

CHEF SURVEY: What's HOT in 2010



Keeping up with food and beverage trends is crucial to develop the right menu mix. That's why restaurateurs turn to the National Restaurant Association to help them stay abreast of the hottest menu trends. The Association each year surveys professional chef members of the American Culinary Federation. The latest survey, conducted in 2009, was based on the input of more than 1,800 chefs. Respondents ranked 214 items by how trendy they would be in 2010. See p. 11 for more information about methodology.

Top 20 Trends



- 1 Locally grown produce
- 2 Locally sourced meats and seafood
- 3 Sustainability
- 4 Bite-size/mini desserts
- 5 Locally-produced wine and beer
- 6 Nutritionally balanced children's dishes
- 7 Half-portions/smaller portion for a smaller price
- 8 Farm/estate-branded ingredients
- 9 Gluten-free/food allergy conscious
- 10 Sustainable seafood
- 11 Superfruits (e.g. acai, goji berry, mangosteen, purslane)
- 12 Organic produce
- 13 Culinary cocktails (e.g. savory, fresh ingredients)
- 14 Micro-distilled/artisan liquor
- 15 Nutrition/health
- 16 Simplicity/back to basics
- 17 Regional ethnic cuisine
- 18 Non-traditional fish (e.g. branzino, Arctic char, barramundi)
- 19 Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)
- 20 Fruit/vegetable children's side items

Top Trends by Category



Appetizers/Starters

- 1 Amuse bouche
- 2 Mini-burgers/sliders
- 3 Appetizer combos/platters
- 4 Appetizer salads
- 5 Asian appetizers (e.g. tempura, spring rolls/egg rolls, satay, dumplings)

Main Dishes/ Center of the Plate

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

Sides/Starches

- 1 Quinoa
- 2 Braised vegetables
- 3 Brown/wild rice
- 4 Steamed/grilled/roasted vegetables
- 5 Buckwheat items

Desserts

- 1 Bite-size/mini desserts
- 2 Artisan/house-made ice cream
- 3 Dessert flights/combo
- 4 Savory desserts
- 5 Gelato/sorbet

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

- 5 Prix fixe brunches

Kids' Meals

- 1 Nutritionally balanced children's dishes
- 2 Fruit/vegetable children's side items
- 3 "Kid cuisine"/gourmet children's dishes
- 4 Children's entrée salads
- 5 Ethnic-inspired children's dishes



Produce

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

Ethnic Cuisines and Flavors

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

Other Food Items/ Ingredients

- 1 Artisanal cheeses
- 2 Black garlic

- 3 Ancient grains (e.g. kamut, spelt, amaranth)

- 4 Flatbreads (e.g. naan, papadum, lavash, pita, tortilla)

- 5 Flower syrup/essence

Preparation Methods

- 1 Liquid nitrogen chilling/freezing
- 2 Braising
- 3 Sous vide
- 4 Smoking
- 5 Oil-poaching/confit

Culinary Themes

- 1 Sustainability
- 2 Farm/estate-branded ingredients
- 3 Gluten-free/food allergy conscious
- 4 Nutrition/health
- 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 Green tea
- 5 Flavored/enhanced water

Alcohol and Cocktails

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



CHEF SURVEY: What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

WHAT'S HOT

All 208 Items Ranked by "Hot" Responses

		HOT TREND	Yesterday's News	Perennial Favorite
1	Locally grown produce	88%	2%	10%
2	Locally sourced meats and seafood	84%	5%	10%
3	Sustainability	80%	9%	11%
4	Bite-size/mini desserts	79%	13%	8%
5	Locally-produced wine and beer	79%	8%	13%
6	Nutritionally balanced children's dishes	77%	8%	15%
7	Half-portions/smaller portion for a smaller price	75%	12%	13%
8	Farm/estate-branded ingredients	75%	13%	13%
9	Gluten-free/food allergy conscious	74%	13%	13%
10	Sustainable seafood	73%	11%	16%
11	Superfruits (e.g. acai, goji berry, mangosteen, purslane)	73%	20%	7%
12	Organic produce	73%	18%	9%
13	Culinary cocktails (e.g. savory, fresh ingredients)	73%	15%	12%
14	Micro-distilled/artisan liquor	72%	19%	9%
15	Nutrition/health	71%	6%	24%
16	Simplicity/back to basics	70%	7%	23%
17	Regional ethnic cuisine	70%	10%	20%
18	Non-traditional fish (e.g. branzino, Arctic char, barramundi)	70%	20%	10%
19	Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)	70%	21%	10%
20	Fruit/vegetable children's side items	69%	10%	21%
21	"Kid cuisine"/gourmet children's dishes	69%	22%	9%
22	Artisan/house-made ice cream	67%	15%	18%
23	Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, chorizo scrambled eggs, coconut milk pancakes)	66%	23%	11%
24	Organic wine/beer/liquor	64%	28%	8%
25	Exotic fruit (e.g. durian, passion fruit, dragon fruit, paw paw, guava)	63%	24%	13%
26	Artisanal cheeses	63%	12%	24%
27	Black garlic	63%	26%	10%



		HOT TREND	Yesterday's News	Perennial Favorite
28	Food-beer pairings	63%	18%	19%
29	Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)	62%	19%	19%
30	Craft beer/microbrews	62%	18%	20%
31	Ancient grains (e.g. kamut, spelt, amaranth)	62%	29%	9%
32	Tapas/mezze/dim sum (e.g. small plates)	62%	24%	14%
33	Dessert flights/combos	61%	24%	14%
34	Bar chefs/mixologists	61%	26%	13%
35	Grass-fed beef	61%	27%	12%
36	Flatbreads (e.g. naan, papadum, lavash, pita, tortilla)	60%	19%	21%
37	Free-range poultry/pork	60%	23%	17%
38	Gluten-free beer	60%	32%	8%
39	Ethnic fusion	60%	32%	8%
40	Micro-vegetables/micro-greens	59%	29%	11%
41	Organic coffee	59%	25%	16%
42	Specialty beer (e.g. seasonal, fruit, spiced)	58%	24%	18%
43	Children's entrée salads	58%	30%	11%
44	Inexpensive/underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)	58%	19%	23%
45	Umami	58%	31%	11%
46	Savory desserts	57%	29%	14%
47	Flower syrup/essence	57%	32%	11%
48	Heirloom tomatoes	56%	15%	28%
49	Specialty/gourmet sandwiches	56%	18%	26%
50	Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)	56%	24%	20%
51	Organic cocktails	56%	35%	9%

CHEF SURVEY: What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

What's Hot continued

		HOT TREND	Yesterday's News	Perennial Favorite
52	Beer sommeliers/Cicerones	56%	32%	12%
53	Wine or beer flights/samplers	55%	23%	21%
54	Quinoa	55%	31%	13%
55	Salt (e.g. flavored, smoked, regional)	55%	26%	20%
56	Vegetable ceviche	55%	35%	11%
57	Liquid nitrogen chilling/freezing	54%	40%	6%
58	Infused/flavored liquor	54%	30%	15%
59	Fresh herbs	54%	4%	42%
60	Food-alcohol pairings	54%	15%	31%
61	Non-traditional liquors (e.g. soju/sochu, cachaca)	54%	34%	12%
62	North African/Maghreb	54%	35%	11%
63	Food-liquor/cocktail pairings	53%	22%	25%
64	Ethnic-inspired children's dishes	53%	35%	12%
65	Amuse bouche	53%	26%	21%
66	Braising	53%	13%	34%
67	Latin American/Nuevo Latino	53%	26%	21%
68	Gelato/sorbet	53%	21%	27%
69	Ethnic condiments (e.g. raita/raitha, chimichurri, Sriracha, chutney, soy sauce)	53%	20%	27%
70	Agave	52%	34%	13%
71	Sous vide	52%	37%	11%
72	Meatless/vegetarian entrées	52%	23%	25%

		HOT TREND	Yesterday's News	Perennial Favorite
73	Molecular gastronomy	52%	40%	8%
74	Drinkable desserts	51%	39%	10%
75	Agua fresca	51%	32%	17%
76	Southeast Asian (e.g. Thai, Vietnamese, Burmese, Malaysian)	50%	23%	27%
77	Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta, Japanese)	50%	24%	25%
78	Pomegranates	50%	32%	18%
79	Fresh fruit desserts	50%	14%	36%
80	Peruvian	50%	36%	14%
81	Signature cocktails	50%	23%	27%
82	Smoking	49%	18%	33%
83	Low-calorie/low-fat entrées	49%	29%	22%
84	South American cocktails (e.g. caipirinha, pisco sour, mojito)	48%	31%	20%
85	Cuban	48%	34%	18%
86	Vegan entrées	48%	33%	19%
87	Mini-burgers/sliders	48%	46%	7%
88	Green tea	47%	24%	29%
89	Oil-poaching/confit	47%	31%	22%
90	Whole grain bread	47%	17%	36%
91	South African wines	47%	30%	23%
92	Figs	47%	25%	28%
93	Aged meats (e.g. prosciutto, Iberian ham)	47%	14%	39%
94	Mediterranean	46%	20%	34%
95	Specialty ice	46%	40%	15%
96	Braised vegetables	45%	28%	27%
97	Low-calorie beer	45%	37%	17%
98	Gourmet hot dogs/sausage (e.g. Kobe beef, duck, game)	45%	40%	14%
99	South American wines	45%	25%	30%
100	Root vegetables (e.g. parsnips, rutabaga, beets)	44%	20%	36%
101	Infused oils	44%	31%	25%
102	Brown/wild rice	44%	24%	32%
103	Fresh beans/peas (e.g. fava, sweet, snow)	44%	16%	40%
104	Asian mushrooms (e.g. shiitake, straw, enokitake, cloud ear fungus)	44%	27%	30%
105	Energy drink cocktails	44%	50%	7%
106	Grilling	44%	9%	47%
107	Curing	43%	22%	35%



CHEF SURVEY: What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

What's Hot continued

		HOT TREND	Yesterday's News	Perennial Favorite
108	Buffalo/bison	43%	40%	17%
109	Steamed/grilled/roasted vegetables	43%	18%	39%
110	Gourmet burgers/build-your-own burgers	43%	34%	23%
111	Fresh fruit breakfast items	43%	16%	41%
112	Buckwheat items	42%	44%	14%
113	Food-wine pairings	42%	14%	44%
114	Premium tequila	42%	23%	34%
115	Hibiscus	42%	44%	14%
116	Asian-inspired entrée salads	42%	39%	19%
117	Ethnic/international soups and stews (e.g. menudo, ribollita, bouillabaisse)	42%	27%	31%
118	Edamame	42%	38%	20%
119	Seafood breakfast items (e.g. smoked salmon, oysters, crab cake)	42%	31%	28%
120	Appetizer combos/platters	41%	33%	26%
121	Himalayan	41%	46%	13%
122	Prix fixe brunches	41%	33%	26%
123	Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut)	41%	23%	36%
124	Game meats (e.g. venison, elk, rabbit, boar)	41%	36%	23%
125	Beer-based cocktails	40%	48%	12%
126	Kobe beef (Wagyu)	40%	44%	16%
127	Appetizer salads	40%	29%	30%



142
Dark/bitter
greens

		HOT TREND	Yesterday's News	Perennial Favorite
128	Barley	40%	39%	21%
129	Ultra-premium liquor	40%	27%	32%
130	Charcuterie	40%	29%	31%
131	Ramps	40%	38%	23%
132	Pickling	40%	35%	25%
133	Yuzu	40%	42%	18%
134	Searing/sautéing	39%	11%	50%
135	Hot peppers (e.g. habanero, chipotle, ancho, jalapeno)	39%	23%	38%
136	Traditional ethnic desserts (e.g. delimanjoo, flan, qatayef)	39%	32%	29%
137	Wine by the glass	39%	19%	42%
138	Cheese plates	39%	29%	32%
139	Spanish	39%	27%	34%
140	Flavored/enhanced water	39%	54%	8%
141	Jerusalem artichoke/sunchoke	38%	38%	24%
142	Dark/bitter greens (e.g. collards, kale, beet tops, broccoli rabe)	38%	26%	36%
143	Honey	38%	16%	46%
144	Chanterelle mushrooms	38%	28%	34%
145	Aioli/flavored mayonnaise	37%	29%	34%
146	Australian wines	37%	35%	27%
147	Tap water/filtered tap water	37%	35%	28%
148	Dips/spreads (e.g. hummus, baba ghanoush, salsa, tapenade, tzatziki)	37%	23%	40%
149	Korean	37%	42%	21%
150	Mashed/pureed vegetables (e.g. potatoes, cauliflower, parsnip)	37%	33%	30%
151	Lentils	36%	33%	31%
152	Sausage (e.g. lap cheong, Chorizo, Andouille)	36%	23%	41%
153	Espresso/specialty coffee	36%	26%	38%



33
Dessert
flights/
combos

CHEF SURVEY: What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

What's Hot continued

		HOT TREND	Yesterday's News	Perennial Favorite
154	Roasting	36%	14%	51%
155	Avocado	35%	15%	50%
156	Fiddlehead fern	35%	43%	22%
157	Mole	35%	34%	31%
158	Muddled cocktails	35%	42%	23%
159	Bacon/bacon-flavored	34%	31%	35%
160	Persimmons	34%	43%	23%
161	Asian appetizers (e.g. tempura, spring rolls/egg rolls, satay, dumplings)	34%	33%	33%
162	Energy drinks	34%	54%	13%
163	Breakfast sandwiches	33%	33%	34%
164	Yogurt/parfait	33%	33%	34%
165	Nettles	33%	50%	17%
166	Couscous	33%	40%	27%
167	Morel mushrooms	33%	26%	41%
168	Traditional cocktails (e.g. martini, Manhattan, sidecar, Pimm's Cup)	32%	17%	51%
169	Nuts	32%	17%	51%
170	Ginger	31%	24%	45%
171	Lamb	31%	25%	44%
172	Polenta	31%	36%	33%
173	Game birds (e.g. quail, squab/pigeon, pheasant, duck)	30%	39%	30%
174	Radish/daikon	30%	46%	23%

		HOT TREND	Yesterday's News	Perennial Favorite
175	French toast/stuffed French toast	30%	33%	37%
176	Bluefish	30%	50%	20%
177	Seaweed/nori	30%	48%	22%
178	Crudo	30%	44%	26%
179	Ostrich/emu	28%	63%	8%
180	Coulis	28%	37%	35%
181	Miso	28%	44%	28%
182	Breakfast hash	28%	37%	36%
183	Sake/mirin	27%	43%	30%
184	Organ meats/offal	27%	57%	16%
185	Watercress	27%	40%	33%
186	Coconut	27%	32%	41%
187	Sweet potatoes/yams	26%	23%	51%
188	Artichoke	26%	25%	48%
189	Sushi	26%	31%	43%
190	Mexican appetizers (e.g. tamales, taquitos, quesadilla)	26%	51%	23%
191	Squid/octopus/cuttlefish	26%	48%	27%
192	Cupcakes	25%	52%	23%
193	Watermelon	25%	19%	55%
194	Sea urchin	25%	60%	15%
195	Grits	25%	41%	34%
196	"Fun-shaped" children's items	25%	49%	27%
197	Animal fats (e.g. bacon, duck)	24%	37%	39%
198	California wines	24%	25%	51%
199	Soup	23%	23%	53%
200	Sparkling wine	23%	37%	39%
201	Pasta	21%	24%	55%
202	Bottled water	20%	57%	24%
203	Capers	20%	34%	47%
204	French	19%	30%	51%
205	Cucumber	19%	27%	54%
206	Pre-blended cocktail mixers	18%	64%	18%
207	Boxed wine	17%	66%	17%
208	Omelets	17%	26%	56%
209	Marshmallows	17%	48%	35%
210	Poached eggs	17%	37%	47%
211	Traditional children's dishes (e.g. chicken nuggets, hamburgers, hot dogs, meatballs)	16%	34%	49%
212	Potatoes/french fries	16%	30%	54%
213	Sherry	14%	47%	39%
214	Crème brûlée	14%	32%	54%



CHEF SURVEY: What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

Individual Categories Ranked by "Hot" Responses

		HOT TREND	Yesterday's News	Perennial Favorite
Appetizers/Starters				
1	Amuse bouche	53%	26%	21%
2	Mini-burgers/sliders	48%	46%	7%
3	Appetizer combos/platters	41%	33%	26%
4	Appetizer salads	40%	29%	30%
5	Asian appetizers (e.g. tempura, spring rolls/egg rolls, satay, dumplings)	34%	33%	33%
6	Mexican appetizers (e.g. tamales, taquitos, quesadilla)	26%	51%	23%
7	Soup	23%	23%	53%

Main Dishes/ Center of the Plate

1	Locally sourced meats and seafood	84%	5%	10%
2	Half-portions/smaller portion for a smaller price	75%	12%	13%
3	Sustainable seafood	73%	11%	16%
4	Non-traditional fish (e.g. branzino, Arctic char, barramundi)	70%	20%	10%
5	Newly fabricated cuts of meat (e.g. Denver steak, pork flat iron, Petite Tender)	70%	21%	10%
6	Tapas/mezze/dim sum (e.g. small plates)	62%	24%	14%
7	Grass-fed beef	61%	27%	12%
8	Free-range poultry/pork	60%	23%	17%
9	Inexpensive/underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)	58%	19%	23%
10	Specialty/gourmet sandwiches	56%	18%	26%
11	Meatless/vegetarian entrées	52%	23%	25%
12	Low-calorie/low-fat entrées	49%	29%	22%
13	Vegan entrées	48%	33%	19%
14	Gourmet hot dogs/sausage (e.g. Kobe beef, duck, game)	45%	40%	14%
15	Buffalo/bison	43%	40%	17%
16	Gourmet burgers/build-your-own burgers	43%	34%	23%
17	Asian-inspired entrée salads	42%	39%	19%



		HOT TREND	Yesterday's News	Perennial Favorite
18	Ethnic/international soups and stews (e.g. menudo, ribollita, bouillabaisse)	42%	27%	31%
19	Game meats (e.g. venison, elk, rabbit, boar)	41%	36%	23%
20	Kobe beef (Wagyu)	40%	44%	16%
21	Lamb	31%	25%	44%
22	Game birds (e.g. quail, squab/pigeon, pheasant, duck)	30%	39%	30%
23	Bluefish	30%	50%	20%
24	Ostrich/emu	28%	63%	8%
25	Organ meats/offal	27%	57%	16%
26	Squid/octopus/cuttlefish	26%	48%	27%
27	Sea urchin	25%	60%	15%

Sides/Starches

1	Quinoa	55%	31%	13%
2	Braised vegetables	45%	28%	27%
3	Brown/wild rice	44%	24%	32%
4	Steamed/grilled/roasted vegetables	43%	18%	39%
5	Buckwheat items	42%	44%	14%
6	Barley	40%	39%	21%
7	Mashed/pureed vegetables (e.g. potatoes, cauliflower, parsnip)	37%	33%	30%
8	Lentils	36%	33%	31%
9	Couscous	33%	40%	27%
10	Polenta	31%	36%	33%
11	Grits	25%	41%	34%
12	Pasta	21%	24%	55%
13	Potatoes/french fries	16%	30%	54%

CHEF SURVEY:

What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

		HOT TREND	Yesterday's News	Perennial Favorite
Desserts				
1	Bite-size/mini desserts	79%	13%	8%
2	Artisan/house-made ice cream	67%	15%	18%
3	Dessert flights/combos	61%	24%	14%
4	Savory desserts	57%	29%	14%
5	Gelato/sorbet	53%	21%	27%
6	Drinkable desserts	51%	39%	10%
7	Fresh fruit desserts	50%	14%	36%
8	Traditional ethnic desserts (e.g. delimanjoo, flan, qatayef)	39%	32%	29%
9	Cheese plates	39%	29%	32%
10	Cupcakes	25%	52%	23%
11	Crème brûlée	14%	32%	54%

Breakfast/Brunch

1	Ethnic-inspired breakfast items (e.g. Asian-flavored syrups, chorizo scrambled eggs, coconut milk pancakes)	66%	23%	11%
2	Traditional ethnic breakfast items (e.g. huevos rancheros, shakshuka, ashta, Japanese)	50%	24%	25%
3	Fresh fruit breakfast items	43%	16%	41%
4	Seafood breakfast items (e.g. smoked salmon, oysters, crab cake)	42%	31%	28%
5	Prix fixe brunches	41%	33%	26%

		HOT TREND	Yesterday's News	Perennial Favorite
6	Breakfast sandwiches	33%	33%	34%
7	Yogurt/parfait	33%	33%	34%
8	French toast/stuffed French toast	30%	33%	37%
9	Breakfast hash	28%	37%	36%
10	Omelets	17%	26%	56%
11	Poached eggs	17%	37%	47%

Kids' Meals

1	Nutritionally balanced children's dishes	77%	8%	15%
2	Fruit/vegetable children's side items	69%	10%	21%
3	"Kid cuisine"/gourmet children's dishes	69%	22%	9%
4	Children's entrée salads	58%	30%	11%
5	Ethnic-inspired children's dishes	53%	35%	12%
6	"Fun-shaped" children's items	25%	49%	27%
7	Traditional children's dishes (e.g. chicken nuggets, hamburgers, hot dogs, meatballs)	16%	34%	49%

Produce

1	Locally grown produce	88%	2%	10%
2	Superfruits (e.g. acai, goji berry, mangosteen, purslane)	73%	20%	7%
3	Organic produce	73%	18%	9%
4	Exotic fruit (e.g. durian, passion fruit, dragon fruit, paw paw, guava)	63%	24%	13%
5	Micro-vegetables/micro-greens	59%	29%	11%
6	Heirloom tomatoes	56%	15%	28%
7	Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)	56%	24%	20%
8	Fresh herbs	54%	4%	42%
9	Pomegranates	50%	32%	18%
10	Figs	47%	25%	28%
11	Root vegetables (e.g. parsnips, rutabaga, beets)	44%	20%	36%
12	Fresh beans/peas (e.g. fava, sweet, snow)	44%	16%	40%
13	Asian mushrooms (e.g. shiitake, straw, enokitake, cloud ear fungus)	44%	27%	30%
14	Edamame	42%	38%	20%
15	Ramps	40%	38%	23%
16	Hot peppers (e.g. habanero, chipotle, ancho, jalapeno)	39%	23%	38%
17	Jerusalem artichoke/sunchoke	38%	38%	24%



100
Root
vegetables

CHEF SURVEY: What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

Produce continued

		HOT TREND	Yesterday's News	Perennial Favorite
18	Dark/bitter greens (e.g. collards, kale, beet tops, broccoli rabe)	38%	26%	36%
19	Chanterelle mushrooms	38%	28%	34%
20	Avocado	35%	15%	50%
21	Fiddlehead fern	35%	43%	22%
22	Persimmons	34%	43%	23%
23	Nettles	33%	50%	17%
24	Morel mushrooms	33%	26%	41%
25	Radish/daikon	30%	46%	23%
26	Watercress	27%	40%	33%
27	Coconut	27%	32%	41%
28	Sweet potatoes/yams	26%	23%	51%
29	Artichoke	26%	25%	48%
30	Watermelon	25%	19%	55%
31	Cucumber	19%	27%	54%

Ethnic Cuisines and Flavors

1	Regional ethnic cuisine	70%	10%	20%
2	Ethnic fusion	60%	32%	8%
3	North African/Maghreb	54%	35%	11%
4	Latin American/Nuevo Latino	53%	26%	21%
5	Southeast Asian (e.g. Thai, Vietnamese, Burmese, Malaysian)	50%	23%	27%
6	Peruvian	50%	36%	14%



		HOT TREND	Yesterday's News	Perennial Favorite
7	Cuban	48%	34%	18%
8	Mediterranean	46%	20%	34%
9	Himalayan	41%	46%	13%
10	Spanish	39%	27%	34%
11	Korean	37%	42%	21%
12	Sushi	26%	31%	43%
13	French	19%	30%	51%

Other Food Items/Ingredients

1	Artisanal cheeses	63%	12%	24%
2	Black garlic	63%	26%	10%
3	Ancient grains (e.g. kamut, spelt, amaranth)	62%	29%	9%
4	Flatbreads (e.g. naan, papadum, lavash, pita, tortilla)	60%	19%	21%
5	Flower syrup/essence	57%	32%	11%
6	Salt (e.g. flavored, smoked, regional)	55%	26%	20%
7	Vegetable ceviche	55%	35%	11%
8	Ethnic condiments (e.g. raita/raitha, chimichurri, Sriracha, chutney, soy sauce)	53%	20%	27%
9	Agave	52%	34%	13%
10	Whole grain bread	47%	17%	36%
11	Aged meats (e.g. prosciutto, Iberian ham)	47%	14%	39%
12	Specialty ice	46%	40%	15%
13	Infused oils	44%	31%	25%
14	Hibiscus	42%	44%	14%
15	Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut)	41%	23%	36%
16	Charcuterie	40%	29%	31%



CHEF SURVEY: What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

Other Food Items/Ingredients continued

		HOT TREND	Yesterday's News	Perennial Favorite
17	Yuzu	40%	42%	18%
18	Honey	38%	16%	46%
19	Aioli/flavored mayonnaise	37%	29%	34%
20	Dips/spreads (e.g. hummus, baba ghanoush, salsa, tapenade, tzatziki)	37%	23%	40%
21	Sausage (e.g. lap cheong, Chorizo, Andouille)	36%	23%	41%
22	Mole	35%	34%	31%
23	Bacon/bacon-flavored	34%	31%	35%
24	Nuts	32%	17%	51%
25	Ginger	31%	24%	45%
26	Seaweed/nori	30%	48%	22%
27	Crudo	30%	44%	26%
28	Coulis	28%	37%	35%
29	Miso	28%	44%	28%
30	Animal fats (e.g. bacon, duck)	24%	37%	39%
31	Capers	20%	34%	47%
32	Marshmallows	17%	48%	35%

Preparation Methods

1	Liquid nitrogen chilling/freezing	54%	40%	6%
2	Braising	53%	13%	34%



135
Hot peppers

		HOT TREND	Yesterday's News	Perennial Favorite
3	Sous vide	52%	37%	11%
4	Smoking	49%	18%	33%
5	Oil-poaching/confit	47%	31%	22%
6	Grilling	44%	9%	47%
7	Curing	43%	22%	35%
8	Pickling	40%	35%	25%
9	Searing/sautéing	39%	11%	50%
10	Roasting	36%	14%	51%

Culinary Themes

1	Sustainability	80%	9%	11%
2	Farm/estate-branded ingredients	75%	13%	13%
3	Gluten-free/food allergy conscious	74%	13%	13%
4	Nutrition/health	71%	6%	24%
5	Simplicity/back to basics	70%	7%	23%
6	Umami	58%	31%	11%
7	Food-alcohol pairings	54%	15%	31%
8	Molecular gastronomy	52%	40%	8%

Nonalcoholic Beverages

1	Specialty iced tea (e.g. Thai-style, Southern/sweet, flavored)	62%	19%	19%
2	Organic coffee	59%	25%	16%
3	Agua fresca	51%	32%	17%
4	Green tea	47%	24%	29%
5	Flavored/enhanced water	39%	54%	8%
6	Tap water/filtered tap water	37%	35%	28%
7	Espresso/specialty coffee	36%	26%	38%
8	Energy drinks	34%	54%	13%
9	Bottled water	20%	57%	24%



69
Ethnic
condiments

CHEF SURVEY: What's HOT in 2010

NATIONAL
RESTAURANT
ASSOCIATION®

		HOT TREND	Yesterday's News	Perennial Favorite
Alcohol and Cocktails				
1	Locally-produced wine and beer	79%	8%	13%
2	Culinary cocktails (e.g. savory, fresh ingredients)	73%	15%	12%
3	Micro-distilled/artisan liquor	72%	19%	9%
4	Organic wine/beer/liquor	64%	28%	8%
5	Food-beer pairings	63%	18%	19%
6	Craft beer/microbrews	62%	18%	20%
7	Bar chefs/mixologists	61%	26%	13%
8	Gluten-free beer	60%	32%	8%
9	Specialty beer (e.g. seasonal, fruit, spiced)	58%	24%	18%
10	Organic cocktails	56%	35%	9%
11	Beer sommeliers/Cicerones	56%	32%	12%
12	Wine or beer flights/samplers	55%	23%	21%
13	Infused/flavored liquor	54%	30%	15%
14	Non-traditional liquors (e.g. soju/sochu, cachaca)	54%	34%	12%
15	Food-liquor/cocktail pairings	53%	22%	25%
16	Signature cocktails	50%	23%	27%



91
South African
wines

		HOT TREND	Yesterday's News	Perennial Favorite
17	South American cocktails (e.g. caipirinha, pisco sour, mojito)	48%	31%	20%
18	South African wines	47%	30%	23%
19	Low-calorie beer	45%	37%	17%
20	South American wines	45%	25%	30%
21	Energy drink cocktails	44%	50%	7%
22	Food-wine pairings	42%	14%	44%
23	Premium tequila	42%	23%	34%
24	Beer-based cocktails	40%	48%	12%
25	Ultra-premium liquor	40%	27%	32%
26	Wine by the glass	39%	19%	42%
27	Australian wines	37%	35%	27%
28	Muddled cocktails	35%	42%	23%
29	Traditional cocktails (e.g. martini, Manhattan, sidecar, Pimm's Cup)	32%	17%	51%
30	Sake/mirin	27%	43%	30%
31	California wines	24%	25%	51%
32	Sparkling wine	23%	37%	39%
33	Pre-blended cocktail mixers	18%	64%	18%
34	Boxed wine	17%	66%	17%
35	Sherry	14%	47%	39%



5
Locally-
produced
wine and
beer

CHEF SURVEY: What's HOT in 2010



Additional Questions

What will be the hottest kitchen equipment trend in 2010?

Environmentally friendly (e.g. saving energy, conserving water)	55%
Productivity-enhancing (e.g. speeds cooking, labor-saving)	23%
Multi-purpose	15%
Specialty/novelty	4%
Mobile/portable	3%
Other	1%

What will be the hottest restaurant concept trend in 2010?

Restaurants with gardens (e.g. rooftop, back-yard, communal)	33%
Cooking classes/demonstrations	18%
Street food and mobile food trucks/carts	15%
Restaurants on farms	13%
Gastropubs	12%
Other	6%
Featured butchers	3%

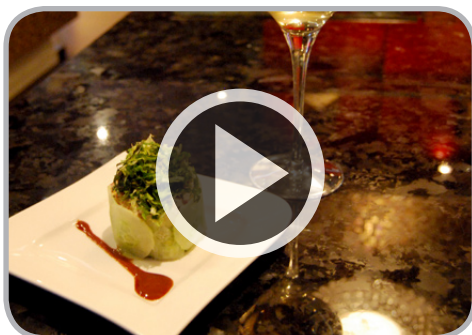
What is the best source of hot, new food/beverage ideas?

Television (e.g. Food Network, cooking shows)	23%
Trade shows/conferences/seminars	22%
Independent restaurants	21%
Magazines	14%
Other	7%
Culinary schools	6%
Celebrity chefs	6%
Retail	2%
Chain restaurants	1%

Also ...

Watch the "Chef Survey: What's Hot in 2010" video. Click on the video image at right to connect to the National Restaurant Association's YouTube site or visit:

www.restaurant.org/foodtrends



Methodology:

The National Restaurant Association conducted an Internet survey of 1,854 professional chefs — members of the American Culinary Federation — in October 2009. Chefs were given a list of 214 food items, beverage items, culinary themes and preparation methods, and were asked to rate items as a "hot trend," "yesterday's news" or "perennial favorite" on restaurant menus in 2010.

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



Founded in 1919, the **National Restaurant Association** is the leading business association for the restaurant industry, which is comprised of 945,000 restaurant and foodservice outlets and a work force of 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 Web site at www.restaurant.org.



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.

Photography thanks to: CoCo Sala Chocolate Lounge & Boutique, Washington, D.C., the National Fisheries Institute and the National Cattlemen's Beef Association.