

Top ten food predictions for 2012

Submitted by: My Secret Kitchen Ltd

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As we predicted last year, money will be a key factor in the food trends for 2012:-

1 Price Increases on food – At the back end of last year the manufacturers supplying the retailers realised that they needed to force the raw material increases through the chain if they were going to survive and understandably so. Anything grown in the ground has increased, especially the basics so expect people to think even more carefully about what they put in their shopping basket.

2 Granny's cooking – Retro was big in 2011 and the desire for security and safety in an uncertain environment will steer cooking towards old family recipes. People still have egos and pride and what better way to show off than by resurrecting that old recipe that was handed down through the generations? – Could there be a rise in dumplings, suet puddings and the like?

3 More of the Grain – Home baking and cooking is a hot trend and people want to know more about what they are eating but without spending a huge amount. Whole grains are great value for money and the likes of Quinoa, oats and cornmeal could see a surge in 2012.

4 Forage, forage, forage – we predicted hedgerow flavours for 2011 and this will continue but expand into the general wild. Expect to see a rise in types of mushrooms, herbs and berries in people's diets. Wild garlic anyone?

5 Whatever Twitter says – As social networking becomes viral, people want to share the good and bad things in food. In the past it was all about what Delia said, going forward it will be a lot more about that latest blog report, that Twitter comments and that facebook photo. And we can't predict what 'that' will be.

6 The rise of the minor celebrity chef – following on from the previous comments, there will be a big rise in passionate cooks moving into doing video blogs on recipes, and these will become so much more accessible through the social media movement. So it won't be Delia's goose fat as the big thing next year, it will be a Youtube special chef. My Secret Kitchen will be jumping on this trend with a new video blog starting soon.

7 Moroccan – Full of Spices and flavours, a healthy diet with grain and greens and a little different with not too many expensive ingredients, Moroccan has been hovering around for a while. Expect 2012 to see a full blown launch of all things North African.

8 South American – We were wrong last year. We stuck our neck out with predictions that this continent would be big in 2011. It grew but not how we thought. Peru is widely predicted to be the big flavour country in the 'States for 2012 so we expect this to jump over to the UK along with Brazil for 2012. And if the food goes superbly with Caipirinhas we won't be complaining.

9 French Macaroons – 2011 was the year of the Whoopie Pie, an attractive and fun filled cake. One of the key reasons for it's popularity was it looked cute. We think French macaroons will be big for 2012

for a similar reason, so expect to see gaudy shop windows full of 'em. Whoopie pies will also get a makeover and remain popular but with alternative flavours and styles becoming big.

10 Back to the Dinner Table – As family values become ever more important, there will be a push to get more social interaction into the family dinner table which has declined over recent years. More family get togethers and more group meals will mean recipes involving more members of the family. What better way of bring a family closer together than cooking.. unless it goes pear shaped...

My Secret Kitchen (<http://www.mysecretkitchen.co.uk>) is the UK's first food and drink tasting company. The team has spent many years travelling the world and presenting food trends to major food manufactures. They now spend their time launching unusual and trend setting foods (<http://www.mysecretkitchen.co.uk/products/index.html>) through home tasting (<http://www.mysecretkitchen.co.uk/tasting/index.html>) events throughout the UK. Think the Tupperware party concept... but with food.

For more information or to try some samples of some inspirational products contact Phil Moran
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