

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%

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	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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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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	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%

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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
APPETIZERS				
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%
SIDES/STARCHES				
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%

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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%

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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



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



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[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.

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> and on Twitter @ACFChefs.

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