

CHEF SURVEY: What's

HOT

in 2011



Top Trends by category

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



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