

CHEF SURVEY:

What's

HOT

in 2011

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The National Restaurant Association each year surveys professional chefs, all members of the American Culinary Federation, on which foods, beverages, cuisines and culinary themes will be hot trends on restaurant menus. The What's Hot in 2011 survey was conducted in the fall of 2010 among more than 1,500 chefs. See p. 13 for more information about the methodology.

Top 20 trends



- 1 Locally sourced meats and seafood
- 2 Locally grown produce
- 3 Sustainability
- 4 Nutritionally balanced children's dishes
- 5 Hyper-local (e.g. restaurant gardens, do your own butchering)
- 6 Children's nutrition
- 7 Sustainable seafood
- 8 Gluten-free/food allergy conscious
- 9 Simplicity/back to basics
- 10 Farm/estate-branded ingredients
- 11 Micro-distilled/artisan liquor
- 12 Locally-produced wine and beer
- 13 Half-portions/smaller portion for a smaller price
- 14 Organic produce
- 15 Nutrition/health
- 16 Culinary cocktails (e.g. savory, fresh ingredients)
- 17 Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)
- 18 Fruit/vegetable children's side items
- 19 Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, chorizo scrambled eggs, coconut milk pancakes)
- 20 Artisan cheeses

Top Trends by category



Appetizers

- 1 Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs, hummus)
- 2 Amuse bouche/bite-size hors d'oeuvre
- 3 Warm appetizer salads
- 4 Appetizer combos/platters
- 5 Dumplings/dim sum

Sides/Starches

- 1 Black/forbidden rice
- 2 Quinoa
- 3 Red rice
- 4 Vegetable pickles
- 5 Asian noodles (e.g. soba, udon, rice noodles)



Desserts

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

Main Dishes/
Center of the Plate

- 1 Locally sourced meats and seafood
- 2 Sustainable seafood
- 3 Half-portions/smaller portion for a smaller price
- 4 Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)
- 5 Non-traditional fish (e.g. branzino, Arctic char, barramundi)

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 Seafood breakfast items (e.g. smoked salmon, oysters, crab cake)



Kids' Meals

- 1 Nutritionally balanced children's dishes

- 2 Fruit/vegetable children's side items
- 3 "Kid cuisine"/gourmet children's dishes
- 4 "Mini meals" (e.g. smaller versions of adult menu items)
- 5 Children's entrée salads



Produce

- 1 Locally grown produce
- 2 Organic produce
- 3 Superfruits (e.g. acai, goji berry, mangosteen, purslane)
- 4 Heirloom beans
- 5 Exotic fruit (e.g. durian, passion fruit, dragon fruit, paw paw, guava)

Ethnic Cuisines and
Flavors

- 1 Regional ethnic cuisine
- 2 Ethnic fusion cuisine
- 3 Southeast Asian cuisine (e.g. Thai, Vietnamese, Burmese, Malaysian)
- 4 Peruvian cuisine
- 5 Latin American/Nuevo Latino cuisine

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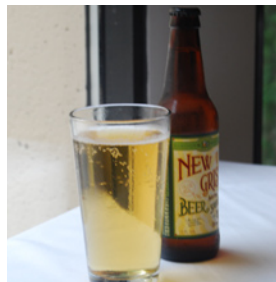
Top Trends by category continued

**Other Food Items/
Ingredients**

- 1 Artisan cheeses
- 2 Ethnic cheeses (e.g. queso fresco, paneer, lebneh, halloumi)
- 3 Artisan/specialty bacon
- 4 Ancient grains (e.g. kamut, spelt, amaranth)
- 5 Black garlic

Preparation Methods

- 1 Sous vide
- 2 Braising
- 3 Liquid nitrogen chilling/freezing
- 4 Pickling
- 5 Smoking


Culinary Themes

- 1 Sustainability
- 2 Hyper-local (e.g. restaurant gardens, do your own butchering)
- 3 Children's nutrition

- 4 Gluten-free/food allergy conscious
- 5 Simplicity/back to basics

Nonalcoholic Beverages

- 1 Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)
- 2 Organic coffee
- 3 Agua fresca
- 4 House-made lemonade
- 5 Flavored/enhanced water


Alcohol and Cocktails

- 1 Micro-distilled/artisan liquor
- 2 Locally-produced wine and beer
- 3 Culinary cocktails (e.g. savory, fresh ingredients)
- 4 Food-beer pairings/beer dinners
- 5 Bar chefs/mixologists


What's HOT

All 226 Items Ranked by "Hot" Responses

		HOT TREND	Yesterday's News	Perennial Favorite
1	Locally sourced meats and seafood	86%	5%	9%
2	Locally grown produce	86%	3%	11%
3	Sustainability	82%	6%	12%
4	Nutritionally balanced children's dishes	79%	6%	15%
5	Hyper-local (e.g. restaurant gardens, do your own butchering)	79%	13%	9%
6	Children's nutrition	79%	5%	16%
7	Sustainable seafood	79%	8%	13%
8	Gluten-free/food allergy conscious	78%	12%	10%
9	Simplicity/back to basics	77%	6%	17%
10	Farm/estate-branded ingredients	76%	14%	10%
11	Micro-distilled/artisan liquor	74%	17%	8%
12	Locally-produced wine and beer	73%	12%	15%
13	Half-portions/smaller portion for a smaller price	72%	15%	13%
14	Organic produce	72%	15%	13%
15	Nutrition/health	72%	6%	22%
16	Culinary cocktails (e.g. savory, fresh ingredients)	71%	21%	8%
17	Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)	69%	21%	10%
18	Fruit/vegetable children's side items	69%	11%	20%

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	HOT TREND	Yesterday's News	Perennial Favorite
19 Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, chorizo scrambled eggs, coconut milk pancakes)	68%	19%	13%
20 Artisan cheeses	68%	9%	23%
21 Non-traditional fish (e.g. branzino, Arctic char, barramundi)	68%	22%	10%
22 "Kid cuisine"/gourmet children's dishes	68%	23%	9%
23 Ethnic cheeses (e.g. queso fresco, paneer, lebeh, halloumi)	67%	14%	19%
24 "Mini meals" (e.g. smaller versions of adult menu items)	66%	15%	19%

	HOT TREND	Yesterday's News	Perennial Favorite
25 Artisan/specialty bacon	65%	20%	15%
26 Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs, hummus)	64%	18%	18%
27 Black/forbidden rice	64%	26%	10%
28 Superfruits (e.g. acai, goji berry, mangosteen, purslane)	63%	29%	8%
29 Quinoa	63%	25%	12%
30 Ancient grains (e.g. kamut, spelt, amaranth)	62%	28%	10%
31 Regional ethnic cuisine	62%	12%	26%
32 Artisan/house-made ice cream	62%	14%	24%
33 Black garlic	62%	31%	8%
34 Food-beer pairings/beer dinners	61%	20%	19%
35 Bite-size/mini desserts	61%	21%	18%
36 Bar chefs/mixologists	61%	26%	13%
37 Grass-fed beef	60%	28%	12%
38 Heirloom beans	60%	23%	17%
39 Exotic fruit (e.g. durian, passion fruit, dragon fruit, paw paw, guava)	60%	26%	14%
40 Dessert flights/combos	60%	27%	14%
41 Tapas/meze/dim sum (e.g. small plates)	59%	24%	17%
42 Craft beer/microbrews	59%	18%	23%
43 Red rice	58%	28%	14%
44 Regional signature cocktails	58%	21%	21%
45 Deconstructed classic desserts	58%	33%	9%
46 Free-range poultry/pork	58%	24%	18%
47 Gluten-free beer	58%	34%	8%
48 Inexpensive/underused cuts of meat (e.g. brisket, pork shoulder, skirt steak)	58%	16%	26%
49 Organic wine	58%	31%	11%
50 Ethnic fusion cuisine	57%	31%	12%
51 Flatbreads (e.g. naan, pappadum, lavash, pita, tortilla)	57%	20%	23%
52 Ethnic condiments (e.g. raita/raitha, chimichurri, Sriracha, chutney, soy sauce)	57%	18%	26%
53 Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)	57%	23%	21%
54 Organic coffee	57%	29%	15%
55 Children's entrée salads	56%	31%	13%



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	HOT TREND	Yesterday's News	Perennial Favorite	
56	Amuse bouche/bite-size hors d'oeuvre	56%	21%	24%
57	Specialty/gourmet sandwiches	56%	18%	26%
58	Street food-inspired entrées (e.g. tacos, satay, kabobs)	56%	18%	27%
59	Savory desserts	56%	32%	13%
60	Sous vide	55%	32%	12%
61	Herb-infused cocktails	55%	33%	12%
62	Specialty beer (e.g. seasonal, fruit, spiced)	55%	25%	21%
63	Meatless/vegetarian entrées	54%	23%	23%
64	Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)	53%	22%	24%
65	Food-liquor/cocktail pairings	53%	22%	25%
66	Braising	53%	10%	38%
67	Food-alcohol pairings	53%	15%	33%
68	Asian-flavored cocktails (e.g. lemongrass, lychee, Thai basil)	53%	35%	13%
69	Southeast Asian cuisine (e.g. Thai, Vietnamese, Burmese, Malaysian)	52%	22%	26%
70	Non-traditional liquors (e.g. soju/sochu, cachaça)	52%	37%	11%
71	Vegan entrées	52%	31%	17%
72	Organic beer	52%	35%	13%
73	Umami	52%	34%	14%
74	Ethnic-inspired children's dishes	52%	36%	12%
75	Signature cocktails	52%	21%	27%
76	Flower syrup/essence	52%	37%	11%
77	Wine or beer flights/samplers	51%	25%	24%
78	Beer sommeliers/Cicerones	51%	34%	15%
79	Salt (e.g. flavored, smoked, regional)	51%	28%	21%
80	Organic cocktails	51%	39%	10%
81	Fresh herbs	51%	5%	44%
82	Infused/flavored liquor	51%	33%	16%
83	Lower-sodium items	51%	26%	23%
84	Organic liquor	51%	39%	11%
85	Lower-calorie	51%	26%	23%
86	Heirloom tomatoes	50%	18%	32%



	HOT TREND	Yesterday's News	Perennial Favorite	
87	Peruvian cuisine	50%	38%	13%
88	Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta, Japanese)	50%	24%	26%
89	Micro-vegetables/micro-greens	50%	35%	15%
90	Agave	50%	37%	14%
91	Vegetable pickles	50%	31%	19%
92	Vegetable ceviche	50%	39%	11%
93	Latin American/Nuevo Latino cuisine	50%	25%	25%
94	Hybrid fruit/vegetables (e.g. plumcot, grapple, broccoflower)	49%	42%	9%
95	Liquid nitrogen chilling/freezing	49%	46%	6%
96	Drinkable desserts	49%	40%	12%
97	Asian noodles (e.g. soba, udon, rice noodles)	49%	24%	27%
98	Gourmet hot dogs/sausage (e.g. Kobe beef, duck, game)	48%	39%	13%
99	Fresh fruit desserts	48%	13%	39%
100	Specialty beer (e.g. seasonal, fruit, spiced)	48%	28%	24%
101	Pomegranates	48%	34%	18%
102	Molecular gastronomy	47%	45%	8%
103	Matcha (e.g. green tea powder)	47%	44%	8%
104	Root vegetables (e.g. parsnips, rutabaga, beets)	47%	19%	34%
105	Pickling	47%	25%	28%
106	African cuisine (e.g. South African, Ghanaese)	47%	40%	13%
107	Figs	47%	21%	32%

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	HOT TREND	Yesterday's News	Perennial Favorite
108 Agua fresca	47%	37%	17%
109 South American cocktails (e.g. caipirinha, pisco sour, mojito)	47%	31%	22%
110 Whole grain bread	46%	15%	39%
111 Smoking	46%	12%	42%
112 Fresh beans/peas (e.g. fava, sweet, snow)	46%	14%	40%
113 Asian mushrooms (e.g. shiitake, straw, enokitake, cloud ear fungus)	45%	21%	34%
114 Fermenting	45%	40%	15%
115 Wine/premium wine by the glass	45%	23%	32%
116 Aged meats (e.g. prosciutto, Iberian ham)	45%	16%	40%
117 North African/Maghreb cuisine	44%	42%	14%
118 Warm appetizer salads	44%	35%	21%
119 Braised vegetables	44%	28%	28%
120 Gourmet/house-made popsicles	43%	47%	10%
121 Oil-poaching	43%	39%	18%
122 Pop-up restaurants	43%	44%	13%
123 Asian-inspired entrée salads	43%	36%	21%
124 Fresh fruit breakfast items	42%	13%	45%
125 Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut)	42%	27%	31%

	HOT TREND	Yesterday's News	Perennial Favorite
126 Mediterranean cuisine	42%	22%	36%
127 House-made lemonade	42%	21%	37%
128 Food-wine pairings	42%	16%	43%
129 Dark/bitter greens (e.g. collards, kale, beet tops, broccoli rabe)	41%	26%	32%
130 South American wines	41%	26%	33%
131 Tea-flavored/tea-infused	41%	43%	16%
132 Infused oils	40%	34%	26%
133 Steamed/grilled/roasted vegetables	40%	18%	42%
134 Gourmet burgers/build-your-own burgers	40%	36%	24%
135 Buckwheat items	40%	46%	14%
136 Sushi/sushi-style items	40%	30%	30%
137 Buffalo/bison	40%	40%	20%
138 Hot peppers (e.g. habañero, chipotle, ancho, jalapeño)	40%	23%	37%
139 Non-traditional eggs (e.g. duck, quail, emu)	40%	47%	14%
140 Sausage (e.g. lap cheong, chorizo, andouille)	40%	20%	40%
141 South African wines	39%	34%	27%
142 Ultra-premium liquor	39%	31%	30%
143 Grilling	39%	11%	49%
144 Traditional ethnic desserts (e.g. delimanjoo, flan, qatayef)	39%	29%	31%
145 Prix fixe brunches	39%	34%	27%
146 Middle Eastern cuisine	39%	37%	25%
147 Yuzu	38%	45%	17%
148 Lowcountry cuisine (e.g. South Carolina/Georgia coast)	38%	33%	29%
149 Spanish cuisine	38%	28%	34%
150 Asian pear	37%	40%	22%
151 Kobe beef (Wagyu)	37%	45%	18%
152 Cheeks (e.g. beef, veal)	37%	46%	16%
153 Seafood breakfast items (e.g. smoked salmon, oysters, crab cake)	37%	28%	35%
154 Brown/wild rice	37%	28%	35%
155 Edamame	37%	41%	22%
156 Crudo/tartare	36%	37%	26%
157 Lentils	36%	31%	33%



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	HOT TREND	Yesterday's News	Perennial Favorite
158 Traditional cocktails (e.g. martini, Manhattan, sidecar, Pimm's Cup)	36%	19%	44%
159 Mashed/puréed vegetables (e.g. potatoes, cauliflower, parsnip)	36%	31%	33%
160 Relish/chutney	36%	33%	31%
161 Wine on tap/draught wine	36%	49%	15%
162 Confit	36%	26%	39%
163 Couscous	35%	37%	28%
164 Gelato/sorbet	35%	25%	40%
165 Flavored/enhanced water	35%	54%	11%
166 House dressing	35%	31%	34%
167 Appetizer combos/platters	35%	37%	28%
168 Green tea	35%	33%	32%
169 Venison/elk	35%	42%	23%
170 Dumplings/dim sum	35%	43%	23%
171 Muddled cocktails	34%	40%	26%
172 Absinthe	34%	50%	16%
173 Indian cuisine	34%	33%	33%
174 Kimchi	34%	42%	24%
175 Mini-burgers/sliders	33%	56%	11%
176 Game birds (e.g. quail, squab/pigeon, pheasant, duck)	33%	36%	30%



	HOT TREND	Yesterday's News	Perennial Favorite
177 Barley	33%	40%	27%
178 Tap water/filtered tap water	33%	34%	33%
179 Cupcakes	33%	45%	22%
180 Australian wines	32%	38%	29%
181 Boar/wild boar	32%	50%	18%
182 Sautéing	32%	9%	59%
183 Breakfast sandwiches	32%	28%	40%
184 Belgian-style beer	31%	33%	36%
185 Foam/froth/air	31%	64%	5%
186 Jerusalem artichoke/sunchoke	31%	40%	29%
187 Tongue (e.g. beef, duck)	31%	55%	14%
188 Avocado	31%	19%	51%
189 Lavender	31%	51%	18%
190 Yogurt/parfait	30%	29%	41%
191 Iced coffee/iced coffee beverages	30%	34%	36%
192 Radish/daikon	30%	44%	26%
193 Miso	30%	43%	27%
194 Lamb	29%	25%	46%
195 Seaweed/nori	29%	45%	26%
196 Tomatillos	29%	38%	33%
197 Soul/comfort/Southern food cuisine	29%	27%	44%
198 "Fun-shaped" children's items	28%	50%	22%
199 Soybeans	28%	47%	25%
200 Panini/pressed sandwiches	27%	46%	26%
201 Egg dishes	27%	13%	60%
202 Barbeque/barbecue	27%	20%	53%



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	HOT TREND	Yesterday's News	Perennial Favorite
203 Belgian cuisine	26%	52%	21%
204 Mexican-inspired entrée salads	26%	52%	21%
205 Kale	26%	45%	30%
206 Hot chocolate/flavored hot chocolate	26%	33%	41%
207 Cabbage (e.g. red, green, boy choy, Napa)	25%	28%	47%
208 Grits	25%	35%	40%
209 French toast/stuffed French toast	25%	34%	41%
210 California wines	24%	25%	51%
211 Sake/mirin	24%	45%	31%
212 Tempura	24%	32%	44%
213 Coconut	24%	30%	46%
214 Wine spritzers/wine-based cocktails	23%	58%	19%
215 Grappa	23%	53%	24%
216 Rabbit	23%	51%	26%
217 Stir frying	22%	31%	46%
218 Whoopie Pie	22%	53%	25%
219 Eggplant/aubergine	22%	35%	43%
220 Sweetbreads	21%	54%	25%
221 Cold appetizer salads	19%	43%	38%
222 Mussels/clams/oysters	18%	31%	51%
223 Bottled water	18%	53%	29%
224 Alligator	17%	72%	11%
225 Tripe	16%	65%	19%
226 Quiche	14%	47%	39%



Individual Categories

Ranked by "Hot" Responses

	HOT TREND	Yesterday's News	Perennial Favorite
Appetizers			
1 Ethnic/street food-inspired appetizers (e.g. tempura, taquitos, kabobs, hummus)	64%	18%	18%
2 Amuse bouche/bite-size hors d'oeuvre	56%	21%	24%
3 Warm appetizer salads	44%	35%	21%
4 Appetizer combos/platters	35%	37%	28%
5 Dumplings/dim sum	35%	43%	23%
6 Mini-burgers/sliders	33%	56%	11%
7 Cold appetizer salads	19%	43%	38%
8 Mussels/clams/oysters	18%	31%	51%
Sides/Starches			
1 Black/forbidden rice	64%	26%	10%
2 Quinoa	63%	25%	12%
3 Red rice	58%	28%	14%
4 Vegetable pickles	50%	31%	19%
5 Asian noodles (e.g. soba, udon, rice noodles)	49%	24%	27%
6 Braised vegetables	44%	28%	28%
7 Steamed/grilled/roasted vegetables	40%	18%	42%
8 Buckwheat items	40%	46%	14%
9 Brown/wild rice	37%	28%	35%
10 Lentils	36%	31%	33%



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Sides/Starches *continued*

	HOT TREND	Yesterday's News	Perennial Favorite
11 Mashed/puréed vegetables (e.g. potatoes, cauliflower, parsnip)	36%	31%	33%
12 Couscous	35%	37%	28%
13 Barley	33%	40%	27%
14 Grits	25%	35%	40%

Desserts

1 Artisan/house-made ice cream	62%	14%	24%
2 Bite-size/mini desserts	61%	21%	18%
3 Dessert flights/combos	60%	27%	14%
4 Deconstructed classic desserts	58%	33%	9%
5 Savory desserts	56%	32%	13%
6 Drinkable desserts	49%	40%	12%
7 Fresh fruit desserts	48%	13%	39%
8 Gourmet/house-made popsicles	43%	47%	10%
9 Traditional ethnic desserts (e.g. delimanjoo, flan, qatayef)	39%	29%	31%
10 Gelato/sorbet	35%	25%	40%
11 Cupcakes	33%	45%	22%
12 Whoopie Pie	22%	53%	25%

Main Dishes/
Center of the Plate

1 Locally sourced meats and seafood	86%	5%	9%
2 Sustainable seafood	79%	8%	13%
3 Half-portions/smaller portion for a smaller price	72%	15%	13%
4 Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)	69%	21%	10%
5 Non-traditional fish (e.g. branzino, Arctic char, barramundi)	68%	22%	10%
6 Grass-fed beef	60%	28%	12%
7 Tapas/meze/dim sum (e.g. small plates)	59%	24%	17%
8 Free-range poultry/pork	58%	24%	18%
9 Inexpensive/underused cuts of meat (e.g. brisket, pork shoulder, skirt steak)	58%	16%	26%



	HOT TREND	Yesterday's News	Perennial Favorite
10 Specialty/gourmet sandwiches	56%	18%	26%
11 Street food-inspired entrées (e.g. tacos, satay, kabobs)	56%	18%	27%
12 Meatless/vegetarian entrées	54%	23%	23%
13 Vegan entrées	52%	31%	17%
14 Lower-sodium items	51%	26%	23%
15 Lower-calorie	51%	26%	23%
16 Gourmet hot dogs/sausage (e.g. Kobe beef, duck, game)	48%	39%	13%
17 Asian-inspired entrée salads	43%	36%	21%
18 Gourmet burgers/build-your-own burgers	40%	36%	24%
19 Sushi/sushi-style items	40%	30%	30%
20 Buffalo/bison	40%	40%	20%
21 Kobe beef (Wagyu)	37%	45%	18%
22 Cheeks (e.g. beef, veal)	37%	46%	16%
23 Venison/elk	35%	42%	23%
24 Game birds (e.g. quail, squab/pigeon, pheasant, duck)	33%	36%	30%
25 Boar/wild boar	32%	50%	18%
26 Tongue (e.g. beef, duck)	31%	55%	14%
27 Lamb	29%	25%	46%
28 Panini/pressed sandwiches	27%	46%	26%
29 Barbeque/barbecue	27%	20%	53%
30 Mexican-inspired entrée salads	26%	52%	21%
31 Rabbit	23%	51%	26%
32 Sweetbreads	21%	54%	25%

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Main Dishes/Center of the Plate *continued*

		HOT TREND	Yesterday's News	Perennial Favorite
33	Alligator	17%	72%	11%
34	Tripe	16%	65%	19%

Breakfast/Brunch

1	Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, chorizo scrambled eggs, coconut milk pancakes)	68%	19%	13%
2	Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta, Japanese)	50%	24%	26%
3	Fresh fruit breakfast items	42%	13%	45%
4	Prix fixe brunches	39%	34%	27%
5	Seafood breakfast items (e.g. smoked salmon, oysters, crab cake)	37%	28%	35%
6	Breakfast sandwiches	32%	28%	40%
7	Yogurt/parfait	30%	29%	41%
8	Egg dishes	27%	13%	60%
9	French toast/stuffed French toast	25%	34%	41%
10	Quiche	14%	47%	39%

Kids' Meals

1	Nutritionally balanced children's dishes	79%	6%	15%
2	Fruit/vegetable children's side items	69%	11%	20%



		HOT TREND	Yesterday's News	Perennial Favorite
3	"Kid cuisine"/gourmet children's dishes	68%	23%	9%
4	"Mini meals" (e.g. smaller versions of adult menu items)	66%	15%	19%
5	Children's entrée salads	56%	31%	13%
6	Ethnic-inspired children's dishes	52%	36%	12%
7	"Fun-shaped" children's items	28%	50%	22%

Produce

1	Locally grown produce	86%	3%	11%
2	Organic produce	72%	15%	13%
3	Superfruits (e.g. acai, goji berry, mangosteen, purslane)	63%	29%	8%
4	Heirloom beans	60%	23%	17%
5	Exotic fruit (e.g. durian, passion fruit, dragon fruit, paw paw, guava)	60%	26%	14%
6	Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)	53%	22%	24%
7	Fresh herbs	51%	5%	44%
8	Heirloom tomatoes	50%	18%	32%
9	Micro-vegetables/micro-greens	50%	35%	15%
10	Hybrid fruit/vegetables (e.g. plumcot, grapple, broccoflower)	49%	42%	9%
11	Pomegranates	48%	34%	18%
12	Root vegetables (e.g. parsnips, rutabaga, beets)	47%	19%	34%



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Produce continued

		HOT TREND	Yesterday's News	Perennial Favorite
13	Figs	47%	21%	32%
14	Fresh beans/peas (e.g. fava, sweet, snow)	46%	14%	40%
15	Asian mushrooms (e.g. shiitake, straw, enokitake, cloud ear fungus)	45%	21%	34%
16	Dark/bitter greens (e.g. collards, kale, beet tops, broccoli rabe)	41%	26%	32%
17	Hot peppers (e.g. habañero, chipotle, ancho, jalapeño)	40%	23%	37%
18	Asian pear	37%	40%	22%
19	Edamame	37%	41%	22%
20	Jerusalem artichoke/sunchoke	31%	40%	29%
21	Avocado	31%	19%	51%
22	Radish/daikon	30%	44%	26%
23	Tomatillos	29%	38%	33%
24	Soybeans	28%	47%	25%
25	Kale	26%	45%	30%
26	Cabbage (e.g. red, green, boy choy, Napa)	25%	28%	47%
27	Coconut	24%	30%	46%
28	Eggplant/aubergine	22%	35%	43%



		HOT TREND	Yesterday's News	Perennial Favorite
Ethnic Cuisines and Flavors				
1	Regional ethnic cuisine	62%	12%	26%
2	Ethnic fusion cuisine	57%	31%	12%
3	Southeast Asian cuisine (e.g. Thai, Vietnamese, Burmese, Malaysian)	52%	22%	26%
4	Peruvian cuisine	50%	38%	13%
5	Latin American/Nuevo Latino cuisine	50%	25%	25%
6	African cuisine (e.g. South African, Ghanaese)	47%	40%	13%
7	North African/Maghreb cuisine	44%	42%	14%
8	Mediterranean cuisine	42%	22%	36%
9	Middle Eastern cuisine	39%	37%	25%
10	Lowcountry cuisine (e.g. South Carolina/Georgia coast)	38%	33%	29%
11	Spanish cuisine	38%	28%	34%
12	Indian cuisine	34%	33%	33%
13	Soul/comfort/Southern food cuisine	29%	27%	44%
14	Belgian cuisine	26%	52%	21%

Other Food Items/Ingredients

1	Artisan cheeses	68%	9%	23%
2	Ethnic cheeses (e.g. queso fresco, paneer, lebneh, halloumi)	67%	14%	19%
3	Artisan/specialty bacon	65%	20%	15%
4	Ancient grains (e.g. kamut, spelt, amaranth)	62%	28%	10%



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Other Food Items/Ingredients continued

		HOT TREND	Yesterday's News	Perennial Favorite
5	Black garlic	62%	31%	8%
6	Flatbreads (e.g. naan, pappadum, lavash, pita, tortilla)	57%	20%	23%
7	Ethnic condiments (e.g. raita/raitha, chimichurri, Sriracha, chutney, soy sauce)	57%	18%	26%
8	Flower syrup/essence	52%	37%	11%
9	Salt (e.g. flavored, smoked, regional)	51%	28%	21%
10	Agave	50%	37%	14%
11	Vegetable ceviche	50%	39%	11%
12	Matcha (e.g. green tea powder)	47%	44%	8%
13	Whole grain bread	46%	15%	39%
14	Aged meats (e.g. prosciutto, Iberian ham)	45%	16%	40%
15	Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut)	42%	27%	31%
16	Tea-flavored/tea-infused	41%	43%	16%
17	Infused oils	40%	34%	26%
18	Non-traditional eggs (e.g. duck, quail, emu)	40%	47%	14%
19	Sausage (e.g. lap cheong, chorizo, andouille)	40%	20%	40%
20	Yuzu	38%	45%	17%

		HOT TREND	Yesterday's News	Perennial Favorite
21	Relish/chutney	36%	33%	31%
22	House dressing	35%	31%	34%
23	Kimchi	34%	42%	24%
24	Lavender	31%	51%	18%
25	Miso	30%	43%	27%
26	Seaweed/nori	29%	45%	26%

Preparation Methods

1	Sous vide	55%	32%	12%
2	Braising	53%	10%	38%
3	Liquid nitrogen chilling/freezing	49%	46%	6%
4	Pickling	47%	25%	28%
5	Smoking	46%	12%	42%
6	Fermenting	45%	40%	15%
7	Oil-poaching	43%	39%	18%
8	Grilling	39%	11%	49%
9	Crudo/tartare	36%	37%	26%
10	Confit	36%	26%	39%
11	Saut�eung	32%	9%	59%
12	Foam/froth/air	31%	64%	5%
13	Tempura	24%	32%	44%
14	Stir frying	22%	31%	46%

Culinary Themes

1	Sustainability	82%	6%	12%
2	Hyper-local (e.g. restaurant gardens, do your own butchering)	79%	13%	9%
3	Children's nutrition	79%	5%	16%
4	Gluten-free/food allergy conscious	78%	12%	10%
5	Simplicity/back to basics	77%	6%	17%
6	Farm/estate-branded ingredients	76%	14%	10%
7	Nutrition/health	72%	6%	22%
8	Food-alcohol pairings	53%	15%	33%
9	Umami	52%	34%	14%
10	Molecular gastronomy	47%	45%	8%
11	Pop-up restaurants	43%	44%	13%



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Alcohol and Cocktails continued

	HOT TREND	Yesterday's News	Perennial Favorite
Nonalcoholic Beverages			
1 Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)	57%	23%	21%
2 Organic coffee	57%	29%	15%
3 Agua fresca	47%	37%	17%
4 House-made lemonade	42%	21%	37%
5 Flavored/enhanced water	35%	54%	11%
6 Green tea	35%	33%	32%
7 Tap water/filtered tap water	33%	34%	33%
8 Iced coffee/iced coffee beverages	30%	34%	36%
9 Hot chocolate/flavored hot chocolate	26%	33%	41%
10 Bottled water	18%	53%	29%
Alcohol and Cocktails			
1 Micro-distilled/artisan liquor	74%	17%	8%
2 Locally-produced wine and beer	73%	12%	15%
3 Culinary cocktails (e.g. savory, fresh ingredients)	71%	21%	8%
4 Food-beer pairings/beer dinners	61%	20%	19%
5 Bar chefs/mixologists	61%	26%	13%
6 Craft beer/microbrews	59%	18%	23%
7 Regional signature cocktails	58%	21%	21%
8 Gluten-free beer	58%	34%	8%
9 Organic wine	58%	31%	11%
10 Herb-infused cocktails	55%	33%	12%
11 Specialty beer (e.g. seasonal, fruit, spiced)	55%	25%	21%
12 Food-liquor/cocktail pairings	53%	22%	25%
13 Asian-flavored cocktails (e.g. lemongrass, lychee, Thai basil)	53%	35%	13%
14 Non-traditional liquors (e.g. soju/sochu, cachaça)	52%	37%	11%
15 Organic beer	52%	35%	13%
16 Signature cocktails	52%	21%	27%
17 Wine or beer flights/samplers	51%	25%	24%
18 Beer sommeliers/Cicerones	51%	34%	15%
19 Organic cocktails	51%	39%	10%



20 Infused/flavored liquor	51%	33%	16%
21 Organic liquor	51%	39%	11%
22 Specialty beer (e.g. seasonal, fruit, spiced)	48%	28%	24%
23 South American cocktails (e.g. caipirinha, pisco sour, mojito)	47%	31%	22%
24 Wine/premium wine by the glass	45%	23%	32%
25 Food-wine pairings	42%	16%	43%
26 South American wines	41%	26%	33%
27 South African wines	39%	34%	27%
28 Ultra-premium liquor	39%	31%	30%
29 Traditional cocktails (e.g. martini, Manhattan, sidecar, Pimm's Cup)	36%	19%	44%
30 Wine on tap/draught wine	36%	49%	15%
31 Muddled cocktails	34%	40%	26%
32 Absinthe	34%	50%	16%
33 Australian wines	32%	38%	29%
34 Belgian-style beer	31%	33%	36%
35 California wines	24%	25%	51%
36 Sake/mirin	24%	45%	31%
37 Wine spritzers/wine-based cocktails	23%	58%	19%
38 Grappa	23%	53%	24%

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Additional Questions

What has been the most successful strategy for maintaining and building business during the recession?

Offering value specials (e.g. discounts, coupons, prix fixe menus)	38%
Simplifying menus to save on prep labor and ingredients	26%
Increased marketing efforts (including social media marketing)	15%
More portion size offerings	6%
Other	6%
Conservation efforts (e.g. reduce energy/water use, use less packaging)	6%
Negotiating with/changing suppliers	3%

What will be the hottest restaurant operational trend in 2011?

Mobile food trucks and pop-up restaurants	30%
Restaurants with gardens (e.g. rooftop, backyard, communal)	18%
Social media-based marketing	17%
Cooking classes/demonstrations	12%
Electronic/iPad/smartphone application menus and wine lists	12%
Customer DIY (e.g. build-it-yourself menus, customization)	8%
Other	3%

How can chefs/restaurateurs best promote health and nutrition?

Create diet-conscious menu sections (e.g. lower sodium, lower calorie, lower fat)	21%
Increase fresh produce options on menus	19%
Get involved in school nutrition/children's education efforts	17%
Provide nutritional information to guests to make their own decisions	16%
Reduce portion sizes	16%
Get involved in national campaigns/programs on nutrition and physical activity	8%
Other	4%

Do you use social media (e.g. Facebook, Twitter, YouTube) for professional purposes?

Yes	55%
No	29%
Not yet, but I plan to	16%

Watch the "What's Hot in 2011" video on the National Restaurant Association's website:

www.restaurant.org/foodtrends



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

www.facebook.com/NationalRestaurantAssociation

www.twitter.com/WeRRestaurants

Methodology:

The National Restaurant Association conducted an on-line survey of 1,527 members of the American Culinary Federation in October 2010. The chefs were given a list of 226 food and beverage items, cuisines, culinary themes and preparation methods, and were asked to rate each item as a "hot trend," "yesterday's news" or "perennial favorite" on restaurant menus in 2011.

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


 NATIONAL RESTAURANT ASSOCIATION®

Founded in 1919, the National Restaurant Association is the leading business association for the restaurant industry, which comprises 945,000 restaurant and foodservice outlets and a workforce of nearly 13 million employees. Together with the National Restaurant Association Educational Foundation, the Association works to lead America's restaurant industry into a new era of prosperity, prominence, and participation, enhancing the quality of life for all we serve. For more information, visit our website at www.restaurant.org.


 American Culinary Federation since 1929

The American Culinary Federation, Inc., established in 1929, is the premier professional organization for culinarians in North America. With more than 22,000 members spanning 230 chapters nationwide, ACF is the culinary leader in offering educational resources, training, apprenticeship and accreditation. In addition, ACF operates the most comprehensive certification program for chefs in the United States. 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 www.acfchefs.org.