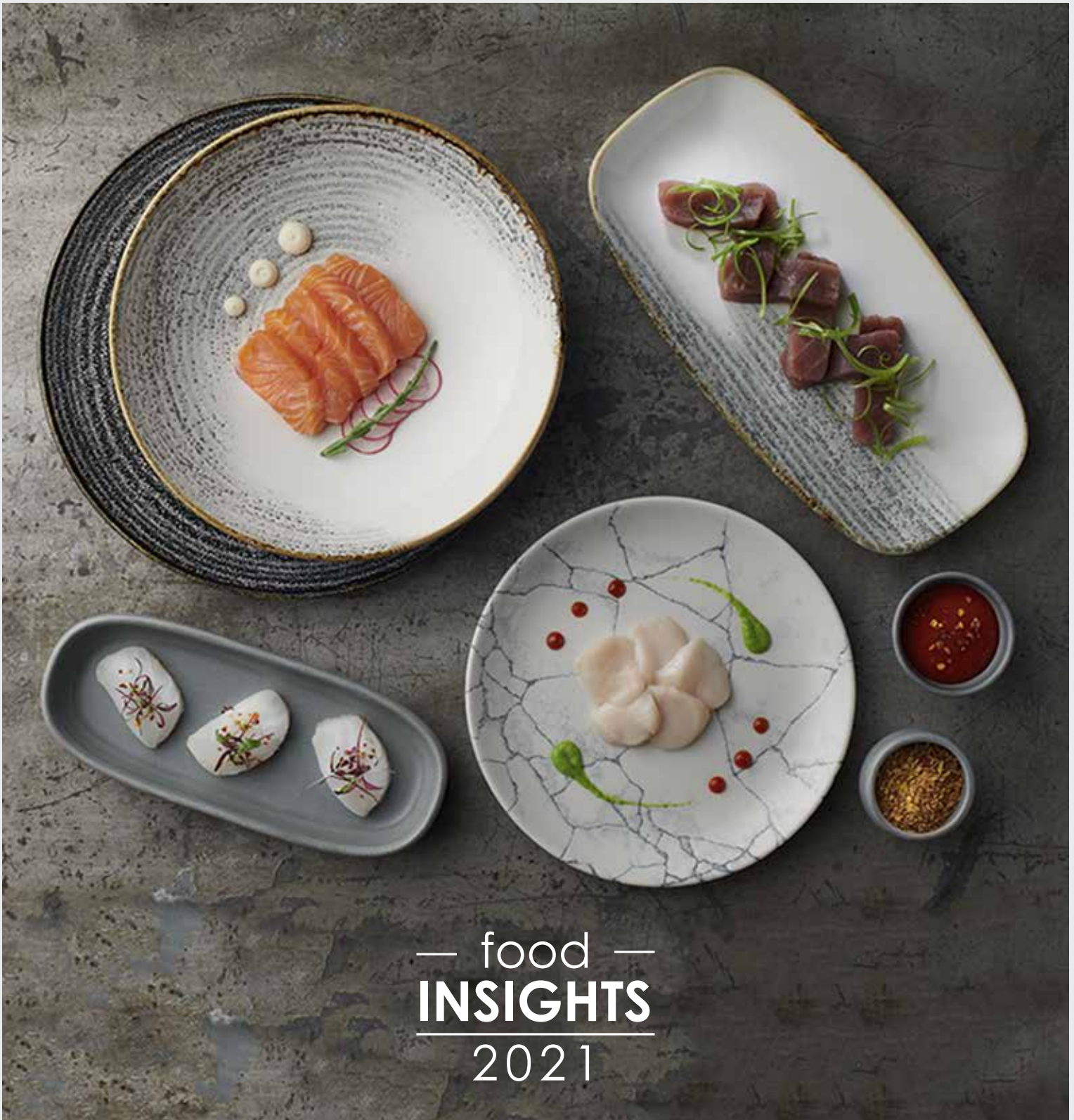




CHURCHILL[®]

CLEAN EATING | PROVENANCE OF FOOD | ASIAN FUSIONS
RUSTIC ITALIAN | STREET FOOD | EATERTAINMENT
AFRICAN AROMAS | NEW NOSTALGIA | TABLETOP PALETTES



— food —
INSIGHTS
2021

OUR RESEARCH JOURNEY AROUND THE WORLD...



In 2020 we missed our travels around the world to research new food and restaurant trends, instead we continued to monitor the new openings and innovation within the industry from the safety of our desks. While it was a difficult year globally for hospitality we have seen the resilience and ingenuity that makes the eating out sector so special, and we look forward to the continuous evolution of the industry.

● SAN FRANCISCO

Boasting more restaurants per capita than any other city in the USA, San Fran is renowned for its avant garde restaurant scene.

● AUSTIN

Named the best city to live in the US for under 30's, the restaurant scene is young, vibrant and trendy. The residents of Austin like to buy local, buy fresh and buy eco friendly.

● NEW YORK CITY

With over 24,000 restaurants in Manhattan alone, the New York restaurant scene is ever changing and evolving. 76 of NYC's restaurants boast Michelin Stars, including five restaurants with three stars.

● LIMA

In 2019 two of the best restaurants in the world were named in Lima, and the city continues to be a hub of culinary innovation.

● LONDON

London's buzzing multicultural community has made the city a hub of food diversity, innovations and fusions. With 67 Michelin starred restaurants and two of the best restaurants in the world.

● BRISTOL

The restaurant scene in Bristol is renowned for being independent. The city is a hive of quirky and innovative restaurants, bars, cafes and pubs.

● LEEDS

The booming northern city now has more restaurants in the city centre than ever before and the majority of these are independents or small groups.

● MADRID

Dubbed the food capital of Europe, attracting Michelin-Starred chefs and foodie tourists.

● BARCELONA

With a thriving tourist industry and vibrant eating out culture, amongst Barcelona's many astounding traditional restaurants there are innovative chefs experimenting with world flavours and fusions.

● BERLIN

A city on the pulse with food trends, from the world's street food to innovative fine dining fusions.

● SINGAPORE

After a strategic move to become a foodie destination Singapore now has 44 Michelin starred restaurants, including two restaurants with three stars.

● MELBOURNE

A vibrant city full of restaurants that set the trends for the rest of the world, Melbourne is hailed as the city that invented third wave coffee and the freak shake.

WELCOME TO THE 2021 EDITION OF CHURCHILL'S FOOD AND RESTAURANT INSIGHTS MAGAZINE, WHERE WE SHOWCASE OUR RESEARCH INTO THE HOSPITALITY INDUSTRY.

2020 brought unprecedented challenges to hospitality, and through this incredibly difficult time we have witnessed the resilience, innovation and adaptability of the industry. As we stayed at home the food we ate played a significant role in our lockdown lives and through this time we learnt a lot. So as we move further into 2021 we will take the lessons we've learnt with us.

There's a greater focus on health and wellbeing than ever before, not only our physical health but also our mental health so expect to see more specialised diets and a comfort food comeback. In 2020 we saw the sky clear and the natural world begin to repair itself, so this brings hope that sustainable practices will make a difference.

While we travelled less in 2020 we still enjoyed international cuisines and we explored with our taste buds, so expect to see Asian Fusions remaining the most popular food style in the market. And as restaurants adapt to hybrid models we'll see more street food dishes on menus that are suitable for eating in or taking out.

The Churchill Product Development Team



Emerge & Studio Prints Homespun Accents

FEATURES

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Stonecast Patina

Industry Themes

The industry is changing to meet the evolving wants, tastes and interests of diners, below discusses some of the key themes transforming how we dine.



SUSTAINABILITY

Consumers are turning to meat-free alternatives as part of their daily diet. Seeking out local produce and reducing the use of single use plastics.

Check Out

Angela's of Margate, a fiercely sustainable restaurant, even their tables are made from recycled plastic.



INTERNATIONALISM

While we have travelled less we've still explored with our tastebuds and diners are more interested than ever in experiencing new flavours.

Check Out

Reffen Copenhagen, the biggest street food market in the Nordic and a perfect place to explore a variety of global cuisines served up kerbside.



EXPERIENCE

When we do get to go out, we will be going all out. Diners have missed so much about the eating out experience than when it comes back expect it to be more fun, immersive and entertaining than ever

Check Out

Moon Dog World in Melbourne, it's a bar... with a beach, a lagoon, sunbeds, games, a playground and more!



COMMUNITY

If there's one thing we've learnt the value of it's human connection. Going forward consumers will buy local, support their communities and seek out activities that offer interaction with others.

Check Out

Secret Supper USA, culinary events that celebrate local ingredients and artisan cooking in beautiful locations.



CLEAN EATING

TOP TREND

PLANT BASED | SUSTAINABILITY | WELLBEING | LOW IMPACT | HEALTHY

In 2020 we watched the sky clear and while the natural world began to repair itself we contemplated our own personal health and wellbeing. So we go forward into 2021 with a renewed focus on health, wellbeing and sustainability.

Health & Wellbeing

More than ever before there is focus on nutrition and how our diets impact not only our physical health but also our mental well being. So as diners continue to reduce their intake of meat and processed foods there is also a new focus on how our diets can change our moods. Expect to hear more talk about brain foods, DNA dining and mood foods as consumers eat the way to healthier minds, bodies and planet.



Low Impact Diets

We have seen the hospitality industry adapt over the last couple of years, by reducing single use plastic products and opting for products with longevity.

As sustainability continues to grow in prominence, expect to see more diners reducing their meat intake or turning to low-impact proteins. Waste reduction continues to be a core focus and topic as the industry aspires to operate waste and plastic free.



Stonecast & Studio Prints Raku



Plate It Up...

Stonecast Raw

“Interest in plant-based diets reached an all time high in 2020 with consumers seeking out healthier and cleaner lifestyles”



Stonecast



Studio Prints Stone

TRENDSETTERS

FREA - BERLIN
Vegan restaurant with a zero waste policy.

BUNNYS - MADRID
Vegan, organic and gluten free deli.

WILD SEED - SAN FRANCISCO
Seasonal vegan cuisine and cocktails.

WAHACA - UK
First carbon neutral restaurant group.

SPICEBOX - LONDON
Fast casual vegan Indian street food.

KALIFORNIA KITCHEN - LONDON
Instagrammable vegan plant-based cafe.

RHODORA - NYC
Zero waste restaurant, with a commitment to sustainability.

DALUMA - BERLIN
Organic, vegan friendly health food cafe.

*Some of the innovative sites we've spotted on our global food research trips, not necessarily Churchill customers, just inspiring and pacesetting restaurants...

PROVENANCE OF FOOD

TOP
TREND

LOCAL PRODUCE | SEASONAL | COMMUNITY | RURAL DINING



Stonecast Plume

We've learnt the value of community and to appreciate what's on our doorsteps, championing local farmers, artisans, restaurants and more.

Going forward consumers will buy local, supporting independent businesses in their villages, towns, cities and countries. Restaurants will source local or own grown produce, adding value to their dishes and overall dining experience.



Stonecast Patina



TRENDSETTERS

COOMBESHEAD FARM - CORNWALL

A restaurant on a working farm that serves own-grown and local produce.

SECRET SUPPER - USA

Events dining that hosts immersive culinary experience dining serving local ingredients.

LES COLS - GIRONA

Fine dining that reflects the rural landscape.

28 MARKET STREET - SOMERSET

Championing the best produce and producers of the west country.

VILLA LENA - TUSCANY

Foodie guest house in rural Tuscany, serving artisanal dishes made with local produce.

ERNST, BERLIN

Serving an ever-changing seasonal menu.

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Chefs' Plates

"As we get back in touch with nature and explore outside our towns and cities we see the rise of the destination restaurant and rural dining"



Studio Prints Stone & Raku

Plate It Up...



Stonecast Aqueous

ASIAN FUSIONS & BOWLS



BOWL FOOD | STREET FUSION | FAST CASUAL | SHARING PLATES | ADVENTUROUS

Asian Fusions remains the largest food trend and where we see the most new restaurant openings.

Diners continue to explore with their taste buds and the restaurant industry continues to be influenced by Southeast Asian street food. We have seen Korean, Japanese, Taiwanese and Vietnamese cuisine grow in popularity over the years.



"The largest and fastest growing food style in the independent restaurant sector"



Plate It Up...



TRENDSETTERS

ON THE BAB - LONDON

Casual Korean street food, serving up popular dishes.

CIRILO FILIPINO KAINAN - LONDON

Small modern restaurant, serving hearty Filipino food.

UMAMI - BERLIN

Indo-Chinese inspired food, which specialises in using fresh and organic produce.

8SIA - NYC

Fast casual food hall with a focus on Asian street food.

EL MALDITO - BARCELONA

Japanese tavern serving innovative flavour fusions.

FATT PUNDIT - LONDON

Indian - Chinese offering small plates. Traditional Chinese cooking techniques with Indian spices.

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Taste The Trend

Vietnamese

Bun Rieu - Noodle soup with a tomato & crab base

Korean

Hoeddeok - Sweet syrup pancakes

Japanese

Onigiri - Rice balls filled with meat, fish, or vegetables

Taiwanese

Niu Rou Mian - Noodle soup with a beef broth

Thai

Son Tum - Spicy green papaya salad

RUSTIC ITALIAN

TOP TREND



Studio Prints Breccia, Stone, Raku & Stonecast

The popularity for woodfired pizza ovens continues to grow, simple and short pizzas menus made with top quality ingredients and paired with craft beer.

There has been a rise in vegan and vegetarian dining, with chefs embracing the heritage of meat free dining in Italy. Many of the top Italian restaurant brands have launched dedicated vegan menus. The popularity for sharing food becomes evermore relevant for the cuisine, with family style feasting, small plates and sharing platters.



Stonecast Patina

Taste The Trend

Polette

Traditional meatballs served with pasta, rice or crusty bread

Guanciale

Cured meat used in pasta dishes

Arancini

Stuffed rice balls coated in bread crumbs



Stonecast Aqueous

SMALL PLATES WOODFIRED FAMILY FEASTING RUSTIC & RELAXED



Studio Prints Stone



Stonecast Patina



Studio Prints Haze & Stonecast



Stonecast

TRENDSETTERS

HUMBLE PIZZA - LONDON

Healthy vegan alternatives to the classic Italian style pizza.

BIG MOZZ - NYC

Awarding winning mozzarella sticks and fried cookie dough.

REZDÒRA - NYC

Italian eatery serving handmade pasta, traditional meat and fish dishes.

DOUGH HOUSE - LEEDS

Italian street-food, serving gourmet pizza, artisan gelato and craft beers.

FUTURA NEAPOLITAN PIZZA - BERLIN

Original Neapolitan Pizzeria.

BANCONI - LONDON

Serving fresh pasta to create traditional dishes.

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STREET

FOOD

TOP TREND

VERSATILE DISHES | STREET FUSION | INTERNATIONAL CUISINES | CASUAL

Street food has influenced our menus for many years now but with the rise of the hybrid-restaurant and home delivery we're seeing a renewed surge in dishes suitable for eating in or out.

Our favourite cuisines are served up in restaurants, kerbside and delivered to our doors as the industry adapts and evolves.

Street food gives diners the opportunity to travel through taste, and popular cuisines such as Middle Eastern, Asian Fusions, Rustic Italian and US Soul food are perfect dishes to serve sit in or on the go.



Nourish



Stonecast Patina

TRENDSETTERS

MARIA BONITA - BERLIN
Mexican bistro serving street food dishes including tacos, burritos.

REFFEN - COPENHAGEN
Dockside street food complex designed to launch new entrepreneurs.

TAQUERO MUCHO - AUSTIN
A fun, pink taqueria in the heart of Austin.

BANG BANG ORIENTAL - LONDON
The largest pan-Asian food court in Europe with 27 kiosks serving oriental cuisines.

TUK TUK INDIAN STREET FOOD - EDINBURGH
Authentic cuisine inspired by the streets of India

PANELLA - LONDON
Sicilian street food made with British produce.

*Some of the innovative sites we've spotted on our global food research trips, not necessarily Churchill customers, just inspiring and pacesetting restaurants...

Studio Prints Raku

Plate It Up...



Stonecast



Studio Prints Stone



Stonecast Patina



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EATERTAINMENT

HANDHELD FOOD | INTERACTIVE | IMMERSIVE | EXPERIENCE

Dining out is all about the experience, takeaways filled a void during 2020 but it's the setting, the service, the tableware and the atmosphere that makes eating out so special.

As we look forward to making up for lost time there's no doubt that when we do go out we'll be going all out. Celebrating with food, drinks, games, activities - all the experiences we've missed.

Eatertainment has so much to offer, from digital and immersive dining, activity bars and multi-sensory experiences. The interior design, tableware, costumes, role play, food and drinks all become part of the story-telling.



Studio Prints Stone



Isla & Isla Glass

Check out...

ALCHEMIST - COPENHAGEN
Exploring new frontiers in multi-sensory fine dining.

PUNCH BOWL SOCIAL - USA
Retro arcade games and karaoke, seven new locations in 2020.

AREO BANQUETS - NYC
Virtual reality pop up dining events.

CLUB HAUS - BARCELONA
Multi-concept space with two restaurants, a games area and karaoke room.

MAC & WILD - LONDON
London's first virtual shooting range.

MOON-DOG WORLD - MELBOURNE
72 Beer taps, a waterfall, lagoon, tiki bar, beer garden, playground - the ultimate experience venue.

*Some of the innovative sites we've spotted on our global food research trips, not necessarily Churchill customers, just inspiring and pacesetting restaurants...



Studio Prints Mineral



Plate It Up...



Vintage Prints Med Tiles



Studio Prints Raku, Agano, Stone, Homespun & Stonecast

AFRICAN AROMAS

EMERGING TREND

African flavours from Ethiopia, Ghana and Senegal are set to continue growing with flavours going mainstream in 2021.

Menus will see more spicy, vibrant dishes, including jollof rice and bunny chow. Africa is a big continent so the food is diverse, core ingredients include rice,

plantain, chicken, tomatoes, watermelon, onions, nutmeg, ginger and cumin.

As people continue to search for diverse healthy dishes, many are opting for African dishes, as they are often gluten free and high in plant-based protein.



Taste The Trend

Egusi Soup
Is a popular Nigerian soup that uses ground melon seeds to thicken it.

Suya
Popular Nigerian street food, Suya is a spicy meat skewer.



VIBRANT & SPICY BOLD INGREDIENTS
ONE-POT COOKING
Healthy Grains



TRENDSETTERS

TERANGA - NYC
Traditional African flavours in a modern, fast casual setting.

MOMO - LONDON
Mediterranean dishes with hints of North Africa.

AARDE - MADRID
Aarde has taken recipes and interior design influences from Africa.

CHUKU'S - LONDON
Authentic Nigerian tapas in Tottenham.

IKOYI - LONDON
East African flavours at St James' Market.

BUNNA CAFE - NYC
Ethiopian plant-based cafe.

TASTE OF ETHIOPIA - AUSTIN
Traditional Ethiopian dishes in a simple setting.

ZOE GHANA KITCHEN - LONDON
From supper clubs to being a driving force in the African food movement.

*Some of the innovative sites we've spotted on our global food research trips, not necessarily Churchill customers, just inspiring and pacesetting restaurants...

NEW NOSTALGIA

EMERGING TREND

FAMILY RECIPES | RETRO FAVOURITES | CULTURAL CLASSICS

In times of crisis food is a comfort, and so we've revisited some of our retro favourites and family recipes to find some cheer.

From fine dining to fast casual, chefs reinvent old family recipes, embracing their roots and bringing classic dishes to modern day diners. Diverse comfort foods from all manner of cultures make a comeback in 2021.

Expect to see a revival of neighbourhood restaurants and local haunts as diners look to support their old-time favourite spots.



Vintage Prints



Stonecast Pafina



Nourish

CHILDHOOD FAVS
Memories RETRO
 Cheerful Classics
 OLD-TIME **Comforting**



Stonecast



Studio Prints Raku



Stonecast

TRENDSETTERS

BAR - COPENHAGEN
 Serving classic dishes from Northern Europe.

PARLOUR - LONDON
 Serving fun, retro British classics.

LAUNDRETTE - AUSTIN
 Modern twists on classic American favourites.

KATZ ORANGE - BERLIN
 Contemporary take on German dishes.

THE CHEESE BAR - LONDON
 Serving various dishes made with British cheese, including fondue.

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Stonecast Aqueous



TABLETOP PALETTES

Tabletop palettes brings together all the trends - food, interior, colour - and mixes them with hospitality market insight. Our own in-house research monitors trends in new openings and in 2019 spotted significant growth in establishments mixing and matching tabletop products with almost 50% of venues combining colours and styles of tableware.

The Tabletop Palette concept is simple. It takes the key themes, across the trends, to group items from our ranges into complementary colour palettes. Making it easy to refresh menu items, marketing and the tabletop.

Eclectic combinations of plate designs create unique styles and different looks. Design Director Erich Rommelrath discusses how different colours, textures and patterns can create unique tabletop palettes, "Our customers don't pick just one crockery range anymore, they come into our showroom and select pieces from a huge variety of plate designs to create their own look that suits their restaurant, hotel, cafe, pub etc."

Since 2016 we've launched over 1400 products, innovating in shape, texture, colour variety and specifically designed for creative chefs and the hospitality industry.

#tabletoppalettes

Products Featured:

Simplicity: Stonecast - Barley White, Patina Antique Taupe, Aqueous Bayou. Studio Prints - Stone Agate Grey, Isla Sand, Emerge Seattle Grey.

Pastel Calm: Stonecast - Petal Pink, Lavender. Studio Prints - Kintsugi Agate Grey, Haze Blue. Emerge Seattle Grey.

Blue Planet: Stonecast - Blueberry, Accents Blueberry, Plume Ultramarine, Aqueous Lagoon. Emerge Oslo Blue. Studio Prints - Raku Duo Topaz Blue Quartz Black.

Botanical: Stonecast - Samphire Green, Patina Burnished Green & Rustic Teal, Plume Olive. Studio Prints - Kintsugi Agate Grey, Nourish Andorra Green.

Rebellious: Stonecast - Patina Iron Black & Rust Red, Raw Black. Studio Prints - Raku Jasper Grey, Kintsugi Pearl Grey, Homespun Accents Jasper Grey, Homespun Charcoal Black, Nourish Siena Brown. Emerge Cinnamon Brown.



Simplicity
MODEST
VERSATILITY
Minimalism
Fresh Tones
Mindful



Pastel Calm
MILLENNIAL PINK
DELICATE BUT STRONG
Dusky Blush
DREAMY & SOFT
Colour Pop



Blue Planet
Blue Depth
FLUID TEXTURES
CALMING
Wild Natural
Waters



Botanical
TROPICAL
Shades of Green
Florals & Foliage
PURE & FRESH
NATURAL



Rebellious
INDUSTRIAL TONES
Dark & Moody
Bold Patterns
DEFIANCE
Striking



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