

Trend Watch

TOP TAKEAWAYS



Snacking Continues to Grow in Popularity with Consumers

The snacking craze has not slowed down among consumers. Today, people are constantly on the move and in need of something quick, portable or small to keep them going and energized, without slowing them down. Euromonitor International reported a 3% increase in savory snacks from 2008-2014, making it the third-fastest-growing category in the snack industry.¹

Based on Mintel's recent Snacking Motivations and Attitudes 2015 report, a staggering 94% of people surveyed snack daily.² Millennials continue to be the biggest driving force behind this snacking increase. According to Sarah Lyons Wyatt, vice president for IRI, millennials snack all day long, with 36% of younger millennials snacking frequently, and 32% of older millennials bringing snacks into the workplace or school more often.³ This creates a major opportunity for restaurants to target these "snackers" and create smaller-sized menu items to appeal to consumers. Pork has a unique opportunity here as well, as it is versatile enough that it can be used in many different appetizer and small-plate applications. From bacon to ham and everything in between, chefs can star pork on their shareable, snackable menus.

¹ Food Business News, "The State of Snacking," http://www.foodbusinessnews.net/articles/news_home/Consumer_Trends/2015/04/The_state_of_snacking.aspx?ID=%7bBE-D583A-4FDE-4D22-B426-6C84A2CA464F%7d, April 2, 2015.

² Whole Foods Magazine, "Healthy Snacking On the Rise in U.S.," <http://www.wholefoodsmagazine.com/news/breaking-news/healthy-snacking-rise-us512315>, September 2015.

³ Smartblog, "The Purchasing Power of Millennials and the State of the Snack Industry," http://smartblogs.com/food-and-beverage/2015/09/04/the-purchasing-power-of-millennials-and-the-state-of-the-snack-industry/?utm_source=brief, September 4, 2015.

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CHECK OUT HOW THESE RESTAURANTS ARE PROVIDING PORK-FEATURED SNACKS FOR THEIR CONSUMERS



Roast dates with bacon & apple vinaigrette

Cafe-Ba-Ba-Reeba!, Chicago, IL



Niman Ranch Pork Ribs
tamarind-hoisin BBQ sauce

Brooklyn, New York City, NY



Ous

Poached eggs, truffled potato foam,
Jamón Ibérico, summer black truffle

NIU Kitchen, Miami, FL

DATA TO NOTE



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Brunch Is the Most Important Meal of the Day

We've always heard that breakfast is the most important meal to keep you focused, full and energized for your day. Well, now, the combination of breakfast and lunch, or brunch, is becoming the most important meal for restaurants. Breakfast sales continue to rise across the country, currently at \$50 billion a year, and expected to rise to \$60 billion by 2019.⁴ Brunch allows for restaurants to capitalize on this breakfast sales increase, while capturing the lunch-goers as well. According to the Mintel Oxygen 2014 Breakfast Restaurant Trends, 35% of consumers want to eat breakfast foods outside of normal breakfast hours. Restaurants are listening, and giving the people what they want. Breakfast/brunch is currently featured on 49% of restaurant menus from coast to coast.⁵

Everyone knows the first thing that comes to mind when thinking of breakfast or brunch: pork. Whether it's bacon, sausage or ham, these are considered breakfast protein staples, and any meal without those products is considered incomplete. There is an endless number of ways to feature pork on the menu at breakfast, and it allows for chefs to offer their customers what they want, with creative menu ideas.



Bacon Infused Waffle

Chocolate bacon, caramel, powdered sugar

Kanela Breakfast Club
Chicago, IL



The Farmhouse Panini

Applewood smoked bacon, scrambled free range eggs white, cheddar cheese, panini pressed

Olive & Thyme
Los Angeles, CA



Southern Fried Rice

Spicy sausage, pickles, poached egg and tomatillo

Northern Spy Food Co.
New York City, NY



Bluegrass Benedict

Buttermilk biscuit, pecan smoked pork belly, poached eggs, collard greens, hollandaise and green tomato chow chow

Four Friends Kitchen
Denver, CO

4 <http://www.aeb.org/images/PDFs/BreakfastBeat/28-June-2015.pdf>

5 <http://www.aeb.org/images/PDFs/BreakfastBeat/25-Dec-2014.pdf>

PORK IN THE NEWS



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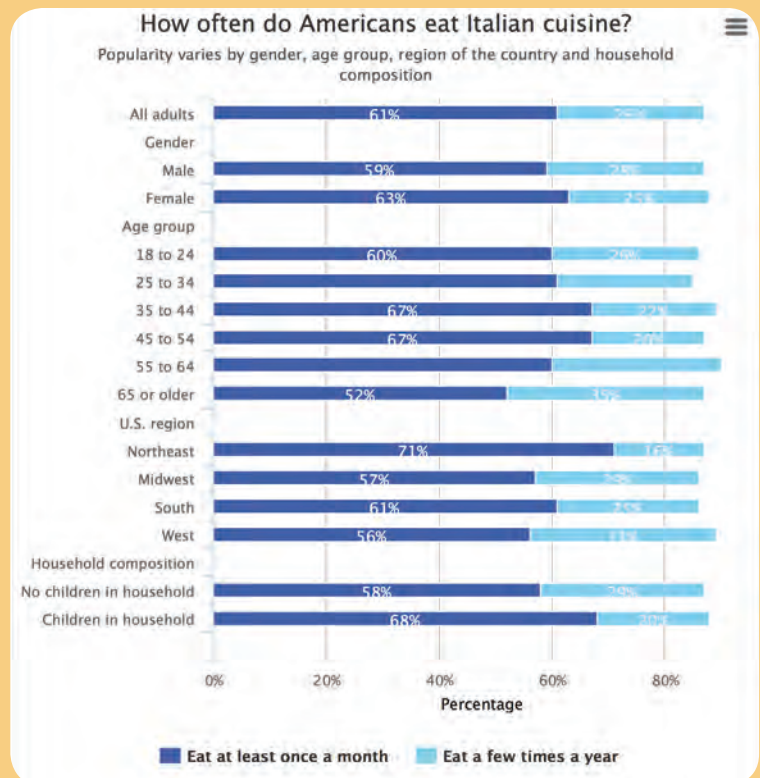
Italian Cuisine Is Taking Over Consumer's Taste Buds

As the popularity of ethnic cuisine continues to grow, Italian fare has become the most popular global cuisine among American diners. According to a recent study conducted by the National Restaurant Association, out of one thousand people surveyed, 61% eat Italian food at least once a month. The heaviest concentration of Italian cuisine consumption is in the Northeast, where 71% of those surveyed reported eating it at least once a month.⁶

Italian fare is loved by those of all ages; in fact, households with children reportedly ate more Italian food than those without children, with 68 percent of families eating Italian at least once a month, compared with 58 percent.⁷

And what's not to love about Italian food? With the variety of dishes that are classified as "Italian fare," even the pickiest eaters can find something to love. The NRA survey showed that 53 percent of the "stay-in-lane" diners, those who typically order the same thing every time they eat out, ordered Italian food.

Many traditional Italian dishes include some sort of pork offering. From the classic pizza toppings of sausage and pepperoni, to a crowd favorite Bolognese pasta sauce, Italian cuisine loves to feature pork. But operators can get creative when it comes to offering Italian dishes on their menus. Bacon makes a great addition to almost any entrée, and wrapping a pork roast is an exciting way to spice up an old favorite. Osso Buco is an entrée customers may not be familiar with, but its tender, fall-off-the-bone meat is sure to make anyone want seconds. With pork's never ending flavor possibilities, it's a sure-fire way to enhance Italian favorites.



OUT-OF-THE-BOX THINKING



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Pork and Italian Cuisine's Perfect Pairing

Italian restaurants across the country feature pork on their menus. With the versatility in cooking methods, cuts, spices and flavors, it is the perfect protein that keeps guests coming back for more. See how these all-star restaurants are enticing customers into their Italian restaurants with pork.



Braised Pork Shank
Red Wine and Organic Vegetables
Quartino, Chicago, IL



Berkshire Pork Arrosto
Lacopi butter beans, Jimmy Nardello peppers
Delfina Restaurant, San Francisco, CA



Pork Roast Sandwich
Broccoli rabe, giardinera, provolone and potato chips
Perla, New York City, NY



Burrata & Bacon
Marinated escarole & caramelized shallots
Osteria Mozza, Los Angeles, CA