

# WHAT'S HOT 2013 Chef Survey



The National Restaurant Association surveyed professional chefs, members of the American Culinary Federation, on which food, cuisines and culinary themes will be hot trends on restaurant menus in 2013. The "What's Hot in 2013" survey was conducted in the fall of 2012 among more than 1,800 chefs. See p. 12 for more information about the methodology.

## Top 20 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Healthful kids' meals
4. Environmental sustainability
5. Children's nutrition
6. New cuts of meat (e.g. Denver steak, pork flat iron, teres major)
7. Hyper-local sourcing (e.g. restaurant gardens)
8. Gluten-free cuisine
9. Sustainable seafood
10. Whole grain items in kids' meals
11. Farm/estate branded items
12. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
13. Non-traditional fish (e.g. branzino, Arctic char, barramundi)
14. Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes)
15. Fruit/vegetable children's side items
16. Health/nutrition
17. Half-portions/smaller portions for a smaller price
18. House-made/artisan ice cream
19. Black/forbidden rice
20. Food trucks

## Top TRENDS by category

### APPETIZERS

1. House-cured meats/charcuterie
2. Vegetarian appetizers
3. Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs, hummus)
4. Amuse-bouche/bite-size hors d'oeuvre
5. Flatbread appetizers

### SIDES/STARCHES

1. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)
2. Black/forbidden rice
3. Quinoa
4. Red rice
5. Pickled vegetables

### MAIN DISHES/CENTER OF THE PLATE

1. Locally sourced meats and seafood
2. New cuts of meat (e.g. Denver steak, pork flat iron, teres major)
3. Sustainable seafood
4. Non-traditional fish (e.g. branzino, Arctic char, barramundi)

5. Half-portions/smaller portions for a smaller price

### DESSERT

1. House-made/artisan ice cream
2. Bite-size/mini-desserts
3. Savory desserts
4. Deconstructed classic desserts
5. Dessert flights/combos

### BREAKFAST/BRUNCH

1. Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes)
2. Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta, Japanese)
3. Fresh fruit breakfast items
4. Prix fixe brunches
5. Chicken and waffles

### KIDS' MEALS

1. Healthful kids' meals
2. Whole grain items in kids' meals
3. Fruit/vegetable children's side items

4. Oven-baked items in kids' meals (e.g. baked chicken fingers, oven-baked fries)
5. Children's portions of adult menu items

### PRODUCE

1. Locally grown produce
2. Organic produce
3. Superfruit (e.g. açai, goji berry, mango-steen)
4. Heirloom apples
5. Exotic fruits (e.g. rambutan, dragon fruit, paw paw, guava)

### ETHNIC CUISINES AND FLAVORS

1. Peruvian cuisine
2. Regional ethnic cuisine
3. Ethnic fusion cuisine
4. Korean cuisine
5. Southeast Asian cuisine (e.g. Thai, Vietnamese, Malaysian)

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## Top TRENDS by category continued

### OTHER FOOD ITEMS/ INGREDIENTS

1. Farm/estate branded items
2. Artisan cheeses
3. Ethnic cheeses (e.g. queso fresco, paneer, lebneh, halloumi)
4. Non-wheat flour (e.g. peanut, millet, barley, rice)
5. Ancient grains (e.g. kamut, spelt, amaranth)

### PREPARATION METHODS

1. Fermenting
2. Pickling
3. Sous vide
4. Liquid nitrogen chilling/freezing
5. Smoking

### CULINARY THEMES

1. Environmental sustainability
2. Children's nutrition
3. Hyper-local sourcing (e.g. restaurant gardens)
4. Gluten-free cuisine
5. Health/nutrition

### BEVERAGES

1. House-made soft drinks/soda/pop
2. Gourmet lemonade (e.g. house-made, freshly muddled)
3. Organic coffee
4. Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)
5. Coconut water

## All 198 Items Ranked by "HOT" Responses

|   | HOT TREND | Yesterday's News | Perennial Favorite |
|---|-----------|------------------|--------------------|
| 1. Locally sourced meats and seafood  | 82%       | 8%               | 10%                |
| 2. Locally grown produce  | 81%       | 4%               | 15%                |
| 3. Healthful kids' meals  | 78%       | 8%               | 15%                |
| 4. Environmental sustainability   | 77%       | 9%               | 14%                |
| 5. Children's nutrition   | 77%       | 7%               | 17%                |
| 6. New cuts of meat (e.g. Denver steak, pork flat iron, teres major)  | 76%       | 17%              | 7%                 |
| 7. Hyper-local sourcing (e.g. restaurant gardens)   | 75%       | 14%              | 11%                |
| 8. Gluten-free cuisine  | 74%       | 14%              | 13%                |
| 9. Sustainable seafood  | 73%       | 11%              | 15%                |
| 10. Whole grain items in kids' meals  | 71%       | 15%              | 14%                |
| 11. Farm/estate branded items   | 68%       | 19%              | 13%                |
| 12. Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)  | 67%       | 21%              | 11%                |
| 13. Non-traditional fish (e.g. branzino, Arctic char, barramundi)   | 67%       | 23%              | 10%                |
| 14. Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes) | 67%       | 20%              | 13%                |
| 15. Fruit/vegetable children's side items   | 67%       | 12%              | 21%                |

# WHAT'S HOT

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## WHAT'S HOT continued

|  | HOT TREND | Yesterday's News | Perennial Favorite |
|--|-----------|------------------|--------------------|
| 16. Health/nutrition   | 67%       | 7%               | 26%                |
| 17. Half-portions/smaller portions for a smaller price                             | 66%       | 17%              | 17%                |
| 18. House-made/artisan ice cream   | 66%       | 10%              | 24%                |
| 19. Black/forbidden rice   | 65%       | 28%              | 7%                 |
| 20. Food trucks  | 65%       | 21%              | 13%                |
| 21. Quinoa   | 64%       | 26%              | 10%                |
| 22. Artisan cheeses  | 64%       | 10%              | 26%                |
| 23. Ethnic cheeses (e.g. queso fresco, paneer, lebneh, halloumi)                   | 63%       | 18%              | 19%                |
| 24. Simplicity/back to basics  | 63%       | 10%              | 27%                |
| 25. House-made soft drinks/soda/pop  | 62%       | 27%              | 11%                |
| 26. Oven-baked items in kids' meals (e.g. baked chicken fingers, oven-baked fries) | 62%       | 18%              | 19%                |
| 27. Organic produce  | 62%       | 21%              | 17%                |



|   | HOT TREND | Yesterday's News | Perennial Favorite |
|---|-----------|------------------|--------------------|
| 28. Non-wheat flour (e.g. peanut, millet, barley, rice)                             | 62%       | 24%              | 13%                |
| 29. House-cured meats/charcuterie   | 61%       | 19%              | 19%                |
| 30. Grass-fed beef  | 61%       | 26%              | 13%                |
| 31. Children's portions of adult menu items   | 61%       | 21%              | 18%                |
| 32. Ancient grains (e.g. kamut, spelt, amaranth)                                    | 61%       | 28%              | 11%                |
| 33. Specialty/gourmet sandwiches  | 60%       | 14%              | 26%                |
| 34. Bite-size/mini-desserts   | 60%       | 21%              | 19%                |
| 35. Artisan/specialty bacon   | 60%       | 23%              | 16%                |
| 36. Cutting edge kitchen equipment/technology                                       | 60%       | 22%              | 18%                |
| 37. Vegetarian appetizers   | 59%       | 22%              | 19%                |
| 38. Meatless/vegetarian items   | 59%       | 18%              | 23%                |
| 39. Street food-inspired main courses (e.g. tacos, satay, kabobs)                   | 59%       | 22%              | 18%                |
| 40. Savory desserts   | 59%       | 29%              | 12%                |
| 41. Lower-sodium entrees  | 58%       | 24%              | 18%                |
| 42. Low-fat/non-fat milk or 100% juice options on kids' menus                       | 58%       | 16%              | 26%                |
| 43. Superfruit (e.g. açai, goji berry, mangosteen)                                  | 58%       | 33%              | 9%                 |
| 44. Greek yogurt  | 58%       | 23%              | 19%                |
| 45. Tapas/meze/dim sum (e.g. small plates)  | 57%       | 24%              | 18%                |
| 46. Deconstructed classic desserts  | 57%       | 34%              | 9%                 |
| 47. Heirloom apples   | 57%       | 19%              | 23%                |
| 48. Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs, hummus) | 56%       | 21%              | 23%                |
| 49. Red rice  | 56%       | 32%              | 12%                |
| 50. Vegan entrees   | 56%       | 27%              | 17%                |
| 51. Ethnic-inspired children's dishes   | 56%       | 33%              | 12%                |
| 52. Gourmet children's dishes   | 56%       | 36%              | 9%                 |
| 53. Peruvian cuisine  | 56%       | 32%              | 12%                |
| 54. Regional ethnic cuisine   | 56%       | 18%              | 26%                |



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## WHAT'S HOT

continued

|  | HOT TREND | Yesterday's News | Perennial Favorite |
|--|-----------|------------------|--------------------|
| 55. Specialty salt (e.g. flavored, smoked, regional)                                 | 56%       | 33%              | 11%                |
| 56. Ethnic flour (e.g. fufu, teff, cassava/yuca)                                     | 56%       | 35%              | 9%                 |
| 57. Vinegar/flavored vinegar/house-made vinegars                                     | 56%       | 26%              | 18%                |
| 58. Gourmet lemonade (e.g. house-made, freshly muddled)                              | 55%       | 24%              | 21%                |
| 59. Cheeks (e.g. beef, pork)   | 55%       | 35%              | 10%                |
| 60. Children's entree salads   | 55%       | 30%              | 15%                |
| 61. Exotic fruits (e.g. rambutan, dragon fruit, paw paw, guava)                      | 55%       | 33%              | 12%                |
| 62. Ethnic fusion cuisine  | 55%       | 32%              | 14%                |
| 63. Nose-to-tail cooking   | 55%       | 27%              | 18%                |
| 64. Free-range pork/poultry  | 54%       | 26%              | 21%                |
| 65. Inexpensive/underused cuts of meat (e.g. brisket, shoulder, skirt steak)         | 54%       | 19%              | 27%                |
| 66. Korean cuisine   | 54%       | 31%              | 16%                |
| 67. Food-alcohol pairings  | 54%       | 14%              | 32%                |
| 68. Alternative red meats (e.g. buffalo/bison, ostrich/emu)                          | 53%       | 37%              | 10%                |
| 69. Black garlic   | 53%       | 36%              | 11%                |
| 70. Fermenting   | 53%       | 32%              | 15%                |
| 71. Organic coffee   | 52%       | 30%              | 18%                |
| 72. Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)                   | 52%       | 23%              | 25%                |
| 73. Pickling   | 52%       | 24%              | 24%                |
| 74. Foraging   | 52%       | 33%              | 15%                |
| 75. Game meats (e.g. venison, game birds, boar, rabbit)                              | 51%       | 26%              | 22%                |
| 76. Dessert flights/combos   | 51%       | 32%              | 17%                |
| 77. Heirloom tomatoes  | 51%       | 18%              | 31%                |
| 78. Dark greens (e.g. kale, mustard greens, collards)                                | 51%       | 17%              | 31%                |
| 79. Hybrid fruits/vegetables (e.g. plumcot, grapple, broccoflower)                   | 51%       | 39%              | 10%                |
| 80. Ethnic condiments (e.g. raita/raitha, chimichurri, Sriracha, chutney, soy sauce) | 51%       | 20%              | 30%                |
| 81. Pop-up/temporary restaurants   | 51%       | 40%              | 9%                 |



Photo credit: Greg Grossman

|  | HOT TREND | Yesterday's News | Perennial Favorite |
|--|-----------|------------------|--------------------|
| 82. Pickled vegetables   | 50%       | 34%              | 16%                |
| 83. Micro-vegetables/micro-greens  | 50%       | 31%              | 19%                |
| 84. Coconut water  | 49%       | 43%              | 8%                 |
| 85. Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)                        | 49%       | 24%              | 27%                |
| 86. Flatbreads (e.g. naan, pappadum, lavash, pita, tortilla)                               | 49%       | 25%              | 25%                |
| 87. Sous vide  | 49%       | 36%              | 15%                |
| 88. Dairy-free milk (e.g. soy, rice, almond)   | 48%       | 29%              | 22%                |
| 89. Underutilized fish (e.g. mackerel, bluefish, redfish)                                  | 48%       | 35%              | 17%                |
| 90. Fresh herbs  | 48%       | 7%               | 45%                |
| 91. Heirloom beans   | 48%       | 30%              | 22%                |
| 92. Liquid nitrogen chilling/freezing  | 48%       | 46%              | 7%                 |
| 93. Umami  | 48%       | 36%              | 16%                |
| 94. "Mocktails" (e.g. non-alcoholic cocktails)   | 47%       | 34%              | 19%                |
| 95. Gourmet/specialty burgers  | 47%       | 26%              | 27%                |
| 96. Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta, Japanese) | 47%       | 23%              | 30%                |
| 97. Southeast Asian cuisine (e.g. Thai, Vietnamese, Malaysian)                             | 47%       | 21%              | 32%                |
| 98. Salted caramel   | 47%       | 33%              | 20%                |
| 99. Agave  | 47%       | 35%              | 19%                |
| 100. Agua fresca   | 46%       | 39%              | 15%                |
| 101. Molecular gastronomy  | 45%       | 48%              | 7%                 |
| 102. Amuse-bouche/bite-size hors d'oeuvre  | 44%       | 29%              | 27%                |
| 103. Asian noodles (e.g. soba, udon)   | 44%       | 29%              | 27%                |

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## WHAT'S HOT continued

|   | HOT TREND | Yesterday's News | Perennial Favorite |
|---|-----------|------------------|--------------------|
| 104. Low-calorie/low-fat entrees                      | 44%       | 29%              | 27%                |
| 105. Desserts with bacon                              | 44%       | 51%              | 6%                 |
| 106. Children's sushi                                 | 44%       | 47%              | 9%                 |
| 107. Latin American/Nuevo Latino cuisine              | 44%       | 25%              | 31%                |
| 108. Whole grain bread/rolls                          | 44%       | 20%              | 37%                |
| 109. Smoking  | 44%       | 12%              | 45%                |
| 110. Flatbread appetizers                             | 43%       | 40%              | 17%                |
| 111. Lean cuts of meat (e.g. loin, round)             | 43%       | 25%              | 32%                |
| 112. Flower syrup/essence                             | 43%       | 43%              | 14%                |
| 113. Vegetable chips                                  | 43%       | 43%              | 14%                |
| 114. Braising   | 43%       | 12%              | 46%                |
| 115. Chef-/restaurant-branded retail products         | 43%       | 43%              | 15%                |
| 116. Root vegetables (e.g. parsnip, turnip, rutabaga) | 42%       | 21%              | 37%                |



|   | HOT TREND | Yesterday's News | Perennial Favorite |
|---|-----------|------------------|--------------------|
| 117. Fresh beans/peas (e.g. fava, sweet, snow)                  | 42%       | 22%              | 36%                |
| 118. Nordic/Scandinavian cuisine                                | 42%       | 46%              | 12%                |
| 119. Infused/flavored oils                                      | 42%       | 31%              | 28%                |
| 120. Asian mushrooms (e.g. shiitake, straw, enokitake, maitake) | 41%       | 25%              | 34%                |
| 121. Pho  | 40%       | 42%              | 18%                |
| 122. Hot peppers (e.g. habanero, chipotle, jalapeño)            | 40%       | 23%              | 37%                |
| 123. Mediterranean cuisine                                      | 40%       | 20%              | 40%                |
| 124. Middle Eastern cuisine                                     | 40%       | 35%              | 25%                |
| 125. Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut) | 40%       | 27%              | 33%                |
| 126. Non-traditional eggs (e.g. duck, quail, emu)               | 40%       | 46%              | 13%                |
| 127. Bibimbap   | 39%       | 48%              | 13%                |
| 128. Fish collars   | 39%       | 51%              | 10%                |
| 129. Goat   | 39%       | 46%              | 15%                |
| 130. Fresh fruit breakfast items                                | 39%       | 15%              | 46%                |
| 131. Oil-poaching   | 39%       | 44%              | 17%                |
| 132. Avocados   | 38%       | 15%              | 47%                |
| 133. Dark chocolate   | 38%       | 16%              | 46%                |
| 134. Warm appetizer salads                                      | 37%       | 46%              | 17%                |
| 135. Pomegranates   | 37%       | 32%              | 31%                |
| 136. Bacon-flavored/covered chocolate                           | 37%       | 54%              | 9%                 |
| 137. Passion fruit  | 36%       | 45%              | 19%                |
| 138. Halal items  | 36%       | 42%              | 22%                |
| 139. Coconut milk   | 36%       | 34%              | 30%                |
| 140. Sushi/sushi-style items                                    | 35%       | 33%              | 31%                |
| 141. Meat alternatives (e.g. tofu, tempeh, seitan)              | 35%       | 48%              | 18%                |
| 142. Gelato/sorbet  | 35%       | 27%              | 38%                |
| 143. Fennel   | 35%       | 30%              | 35%                |
| 144. Leaves (e.g. banana, taro, kaffir lime)                    | 35%       | 48%              | 16%                |
| 145. Prix fixe menus  | 34%       | 36%              | 30%                |
| 146. Sweet potato fries   | 33%       | 42%              | 26%                |
| 147. Dark meat chicken/turkey                                   | 33%       | 34%              | 34%                |



# WHAT'S HOT

2013 Chef Survey

## WHAT'S HOT

continued

|  | HOT TREND | Yesterday's News | Perennial Favorite |
|--|-----------|------------------|--------------------|
| 148. Legumes   | 33%       | 23%              | 43%                |
| 149. Green tea   | 32%       | 37%              | 30%                |
| 150. Flavored/enhanced water   | 32%       | 54%              | 14%                |
| 151. Lentils   | 32%       | 36%              | 33%                |
| 152. Entree salads   | 32%       | 25%              | 43%                |
| 153. Granita   | 32%       | 45%              | 23%                |
| 154. Duck fat  | 32%       | 45%              | 23%                |
| 155. Grilling  | 32%       | 13%              | 55%                |
| 156. Foam/froth/air  | 32%       | 62%              | 6%                 |
| 157. Snacking  | 32%       | 30%              | 38%                |
| 158. Steamed/grilled/roasted vegetables                              | 31%       | 21%              | 48%                |
| 159. Prix fixe brunches  | 31%       | 38%              | 30%                |
| 160. Beets   | 31%       | 29%              | 40%                |
| 161. Curries   | 31%       | 30%              | 39%                |
| 162. Cheese plates   | 29%       | 27%              | 44%                |
| 163. Chicken and waffles   | 29%       | 42%              | 29%                |
| 164. Olives  | 29%       | 22%              | 49%                |
| 165. Soul food/Southern cuisine                                      | 29%       | 26%              | 45%                |
| 166. Artichokes  | 28%       | 28%              | 44%                |
| 167. Radish/daikon   | 28%       | 39%              | 33%                |
| 168. Brussels sprouts  | 28%       | 30%              | 41%                |
| 169. Tap water/filtered water  | 27%       | 35%              | 39%                |
| 170. Ceviche/seviche   | 27%       | 45%              | 28%                |
| 171. Brown/wild rice   | 27%       | 36%              | 37%                |
| 172. Comfort foods (e.g. chicken pot pie, meatloaf, roasted chicken) | 27%       | 18%              | 55%                |



|  | HOT TREND | Yesterday's News | Perennial Favorite |
|--|-----------|------------------|--------------------|
| 173. Compound/flavored butter                        | 27%       | 38%              | 35%                |
| 174. Fruit desserts (e.g. cobbler, crisp, tart, pie) | 26%       | 19%              | 56%                |
| 175. Smoothies                                       | 24%       | 32%              | 44%                |
| 176. "Fun-shaped" children's items                   | 24%       | 56%              | 21%                |
| 177. Polenta   | 23%       | 41%              | 36%                |
| 178. Barbecue/barbeque                               | 23%       | 20%              | 56%                |
| 179. Oats/oatmeal                                    | 23%       | 28%              | 49%                |
| 180. Flavored popcorn                                | 22%       | 53%              | 25%                |
| 181. Milkshakes/malts                                | 21%       | 25%              | 54%                |
| 182. Ramen   | 21%       | 62%              | 17%                |
| 183. Mini-burgers/sliders                            | 21%       | 56%              | 23%                |
| 184. Egg dishes                                      | 21%       | 20%              | 59%                |
| 185. Mexican cuisine                                 | 21%       | 26%              | 53%                |
| 186. Dips/spreads                                    | 20%       | 35%              | 44%                |
| 187. Grits   | 19%       | 37%              | 44%                |
| 188. Macaroni and cheese/mac'n'cheese                | 19%       | 31%              | 51%                |
| 189. Bottled water                                   | 17%       | 45%              | 38%                |
| 190. Cauliflower                                     | 17%       | 35%              | 48%                |
| 191. Italian cuisine                                 | 17%       | 21%              | 62%                |
| 192. French toast                                    | 16%       | 26%              | 58%                |
| 193. Meatballs                                       | 15%       | 42%              | 43%                |
| 194. Breakfast burritos                              | 15%       | 49%              | 35%                |
| 195. Chicken wings                                   | 14%       | 35%              | 51%                |
| 196. Hamburgers/cheeseburgers                        | 14%       | 26%              | 60%                |
| 197. Bruschetta                                      | 12%       | 47%              | 41%                |
| 198. Gazpacho  | 12%       | 57%              | 31%                |





# WHAT'S HOT

## CATEGORIES

Ranked by "Hot" Responses

|                       |   | HOT TREND | Yesterday's News | Perennial Favorite |
|-----------------------|---|-----------|------------------|--------------------|
| <b>APPETIZERS</b>     |   |           |                  |                    |
| 1.                    | House-cured meats/charcuterie   | 61%       | 19%              | 19%                |
| 2.                    | Vegetarian appetizers   | 59%       | 22%              | 19%                |
| 3.                    | Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs, hummus) | 56%       | 21%              | 23%                |
| 4.                    | Amuse-bouche/bite-size hors d'oeuvre  | 44%       | 29%              | 27%                |
| 5.                    | Flatbread appetizers  | 43%       | 40%              | 17%                |
| 6.                    | Warm appetizer salads   | 37%       | 46%              | 17%                |
| 7.                    | Ceviche/seviche   | 27%       | 45%              | 28%                |
| 8.                    | Dips/spreads  | 20%       | 35%              | 44%                |
| 9.                    | Chicken wings   | 14%       | 35%              | 51%                |
| 10.                   | Bruschetta  | 12%       | 47%              | 41%                |
| 11.                   | Gazpacho  | 12%       | 57%              | 31%                |
| <b>SIDES/STARCHES</b> |   |           |                  |                    |
| 1.                    | Non-wheat noodles/pasta (e.g. quinoa, rice, buckwheat)                          | 67%       | 21%              | 11%                |
| 2.                    | Black/forbidden rice  | 65%       | 28%              | 7%                 |
| 3.                    | Quinoa  | 64%       | 26%              | 10%                |
| 4.                    | Red rice  | 56%       | 32%              | 12%                |

|     |                                    | HOT TREND | Yesterday's News | Perennial Favorite |
|-----|------------------------------------|-----------|------------------|--------------------|
| 5.  | Pickled vegetables                 | 50%       | 34%              | 16%                |
| 6.  | Asian noodles (e.g. soba, udon)    | 44%       | 29%              | 27%                |
| 7.  | Sweet potato fries                 | 33%       | 42%              | 26%                |
| 8.  | Lentils                            | 32%       | 36%              | 33%                |
| 9.  | Steamed/grilled/roasted vegetables | 31%       | 21%              | 48%                |
| 10. | Brown/wild rice                    | 27%       | 36%              | 37%                |
| 11. | Polenta                            | 23%       | 41%              | 36%                |
| 12. | Grits                              | 19%       | 37%              | 44%                |
| 13. | Macaroni and cheese/mac'n'cheese   | 19%       | 31%              | 51%                |

## MAIN DISHES/CENTER OF THE PLATE

|     |  |     |     |     |
|-----|--|-----|-----|-----|
| 1.  | Locally sourced meats and seafood  | 82% | 8%  | 10% |
| 2.  | New cuts of meat (e.g. Denver steak, pork flat iron, teres major)        | 76% | 17% | 7%  |
| 3.  | Sustainable seafood  | 73% | 11% | 15% |
| 4.  | Non-traditional fish (e.g. branzino, Arctic char, barramundi)            | 67% | 23% | 10% |
| 5.  | Half-portions/smaller portions for a smaller price                       | 66% | 17% | 17% |
| 6.  | Grass-fed beef   | 61% | 26% | 13% |
| 7.  | Specialty/gourmet sandwiches   | 60% | 14% | 26% |
| 8.  | Meatless/vegetarian items  | 59% | 18% | 23% |
| 9.  | Street food-inspired main courses (e.g. tacos, satay, kabobs)            | 59% | 22% | 18% |
| 10. | Lower-sodium entrees   | 58% | 24% | 18% |
| 11. | Tapas/meze/dim sum (e.g. small plates)                                   | 57% | 24% | 18% |
| 12. | Vegan entrees  | 56% | 27% | 17% |
| 13. | Cheeks (e.g. beef, pork)   | 55% | 35% | 10% |
| 14. | Free-range pork/poultry  | 54% | 26% | 21% |
| 15. | Inexpensive/underused cuts of meat (e.g. brisket, shoulder, skirt steak) | 54% | 19% | 27% |
| 16. | Alternative red meats (e.g. buffalo/bison, ostrich/emu)                  | 53% | 37% | 10% |
| 17. | Game meats (e.g. venison, game birds, boar, rabbit)                      | 51% | 26% | 22% |
| 18. | Underutilized fish (e.g. mackerel, bluefish, redfish)                    | 48% | 35% | 17% |
| 19. | Gourmet/specialty burgers  | 47% | 26% | 27% |

# WHAT'S HOT

2013 Chef Survey

## MAIN DISHES/CENTER OF THE PLATE continued

|     |   | HOT TREND | Yesterday's News | Perennial Favorite |
|-----|---|-----------|------------------|--------------------|
| 20. | Low-calorie/low-fat entrees                                     | 44%       | 29%              | 27%                |
| 21. | Lean cuts of meat (e.g. loin, round)                            | 43%       | 25%              | 32%                |
| 22. | Pho   | 40%       | 42%              | 18%                |
| 23. | Bibimbap  | 39%       | 48%              | 13%                |
| 24. | Fish collars  | 39%       | 51%              | 10%                |
| 25. | Goat  | 39%       | 46%              | 15%                |
| 26. | Sushi/sushi-style items   | 35%       | 33%              | 31%                |
| 27. | Meat alternatives (e.g. tofu, tempeh, seitan)                   | 35%       | 48%              | 18%                |
| 28. | Dark meat chicken/turkey  | 33%       | 34%              | 34%                |
| 29. | Entree salads   | 32%       | 25%              | 43%                |
| 30. | Comfort foods (e.g. chicken pot pie, meatloaf, roasted chicken) | 27%       | 18%              | 55%                |
| 31. | Barbecue/barbeque   | 23%       | 20%              | 56%                |
| 32. | Ramen   | 21%       | 62%              | 17%                |
| 33. | Mini-burgers/sliders  | 21%       | 56%              | 23%                |
| 34. | Meatballs   | 15%       | 42%              | 43%                |
| 35. | Hamburgers/cheeseburgers  | 14%       | 26%              | 60%                |

## DESSERTS

|     |   |     |     |     |
|-----|---|-----|-----|-----|
| 1.  | House-made/artisan ice cream                    | 66% | 10% | 24% |
| 2.  | Bite-size/mini-desserts                         | 60% | 21% | 19% |
| 3.  | Savory desserts                                 | 59% | 29% | 12% |
| 4.  | Deconstructed classic desserts                  | 57% | 34% | 9%  |
| 5.  | Dessert flights/combos                          | 51% | 32% | 17% |
| 6.  | Desserts with bacon                             | 44% | 51% | 6%  |
| 7.  | Gelato/sorbet                                   | 35% | 27% | 38% |
| 8.  | Granita   | 32% | 45% | 23% |
| 9.  | Cheese plates                                   | 29% | 27% | 44% |
| 10. | Fruit desserts (e.g. cobbler, crisp, tart, pie) | 26% | 19% | 56% |

## BREAKFAST/BRUNCH

|    |   |     |     |     |
|----|---|-----|-----|-----|
| 1. | Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, Chorizo scrambled eggs, coconut milk pancakes) | 67% | 20% | 13% |
| 2. | Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta, Japanese)                      | 47% | 23% | 30% |
| 3. | Fresh fruit breakfast items   | 39% | 15% | 46% |



|    |                     | HOT TREND | Yesterday's News | Perennial Favorite |
|----|---------------------|-----------|------------------|--------------------|
| 4. | Prix fixe brunches  | 31%       | 38%              | 30%                |
| 5. | Chicken and waffles | 29%       | 42%              | 29%                |
| 6. | Egg dishes          | 21%       | 20%              | 59%                |
| 7. | French toast        | 16%       | 26%              | 58%                |
| 8. | Breakfast burritos  | 15%       | 49%              | 35%                |

## KIDS' MEALS

|     |  |     |     |     |
|-----|--|-----|-----|-----|
| 1.  | Healthful kids' meals  | 78% | 8%  | 15% |
| 2.  | Whole grain items in kids' meals   | 71% | 15% | 14% |
| 3.  | Fruit/vegetable children's side items  | 67% | 12% | 21% |
| 4.  | Oven-baked items in kids' meals (e.g. baked chicken fingers, oven-baked fries) | 62% | 18% | 19% |
| 5.  | Children's portions of adult menu items  | 61% | 21% | 18% |
| 6.  | Low-fat/non-fat milk or 100% juice options on kids' menus                      | 58% | 16% | 26% |
| 7.  | Ethnic-inspired children's dishes  | 56% | 33% | 12% |
| 8.  | Gourmet children's dishes  | 56% | 36% | 9%  |
| 9.  | Children's entree salads   | 55% | 30% | 15% |
| 10. | Children's sushi   | 44% | 47% | 9%  |
| 11. | "Fun-shaped" children's items  | 24% | 56% | 21% |

## PRODUCE

|    |  |     |     |     |
|----|--|-----|-----|-----|
| 1. | Locally grown produce                          | 81% | 4%  | 15% |
| 2. | Organic produce                                | 62% | 21% | 17% |
| 3. | Superfruit (e.g. açai, goji berry, mangosteen) | 58% | 33% | 9%  |

# WHAT'S HOT

2013 Chef Survey

## PRODUCE continued

|     |   | HOT TREND | Yesterday's News | Perennial Favorite |
|-----|---|-----------|------------------|--------------------|
| 4.  | Heirloom apples   | 57%       | 19%              | 23%                |
| 5.  | Exotic fruits (e.g. rambutan, dragon fruit, paw paw, guava)     | 55%       | 33%              | 12%                |
| 6.  | Heirloom tomatoes   | 51%       | 18%              | 31%                |
| 7.  | Dark greens (e.g. kale, mustard greens, collards)               | 51%       | 17%              | 31%                |
| 8.  | Hybrid fruits/vegetables (e.g. plumcot, grapple, broccoflower)  | 51%       | 39%              | 10%                |
| 9.  | Micro-vegetables/micro-greens                                   | 50%       | 31%              | 19%                |
| 10. | Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow) | 49%       | 24%              | 27%                |
| 11. | Fresh herbs   | 48%       | 7%               | 45%                |
| 12. | Heirloom beans  | 48%       | 30%              | 22%                |
| 13. | Root vegetables (e.g. parsnip, turnip, rutabaga)                | 42%       | 21%              | 37%                |
| 14. | Fresh beans/peas (e.g. fava, sweet, snow)                       | 42%       | 22%              | 36%                |
| 15. | Asian mushrooms (e.g. shiitake, straw, enokitake, maitake)      | 41%       | 25%              | 34%                |
| 16. | Hot peppers (e.g. habanero, chipotle, jalapeño)                 | 40%       | 23%              | 37%                |
| 17. | Avocados  | 38%       | 15%              | 47%                |
| 18. | Pomegranates  | 37%       | 32%              | 31%                |
| 19. | Passion fruit   | 36%       | 45%              | 19%                |
| 20. | Fennel  | 35%       | 30%              | 35%                |



|     |                  | HOT TREND | Yesterday's News | Perennial Favorite |
|-----|------------------|-----------|------------------|--------------------|
| 21. | Legumes          | 33%       | 23%              | 43%                |
| 22. | Beets            | 31%       | 29%              | 40%                |
| 23. | Olives           | 29%       | 22%              | 49%                |
| 24. | Artichokes       | 28%       | 28%              | 44%                |
| 25. | Radish/daikon    | 28%       | 39%              | 33%                |
| 26. | Brussels sprouts | 28%       | 30%              | 41%                |
| 27. | Cauliflower      | 17%       | 35%              | 48%                |

## ETHNIC CUISINES

|     |  |     |     |     |
|-----|--|-----|-----|-----|
| 1.  | Peruvian cuisine   | 56% | 32% | 12% |
| 2.  | Regional ethnic cuisine                                    | 56% | 18% | 26% |
| 3.  | Ethnic fusion cuisine                                      | 55% | 32% | 14% |
| 4.  | Korean cuisine   | 54% | 31% | 16% |
| 5.  | Southeast Asian cuisine (e.g. Thai, Vietnamese, Malaysian) | 47% | 21% | 32% |
| 6.  | Latin American/Nuevo Latino cuisine                        | 44% | 25% | 31% |
| 7.  | Nordic/Scandinavian cuisine                                | 42% | 46% | 12% |
| 8.  | Mediterranean cuisine                                      | 40% | 20% | 40% |
| 9.  | Middle Eastern cuisine                                     | 40% | 35% | 25% |
| 10. | Soul food/Southern cuisine                                 | 29% | 26% | 45% |
| 11. | Mexican cuisine  | 21% | 26% | 53% |
| 12. | Italian cuisine  | 17% | 21% | 62% |

## INGREDIENTS/OTHER FOOD ITEMS

|    |  |     |     |     |
|----|--|-----|-----|-----|
| 1. | Farm/estate branded items                                    | 68% | 19% | 13% |
| 2. | Artisan cheeses  | 64% | 10% | 26% |
| 3. | Ethnic cheeses (e.g. queso fresco, paneer, lebneh, halloumi) | 63% | 18% | 19% |



# WHAT'S HOT

2013 Chef Survey

## INGREDIENTS/OTHER FOOD ITEMS continued

|  | HOT TREND | Yesterday's News | Perennial Favorite |
|--|-----------|------------------|--------------------|
| 4. Non-wheat flour (e.g. peanut, millet, barley, rice)                               | 62%       | 24%              | 13%                |
| 5. Ancient grains (e.g. kamut, spelt, amaranth)                                      | 61%       | 28%              | 11%                |
| 6. Artisan/specialty bacon   | 60%       | 23%              | 16%                |
| 7. Greek yogurt  | 58%       | 23%              | 19%                |
| 8. Specialty salt (e.g. flavored, smoked, regional)                                  | 56%       | 33%              | 11%                |
| 9. Ethnic flour (e.g. fufu, teff, cassava/yuca)                                      | 56%       | 35%              | 9%                 |
| 10. Vinegar/flavored vinegar/house-made vinegars                                     | 56%       | 26%              | 18%                |
| 11. Black garlic   | 53%       | 36%              | 11%                |
| 12. Ethnic condiments (e.g. raita/raitha, chimichurri, Sriracha, chutney, soy sauce) | 51%       | 20%              | 30%                |
| 13. Flatbreads (e.g. naan, pappadum, lavash, pita, tortilla)                         | 49%       | 25%              | 25%                |
| 14. Salted caramel   | 47%       | 33%              | 20%                |
| 15. Agave  | 47%       | 35%              | 19%                |
| 16. Whole grain bread/rolls  | 44%       | 20%              | 37%                |
| 17. Flower syrup/essence   | 43%       | 43%              | 14%                |
| 18. Vegetable chips  | 43%       | 43%              | 14%                |
| 19. Infused/flavored oils  | 42%       | 31%              | 28%                |
| 20. Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut)                       | 40%       | 27%              | 33%                |
| 21. Non-traditional eggs (e.g. duck, quail, emu)                                     | 40%       | 46%              | 13%                |
| 22. Dark chocolate   | 38%       | 16%              | 46%                |
| 23. Bacon-flavored/covered chocolate   | 37%       | 54%              | 9%                 |
| 24. Halal items  | 36%       | 42%              | 22%                |
| 25. Coconut milk   | 36%       | 34%              | 30%                |
| 26. Leaves (e.g. banana, taro, kaffir lime)  | 35%       | 48%              | 16%                |
| 27. Duck fat   | 32%       | 45%              | 23%                |
| 28. Curries  | 31%       | 30%              | 39%                |
| 29. Compound/flavored butter   | 27%       | 38%              | 35%                |
| 30. Oats/oatmeal   | 23%       | 28%              | 49%                |
| 31. Flavored popcorn   | 22%       | 53%              | 25%                |



|  | HOT TREND | Yesterday's News | Perennial Favorite |
|--|-----------|------------------|--------------------|
|--|-----------|------------------|--------------------|

## PREPARATION METHODS

|                                      |     |     |     |
|--------------------------------------|-----|-----|-----|
| 1. Fermenting                        | 53% | 32% | 15% |
| 2. Pickling                          | 52% | 24% | 24% |
| 3. Sous vide                         | 49% | 36% | 15% |
| 4. Liquid nitrogen chilling/freezing | 48% | 46% | 7%  |
| 5. Smoking                           | 44% | 12% | 45% |
| 6. Braising                          | 43% | 12% | 46% |
| 7. Oil-poaching                      | 39% | 44% | 17% |
| 8. Grilling                          | 32% | 13% | 55% |
| 9. Foam/froth/air                    | 32% | 62% | 6%  |

## CULINARY THEMES

|   |     |     |     |
|---|-----|-----|-----|
| 1. Environmental sustainability                   | 77% | 9%  | 14% |
| 2. Children's nutrition                           | 77% | 7%  | 17% |
| 3. Hyper-local sourcing (e.g. restaurant gardens) | 75% | 14% | 11% |
| 4. Gluten-free cuisine                            | 74% | 14% | 13% |
| 5. Health/nutrition                               | 67% | 7%  | 26% |
| 6. Food trucks                                    | 65% | 21% | 13% |
| 7. Simplicity/back to basics                      | 63% | 10% | 27% |
| 8. Cutting edge kitchen equipment/technology      | 60% | 22% | 18% |
| 9. Nose-to-tail cooking                           | 55% | 27% | 18% |
| 10. Food-alcohol pairings                         | 54% | 14% | 32% |
| 11. Foraging                                      | 52% | 33% | 15% |
| 12. Pop-up/temporary restaurants                  | 51% | 40% | 9%  |

# WHAT'S HOT

2013 Chef Survey

## CULINARY THEMES continued

|  | HOT TREND | Yesterday's News | Perennial Favorite |
|--|-----------|------------------|--------------------|
| 13. Umami                                    | 48%       | 36%              | 16%                |
| 14. Molecular gastronomy                     | 45%       | 48%              | 7%                 |
| 15. Chef-/restaurant-branded retail products | 43%       | 43%              | 15%                |
| 16. Prix fixe menus                          | 34%       | 36%              | 30%                |
| 17. Snacking                                 | 32%       | 30%              | 38%                |

## BEVERAGES

|   |     |     |     |
|---|-----|-----|-----|
| 1. House-made soft drinks/soda/pop                                | 62% | 27% | 11% |
| 2. Gourmet lemonade (e.g. house-made, freshly muddled)            | 55% | 24% | 21% |
| 3. Organic coffee   | 52% | 30% | 18% |
| 4. Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored) | 52% | 23% | 25% |
| 5. Coconut water  | 49% | 43% | 8%  |
| 6. Dairy-free milk (e.g. soy, rice, almond)                       | 48% | 29% | 22% |
| 7. "Mocktails" (e.g. non-alcoholic cocktails)                     | 47% | 34% | 19% |
| 8. Agua fresca  | 46% | 39% | 15% |
| 9. Green tea  | 32% | 37% | 30% |
| 10. Flavored/enhanced water                                       | 32% | 54% | 14% |
| 11. Tap water/filtered water                                      | 27% | 35% | 39% |
| 12. Smoothies   | 24% | 32% | 44% |
| 13. Milkshakes/malts  | 21% | 25% | 54% |
| 14. Bottled water   | 17% | 45% | 38% |



## ADDITIONAL TRENDS

### WHAT IS THE HOTTEST TECHNOLOGY TREND IN RESTAURANTS FOR 2013?

|  |     |
|--|-----|
| Tablet computers (e.g. iPad) for menus and wine lists                          | 27% |
| Smartphone apps for consumers (e.g. ordering, menus)                           | 25% |
| Mobile/wireless/at-the-table payment options                                   | 19% |
| Social media for marketing/loyalty programs                                    | 13% |
| Smartphone apps for chefs/restaurateurs (e.g. recipes, measurement converters) | 11% |
| QR codes on menus, marketing, etc.   | 4%  |
| Other  | 1%  |

### ARE YOU MAKING EFFORTS TO ADJUST DISHES/RECIPES TO BE MORE HEALTHFUL, FOR EXAMPLE, BY USING MORE FRUIT AND VEGETABLES OR REDUCING SODIUM?

|  |     |
|--|-----|
| Yes, always                                    | 55% |
| I try, but not all recipes are easily adjusted | 37% |
| No   | 7%  |
| Don't know                                     | 2%  |

### HOW DO YOU BEST HANDLE THE CHALLENGE OF ELEVATED FOOD PRICES?

|   |     |
|---|-----|
| Changing/updating menus to include different dishes   | 32% |
| Adjusting plate composition (e.g. increasing amounts of lower priced items while reducing amounts of higher priced items) | 25% |
| Exploring new sourcing options and suppliers  | 24% |
| Managing costs in other operational areas   | 11% |
| Raising menu prices   | 4%  |
| Other   | 4%  |



# WHAT'S HOT

2013 Chef Survey

WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES WHERE YOU SEE THE DINING PUBLIC TRENDING IN THE YEAR AHEAD?

|   |     |
|---|-----|
| Consumers will be more adventurous, dining out to seek new tastes and foods they can't make at home     | 46% |
| Consumers will generally order their favorite food when dining out, but sometimes try trendy menu items | 44% |
| Consumers will be more traditional when dining out, only ordering food that they know                   | 7%  |
| Don't know  | 4%  |

WAS YOUR FIRST RESTAURANT/FOODSERVICE JOB AN ENTRY-LEVEL JOB?

|     |     |
|-----|-----|
| Yes | 89% |
| No  | 11% |

### METHODOLOGY

The National Restaurant Association conducted an online survey of 1,834 members of the American Culinary Federation in October-November 2012. The chefs were given a list of 198 items and were asked to rate each item as a "hot trend," "yesterday's news" or "perennial favorite" on restaurant menus in 2013.

*Note: Figures may not add to 100% due to rounding.*



Watch the "What's Hot in 2013" video on the National Restaurant Association's website:  
[Restaurant.org/FoodTrends](http://Restaurant.org/FoodTrends)



Join the National Restaurant Association on Facebook, Twitter and YouTube for additional restaurant industry updates and information.



[Facebook.com/NationalRestaurantAssociation](https://www.facebook.com/NationalRestaurantAssociation)



[Twitter.com/WeRRestaurants](https://twitter.com/WeRRestaurants)



[YouTube.com/RestaurantDotOrg](https://www.youtube.com/RestaurantDotOrg)

### ABOUT THE NATIONAL RESTAURANT ASSOCIATION:



Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 970,000 restaurant and foodservice outlets and a workforce of nearly 13 million employees. We represent the industry in Washington, D.C., and advocate on its behalf. We operate the industry's largest trade show (NRA Show May 18-21, 2013, in Chicago); leading food safety training and certification program (ServSafe); unique career-building high school program (the NRAEF's ProStart, including the National ProStart Invitational April 19-21, 2013, in Baltimore, Md.); as well as the Kids LiveWell program promoting healthful kids' menu options. For more information, visit [Restaurant.org](http://Restaurant.org).

### ABOUT THE AMERICAN CULINARY FEDERATION



The American Culinary Federation, Inc., established in 1929, is the premier professional organization for culinarians in North America. With more than 20,000 members spanning more than 200 chapters nationwide, ACF is the culinary leader in offering educational resources, training, apprenticeship and programmatic accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States, with the Certified Executive Chef® and Certified Sous Chef™ designations the only culinary credentials accredited by the National Commission for Certifying Agencies. ACF is home to ACF Culinary Team USA, the official representative for the United States in major international culinary competitions, and to the Chef & Child Foundation, founded in 1989 to promote proper nutrition in children and to combat childhood obesity. For more information, visit <http://www.acfchefs.org>. Find ACF on Facebook at [http://www.facebook.com/ACFchefs](https://www.facebook.com/ACFchefs) and on Twitter @ACFchefs.

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