be more bioavailable and effective than the anti-inflammatory panacea, turmeric. Watch for moringa to become the next matcha latte or golden milk latte.

- **WHAT IS SO COMPPELLING ABOUT MORINGA?** Its high concentration of powerful phytonutrients and compounds that may help prevent many diseases such as diabetes, cancer, hyperlipidemia, and inflammation.

- **PREVIOUSLY IN 2015...**
- **IN 2014...**
  SRG’S CULINARY TRENDS REPORT predicted a growing consumer interest in fermented, probiotic-rich foods in categories other than yogurt and kombucha. Since then, probiotics have earned “mega-trend” status, a topic we explored in detail in our 2017 Natural Nine.

**SLOW Dough**

**IN 2018...**
RISING INTERNATIONAL INTEREST in gut health, combined with a continued increase in consumer gluten sensitivities, is leading more people to seek out less-processed, easier-to-digest foods. In 2018, we predict more frenzy for fermentation as artisan bakers and makers of pinsa—an ancient Roman style of pizza that uses a flour blend with longer fermentation periods to make the bread easier to digest—will spur a revolution in the way crusts are crafted.

- **CAMILLO** (Brooklyn, NY): Various pinsa options
- **PINSA LAB** (Brooklyn, NY): Various pinsa options
- **GRAND CENTRAL BAKERY** (Seattle, WA): Fermented leaves for at least 12 hours

**TRENDY TEA & THE CHICKPEA**

**IN 2015...**
The hot Asian cuisine for 2018 lived at the confluence of SRG’s buzziest food “trendjectories” today. Our previous report highlighted trends including “Tea Leaves the Cup,” “Advanced Asian,” and “The Secret Side of Chickpeas.”

**IN 2018...**
Not only does Burmese food take tea leaves outside the cup, but also ferments and puts them centerstage in a delicious fermented tea leaf salad. Additionally, than tofu, a meat substitute made from chickpea flour and turmeric is a mainstay hailing from the northeast of Myanmar. Burmese cuisine, a blend of Chinese, Lao, Indian, and Thai flavors, has the staying power to appeal to a variety of different palates, and we predict it will be pushing front and center in 2018.

- **HOT ASIAN CUISINE FOR 2018**
  - **THE FLYING PIG** (New York, NY): Classic Jianbing or Specialty Hang Shou Rou with Pork Belly
  - **MR. BING** (New York, NY): Various Jianbing options
  - **JIANGBING COMPANY** (Brooklyn, NY): Create-Your-Own Jianbing

- **THE RISE OF INSTAGRAM MAKES food even more about styling. From unicorn lattes to edible diamond-studded sundaes, foods is becoming a medium for visual expression. Starting next year the Culinary Institute of America will offer classes on taking food photos. Art installations and “foodscapes” are tailoring food for visual consumption for the camera lens rather than the palate. We will continue to see the visual food experiences created for the explicit purpose of providing a perfect photo opp.

- **BLACK STAR PASTRY** (Australia): Glazed on “Glow-in-the-Dark Donuts”
- **MUSEUM OF ICE CREAM** (U.S.): Designs environments that bring people together and provokes imagination.
- **COLOR FACTORY** (San Francisco, CA): A visual experience designed for people to interact with Instagram