



●
TURN
IT
DOWN

FOOD & FRIENDS

TRENDSPOTTING 2019



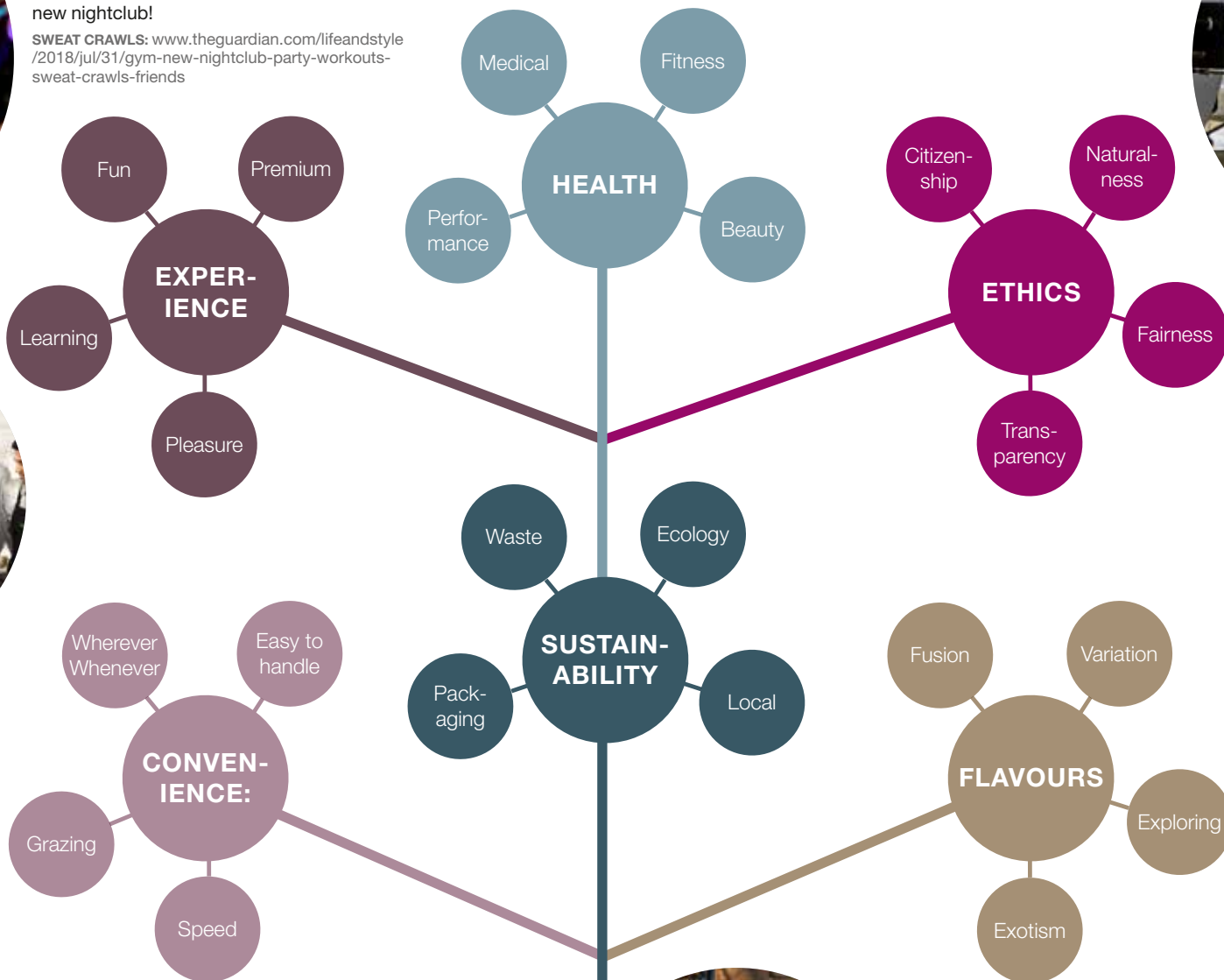
● **AS DRINKING DECLINES**, pubs and bars are being challenged by the fitness studios. Instead of a bar-crawl, try a sweat Crawl. The gym is the new nightclub!

SWEAT CRAWLS: www.theguardian.com/lifeandstyle/2018/jul/31/gym-new-nightclub-party-workouts-sweat-crawls-friends



● **A MEGATREND FOR** any field. Do good. Be transparent. Be a good citizen. An inspiring example is set with inmates being thought the coffee business, giving them a chance of employment.

REDEMPTION ROASTERS: www.redemption-roasters.com



● **A GROWING TREND** to add experiences to the food offer is education. Customers increasing interest in food drives classes and learning.

WAITROSE KINGS CROSS: www.waitrose.com/bf_home/bf/590.html

SUPERMARKET U: <http://creativity-online.com/work/u-fresh-stories/51722>

EATALY WORLD: www.eatalyworld.it/en/



● **THE RESTAURANT TREND** “All Day Dining” means menus changing over the day to attract guests at all hours. Some restaurants even display two brands to differentiate the offer.

DAILY PROVISIONS: www.dailyprovisionsnyc.com

PIKE AND PINE: www.pikeandpine.co.uk

REDROASTER: www.redroaster.co.uk



● **OUR FOOD PRODUCTION SYSTEM** equals 1/4 of our CO₂ emissions, and we all slowly grasp that we have to change our way of doing things. The pub The Long Arm is built to put resources to full use.

<http://longarmpub.co.uk>

● **THE OVERALL THEME FOR FLAVOUR** is Big and Bold. Try any kitchen – or do mix them up – just make the flavours big. If you necessarily need to eat “on trend” then go for Indian street food. Trust us.

BIG FLAVOUR TREND: www.restaurantbusinessonline.com/consumer-trends/breakfast-waking-bold-flavors-and-healthy-fare

INDIAN STREET FOOD & CO: www.indianstreetfood.se



REDUCE REUSE RETHINK

Mycket av utvecklingen har handlat om olika former av "mer". Mer saker. Mer brus. Mer möjligheter. Mer hastighet. Mer av allt.

Men när allt mer finns i överflöd eftertraktar vi det som är begränsat i sitt erbjudande. Den unika produkten. Den avskalade förpackningen. Den okomplicerade servicen. Den fränkopplade stunden. Den informerade tanken.

Vår hälsa kräver det. Vår planet kräver det. Våra sinnen kräver det. Vårt ego kräver det. Det är dags att reducera, på samma sätt som en buljong kokar ned till en fond. Mindre men smakrikare.

Välkommen till Food & Friends 15:e trendspaning om mat, dryck och måltider.

REDUCE REUSE RETHINK

Much of progress has so far been about different forms of "more". More things. More noise. More choices. More speed. More everything.

But as more and more abound, we strive for what is limited in its offer. The unique product. The stripped-down package. The fuss-free service. The disconnected moment. The informed thought.

Our health requires it. Our planet demands it. Our minds need it. Our ego craves it. It's time to reduce, just as a broth boils down to a stock. Less, but tastier.

Welcome to Food & Friends 15th Trendspotting about food, drink and meals.



Resandet ökar kraftigt, drivet av allt lägre flygpriser. Nu följer hotellen efter och gör rummen allt mindre och mer avskalade – men fortfarande med design som ett konkurrensmedel. Trenden följer lågprisflyget och allt mer förväntas göras av gästen, som får ett boende till ett lågt pris, om än bara några få kvadratmeter.

Travelling is increasing, driven by lower airline prices. Now the hotels follow suit and make the rooms smaller and pared-down, still with competitive design. The trend follows low-fare airlines and more is expected from the guest themselves, who in turn will receive an accommodation at a low price, albeit only a few square meters.

“Every room is a vessel waiting to be filled.”

Sister City

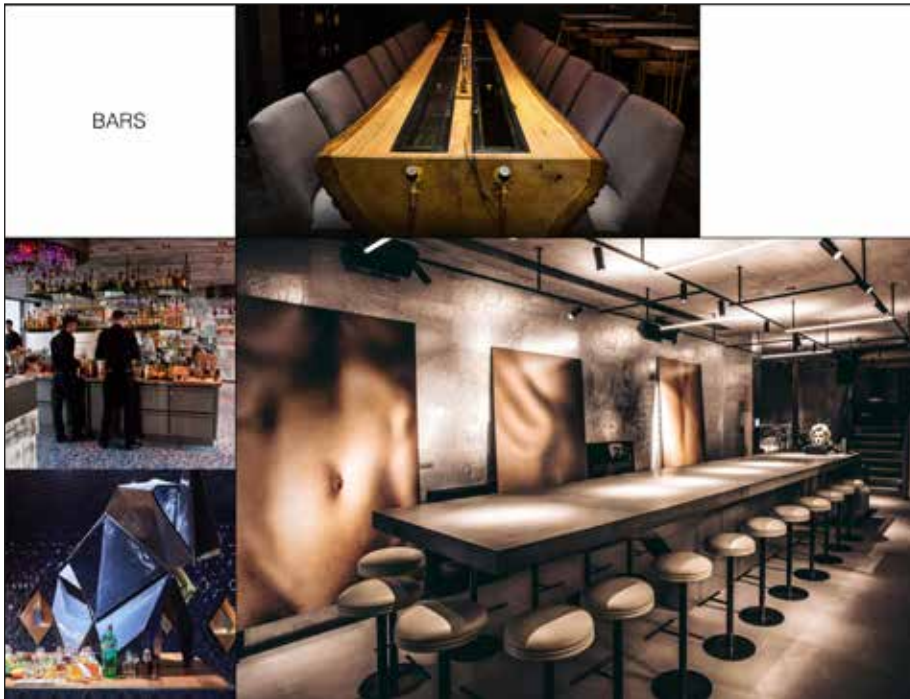
INCREASED TRAVELLING: <http://publications.unwto.org/publication/unwto-annual-report-2017>

SMALLER ROOMS: www.hotelnewsnow.com/Articles/135261/Small-guestrooms-emerge-as-trend-in-hotel-design

MOXY: <http://moxy-hotels.marriott.com/en>

SISTER CITY: <https://sistercitynyc.com>

THE MILLENNIALS: www.themillennials.jp



En trend inom barvärlden kallas "The no bar-bar", och handlar om att ifrågasätta olater så som väggar täckta med spritflaskor, bartenders skilda från gästerna och trötta ritualer. De här barerna har fokus på umgänget runt drinkarna, både mellan gästerna själva och med bartendern.

A bartrend is called "The No Bar-Bar" and is all about questioning bad habits such as walls covered with liquor bottles, bartenders separated from the guests and tired rituals. These bars focus on the community around the drinks, both between the guests themselves and with the bartender.

Ghost: Oak, chocolate and clay.

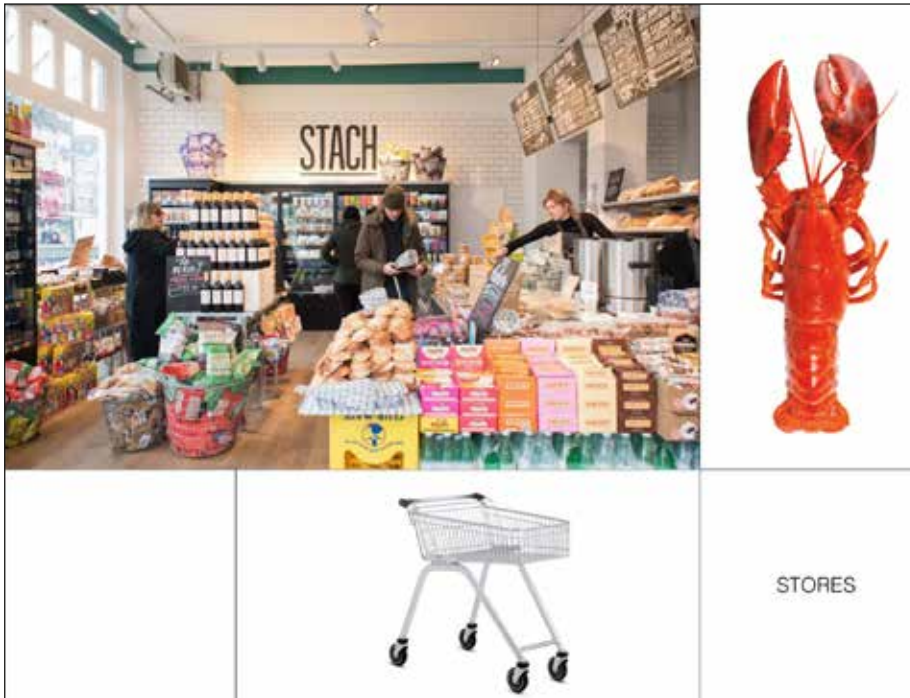
Untitled Bar

DUCK AND WAFFLE: <https://duckandwaffle.com>

UNTITLED: www.untitled-bar.com

BLACK ROCK: <http://blackrock.bar>

BONECHINA: www.bonechinabar.com



Chore versus cherish.

När näthandeln med mat ökar förändras sättet vi handlar på. Det tråkiga beställs hem på nätet och det roliga handlas ofta och nära. Den stora ökningen bland butiksformaten sker inom servicehandeln, men mycket finns att göra med dessa butiker. Det finns flera goda exempel som förstår att de säljer matglädje och inte enbart SKUer, åk till Amsterdam och se hur kedjan Stach bullar upp i butikerna.

When online food retail increases, the way we shop change. Boring stuff is ordered online and the pleasurable is shopped often and local. The big winner among store formats is the convenience sector, but much is left to be done with these stores. There are good examples of chains who have realized that they are selling food and not just SKUs, go to Amsterdam and see how Stach does it's stuff.

WAITROSE SHOPPING TROLLEYS: www.theguardian.com/business/2017/nov/01/weekly-shop-daily-spending-waitrose-supermarket

ONLINE FOOD RETAIL: <https://dhandel.se/wp-content/uploads/2018/08/digitalmathandel-2018.pdf>

SMALLER STORES: [www.nielsen.com/content/dam/nielsen/global/vn/docs/Reports/2015/Nielsen%20Global%20E-Commerce%20and%20The%20New%20Retail%20Report%20APRIL%202015%20\(Digital\).pdf](http://www.nielsen.com/content/dam/nielsen/global/vn/docs/Reports/2015/Nielsen%20Global%20E-Commerce%20and%20The%20New%20Retail%20Report%20APRIL%202015%20(Digital).pdf)

STACH: www.stach-food.nl



**“The reduction
in pack sizes
encourages better
portion control.”**

Confectionary News

Även produkterna blir allt mindre, där producenterna möter ökade kostnader för råvarorna genom att diskret minska på mängden innehåll. Snacking-trenden syns genom att produkter i det allra minsta segmentet 0-50 g ökar, vilket till exempel betyder enstaka förpackade Oreos. Vad betyder detta för mängden förpackningsmaterial?

Even food products are increasingly getting smaller, when producers meet increased costs of raw materials by discreetly reducing the content. The snacking trend is seen by increasing products in the smallest segment of 0-50 g, which means, for example, single packaged Oreos. What does this mean for the amount of packaging material?

TOBLERONE: www.theguardian.com/commentisfree/2016/nov/08/toblerone-gap-brex-it-falling-pound-2016

SMALLER PRODUCTS: www.bbc.com/capital/story/20180510-the-food-you-buy-really-is-shrinking

SMALLER PRODUCTS: www.which.co.uk/news/2016/04/discover-the-latest-supermarket-products-that-have-shrunk-439230/

UNIT SIZE: www.confectionerynews.com/Article/2017/06/05/Smaller-size-trend-accelerates-flexible-packaging



“What idiot designed this?”

The Recycling Association, UK

En ödesfråga är hur vi ska minska mängden förpackningsmaterial. Brittiska Marks & Spencers har genomfört projektet ”Thin Air” där de minskat mängden luft i snacksförpackningarna och därmed produktens storlek, vilket resulterat i 37 % mindre mängd förpackningsmaterial. Även formen på produkten i sig kan utvecklas. På MIT utvecklar de pasta som packas platt och får sin form i vattnet, vilket skulle spara två tredjedelar av utrymmet.

An epic challenge is how to reduce packaging materials. British Marks & Spencers has completed the “Thin Air” project reducing the amount of air in snacks packaging and thus the size of the product, resulting in 37% less packaging material being used. Even the shape of the product itself can be developed. At MIT they develop flat packed pasta that gets its shape when boiled, which would decrease the volume by two thirds.

THE RECYCLING ASSOCIATION: www.therecyclingassociation.com/latest-news/ceo-simon-ellin-picks-out-worst-packaging-offenders-for-recyclability-for-the-bbc

M&S THIN AIR: www.theguardian.com/environment/2017/jul/18/ms-slashes-plastic-use-in-food-packaging-to-cut-waste

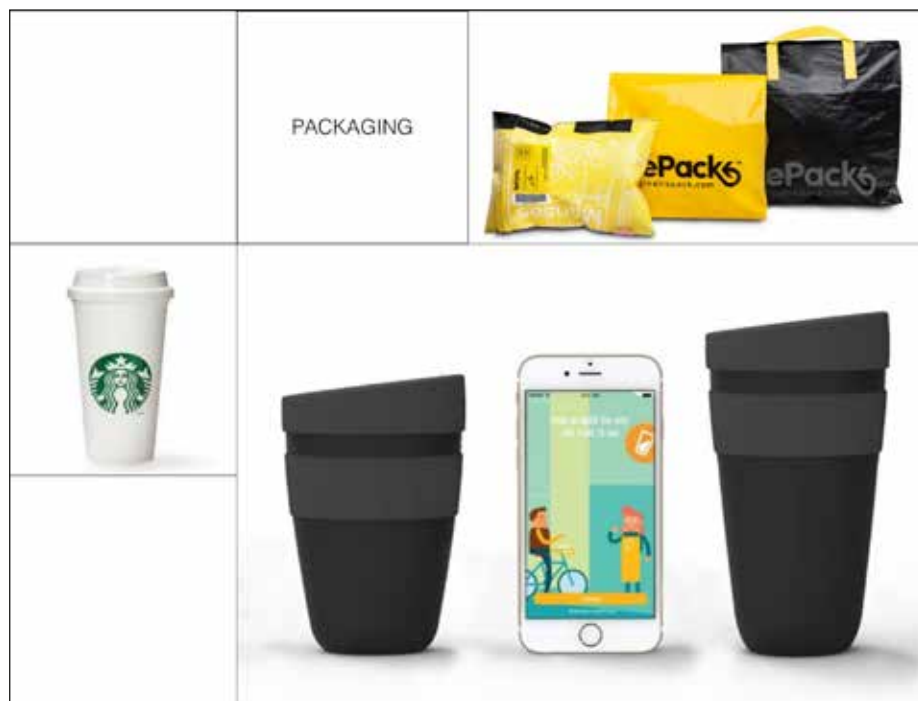
FLAT PACK PASTA: <http://news.mit.edu/2017/researchers-engineer-shape-shifting-noodles-0525>



En förpackningssort som håller på att utmanas på restauranger är vinflaskan. Nya system med tappkranar och vinstarter kommer att sätta karaffen på borden igen, vilket ger fördelar för både miljön och vinet i sig. Och för krögaren. För att behålla profileringen utvecklas marknadsmaterial som kommer dekorera din dryck.

The classic wine bottle is being questioned at restaurants. New solutions offer taps and kegs for wine serving that will put the decanter back on the table, with gains for both the environment and the wine itself. Not to mention the restaurateur. To distinguish the drinks, marketing material will be developed to decorate your glass.

BOROUGH WINE: <https://boroughwines.co.uk>
LONE WOLF SPIRITS: www.lonewolfspirits.com



Vi har hittills fokuserat på återvinning, men nu kommer återanvändning som alternativ. Starbucks har drivit återanvändningsbara koppar först med belöningar, sedan med straff. Men vill vi ta hand om disk och transporter, eller vill vi att Någon Annan Tar Hand Om Det? Två exempel på det är finländska RePack som återanvänder emballage och brittiska CupClub som roterar kaffekoppar åt många.

So far we have focused on recycling, but now re-use is getting attention as an alternative. Starbucks has tried to get customers to re-use with both rewards and (more successfully) punishments. But do we really want to handle dishes and lugging stuff around, or do we want to make it Somebody Else's Problem? Two examples are Finnish packaging re-user RePack and British coffee cup circulator CupClub.

Don't recycle, reuse.

SINGLE USE COFFEE CUPS: www.independent.co.uk/environment/disposable-coffee-cups-how-big-problem-environment-landfill-recycling-incinerate-export-rubbish-a8142381.html

STARBUCKS REUSEABLE CUPS: www.theguardian.com/business/2018/jul/10/starbucks-introduces-latte-levy-of-5p-on-single-use-paper-cups

REPACK: www.originalrepack.com

CUPCLUB: <https://cupclub.com>



Det finns även en rörelse att göra sig av med förpackningar helt. Kedjan Source Bulk Foods har ett brett sortiment med torrvaror som säljs på lösvikt, vilket minskar både förpackningsmängden och matsvinnet. Flera butiker följer i samma spår. Samtidigt utmanas plastflaskan av bland annat Selfridges. Där har de lanserat Ooho, den första ätbara vattenförpackningen.

There is also a movement to completely dispose of packaging. The retail chain Source Bulk Foods has a wide range of dry products sold by weight, which reduces both packaging and food waste. Several stores are on the same track. At the same time, the plastic bottle is challenged by Selfridges, for example. There they have launched Ooho, the first edible water package.

Don't recycle, reuse.

UNPACKAGED: www.beunpacked.com

SOURCE BULK FOOD: <https://thesourcebulkfoods.com.au>

NADA: www.nadagrocery.com

THE FILLERY: www.thefillery.com

SELFRIDGES: www.selfridges.com/JP/en/features/events/inspiring-change-selfridges-plastic-carbonated-drinks-bottles

OHO: www.oohowater.com



Om maten inte behövde transporteras skulle förpackningar inte behövas. Tyska stadsodlarna Infarm samarbetar med butiker, caféer och restauranger för att finnas där konsumtionen sker. Det minskar förpackningar, svinn och smakar dessutom otroligt bra. I Sverige arbetar bland annat Plantagon med trenden hyperlocal.

If food did not need to be transported, packaging would not much be needed. German urban growers Infarm cooperates with shops, cafes and restaurants to be present where the consumption takes place. It also reduces packaging, waste and tastes incredibly good. In Sweden, Plantagon is working with the trend hyperlocal.

INFARM: <https://infarm.de>

GOOD BANK: <http://good-bank.de>

EVOGROW: www.evogrow.com

PLANTAGON: www.plantagon.com



2018 blev året som det gröna ätandet slog igenom, under första kvartalet 2018 minskade kött-ätandet med 4,6 % i Sverige. Vi ser detta som en ihållande trend, driven främst av yngre konsumenter. Det görs mycket experiment för att ta fram mat som passar detta, bland annat inom hamburgare. Var beredd på att serveras Jackfruit som ett alternativ till kött. Även fisken utmanas med gröna alternativ, och tonfisk kan imiteras med torkade tomater.

2018 was the year when green eating process exploded. In the first quarter of 2018, eating carnivores decreased by 4.6% in Sweden. We see this as a persistent trend driven mainly by younger consumers. A lot of experimentation is done to make food that fits this movement, for example the hamburger. Be prepared to be served Jackfruit as an alternative to meat. Even fish is challenged with green options, and tuna can be imitated with dried tomatoes.

“Health by stealth”

Gizzi Erskine, opening fast food vegan pop-up at Tate Modern

MEAT CONSUMPTION: www.jordbruksverket.se/amnesomraden/handelmarknad/kottmjolkochagg/marknadsbalanserkottmjolkochagg.4.298d9b5152ce44f1843e7b7.html

ANAMMA: www.anamma.eu

IMPOSSIBLE BURGER: <https://impossiblefoods.com/>

SUPERIORITY BURGER: www.superiorityburger.com

VURGER: www.thevurgerco.com

JACK FRUIT: www.theguardian.com/global/2017/dec/24/what-will-we-be-eating-next-year

BEYOND SUSHI: <http://beyondsushinyc.com>

NEW WAVE FOODS: www.newwavefoods.com

OCEAN HUGGER: <https://oceanhuggerfoods.com>

PURE FILTH: www.tate.org.uk/whats-on/tate-modern/food-and-drink/pure-filth-pop



Ett alternativ till den vegetariska maten är det odlade köttet, som nu planeras för kommersiell lansering i slutet av året. Priset har gått från astronomiskt till att bli en konkurrensfaktor, det finns inget skäl att inte prova detta. Liknande utveckling sker även inom mjölk, fisk och läder. Den här sektorn vill bort från "Lab-grown" och profilerar sig som det rena alternativet, "clean meat", "clean milk", "clean fish".

An option to vegetarian food is cultivated meat, which is now being planned for commercial launch by the end of the year. The price has gone from astronomical to becoming a competitive factor, there is simply no reason not to at least try this. Similar developments are also taking place in milk, fish and leather. This sector wants to move away from the label "Lab-grown" and brands itself as the clean option, "clean meat", "clean milk", "clean fish".

"Farmers could begin to shift from animal agriculture to cellular agriculture."

Yaakov Nahmias, founder
and chief scientist of
Future Meat Technologies

LAB GROWN BURGER 2013: www.bbc.com/news/science-environment-23576143

FUTURE MEAT TECHNOLOGIES: www.future-meat.com

PERFECT DAY FOODS: www.perfectdayfoods.com

FINLESS FOODS: <https://finlessfoods.com>

MODERN MEADOW: www.modernmeadow.com



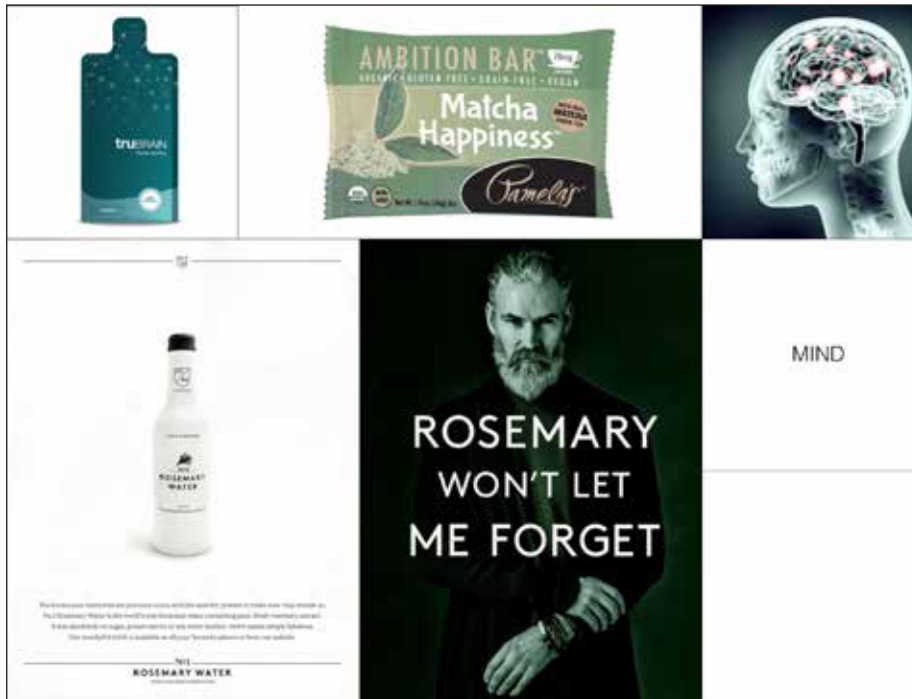
Det har getts ut böcker som hjälper oss att förstå hur bakterier påverkar vårt mentala tillstånd, och till och med skönhetsmarknaden har uppmärksammat detta med produkter som tillför bakterier till huden. Nu kommer produkter även utanför mejerihyllan som säljer både på pre- och probiotika. Lagstiftningen i Europa gör detta svårare på produktnivå här, men trenden börjar synas på restauranger som serverar rätter för god maghälsa och mot depression.

Books have been published that help us understand how bacteria affect our mental state. Even the beauty market has noted this with products that add bacteria to the skin. This has opened the gate for products even outside the dairy shelf that push pre- and probiotic benefits. Legislation in Europe makes this difficult at product level here, but the trend begins to pop up at restaurants serving food for good stomach health and against depression.

“Are bacteria controlling your mind?”

Scott C Anderson,
The Psychobiotic Revolution

HAPPY FOOD: www.adlibris.com/se/bok/happy-food-om-hur-mat-och-lycka-hanger-ihop-9789188545107
 THE PSYCOBIOTIC REVOLUTION: www.amazon.co.uk/Psychobiotic-Revolution-Scott-C-Anderson/dp/142621846X/ref=sr_1_1?ie=UTF8&qid=1535457510&sr=8-1&keywords=psychobiotic+revolution
 GUT: www.amazon.co.uk/Gut-revised-expanded-Giulia-Enders/dp/1911344773/ref=sr_1_1?s=books&ie=UTF8&qid=1535457579&sr=1-1&keywords=gut+guilia+enders
 KIMCHI OCH KOMBUCHA: www.adlibris.com/se/bok/kimchi-och-kombucha-den-nya-vetenskapen-om-hur-tarmbakterierna-starker-din-hjarna-9789174247725
 MOTHER DIRT: <https://motherdirt.com>
 THE HYGIENE HYPOTHESIS: https://en.wikipedia.org/wiki/Hygiene_hypothesis
 PROBIOTIC MARKET: www.marketsandmarkets.com/Market-Reports/probiotic-market-advanced-technologies-and-global-market-69.html
 LAPHET: <https://lahpet.co.uk>
 SQUIRREL: <https://wearesquirrel.com>
 PINSA: www.camillobk.com



Kopplingen mat och hjärna går att ta en nivå till, med så kallade Nootropiska produkter som lyfter din mentala kapacitet. Här används allt från bekanta substanser som koffein och nikotin till L-tyrosine, DHA och Piracetam. Utanför Europa går det att marknadsföra detta, men här kommer vi nog få se många insinuationer kring den påstådda effekten. Användningen av Brain Claims i produktlanseringar har ökat med 36 % de senast fem åren.

The food and brain connection can be taken to a higher level with so-called nootropic products that elevate your mental capacity. Both familiar substances such as caffeine and nicotine and more unknown L-tyrosine, DHA and Piracetam are used. Outside Europe, it is legal to market this, but here we will see many insinuations about the claimed effect. The use of Brain Claims in product launches has increased by 36% over the last five years.

“Not many of us know what it’s like to become the perfect version of ourselves.”

Eddie Mora, character in Limitless

THE NEW "IT" DRUG: www.washingtonpost.com/lifestyle/style/cbd-is-cannabis-that-wont-get-you-high-so-why-are-so-many-people-using-it/2018/03/29/3836922a-2d2c-11e8-8ad6-fbc50284f-ce8_story.html?utm_term=.128d8b42c135

NOOTROPICS: www.wellandgood.com/good-advice/wellness-trends-2018-nootropics-brain-supplements/

LIMITLESS MOVIE: www.youtube.com/watch?v=wq5XldSh_Tg

PAMELA'S AMBITION BAR: www.pamelasproducts.com/products/ambition-bars/5

STEEM PEANUT BUTTER: <http://steempb.com>

TRU BRAIN: www.trubrain.com

ROSEMARY WATER: <https://rosemarywater.com>

BRAIN CLAIMS: www.nutritioninsight.com/news/SPECIAL-REPORT-2017-Nutrition-Trends-What-to-Watch-Out-For.html



För optimal effekt bör det du dricker och äter vara anpassat efter just dig och din kropps unika behov. På restaurang Vita Mojo i London får kunderna ta ett DNA-test, och resultatet läggs in i en app i din telefon. Alla beställningar anpassas sedan efter din profil, och du kan justera rätten efter behov och smak innan du betalar med mobilen.

For optimal effect, what you drink and eat should be tailored to you and your body's unique needs. At the Vita Mojo restaurant in London customers take a DNA test, the results are stored in an app on your phone. All orders are then tailored to your profile, and you can adjust the dish from your needs and taste before paying with your smart phone.

MASS CUSTOMIZATION: www.amazon.co.uk/Mass-Customization-Frontier-Business-Competition/dp/0875843727/ref=sr_1_1?ie=UTF8&qid=1535481529&sr=8-1&keywords=Mass+Customization

F&F MASH IT UP: www.foodfriends.se/wp-content/uploads/2017/04/Trendspaning_2014_web.pdf

VITA MOJO: www.vitamajo.com/

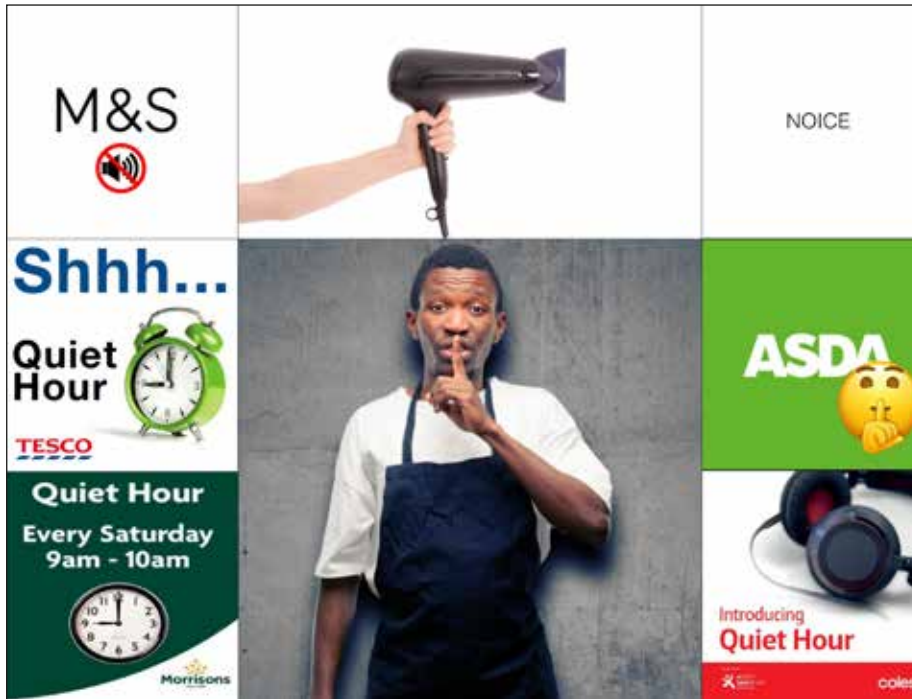


När restaurangguiden Zagat frågade vad restauranggästerna blev mest irriterade över så var det oljudet i lokalen. Den ansvarige för oljudet är kändiskrögaren Mario Batali som startade vågen med hög musik genom att spela kökets musik även mot gästerna. Sedan kom inredningstrenden Rough Luxe och allt ljudabsorberande material togs bort. Nu har det gått för långt, och något måste göras. Basta!

When the restaurant guide Zagat asked the restaurant guests what annoyed them the most, their top irk was the noise. The one responsible for this cacophony is famous restaurateur Mario Batali, who started playing the loud music of the kitchen to the guests. Then came the Rough Luxe interior trend and all sound-absorbing material was removed. Now this has gone too far and something has to be done. Pronto!

Silence and solitude are limited. Therefore, they are valuable.

ZAGAT SURVEY: www.zagat.com/b/2018-dining-trends-survey-highest-tippers-social-media-habits-and-more
 ADAM PLATT: www.grubstreet.com/2013/07/adam-platt-on-loud-restaurants.html
 MARIO BATALI: www.mariobatali.com
 ROUGH LUXE: <http://roughluxehotel.co.uk>
 THE ART OF SILENCE: www.amazon.co.uk/Art-Silence-Amber-Hatch/dp/0349418128
 SILENCE: IN THE AGE OF NOISE: www.amazon.co.uk/Silence-Age-Noise-Erling-Kagge/dp/0241309875
 FOREST BATHING: www.svd.se/skogsbad-lakemedel-for-stressade-storstadsbor



En protest mot oljudet sågs (hördes) först på hårsalonger, där det blev en liten trend att erbjuda en "tyst stol" utan onödigt snack. Inom dagligvaruhandeln har det blivit en rörelse att erbjuda kunderna en "quiet hour" en gång i veckan, med tanke på de familjer som har barn med en funktionsnedsättning. Ett av sex barn har någon form av utmaning som gör en tyst butik till en oas att handla i.

A stand against the noise was first seen (heard) in hair salons, where there was a minor trend to offer a "quiet chair" without unnecessary chatter. In FMCG the same idea has grown big, where stores offer customers a "quiet hour" once a week, considering the families with children with disabilities. One in six children has some kind of challenge that makes a quiet store an oasis to shop in.

BLO/OUT BLOW DRY BAR: www.entrepreneur.com/article/253877

DJURET: <http://whiteguide-nordic.com/restaurang/djuret>

ASDA QUIET HOUR: www.independent.co.uk/news/uk/home-news/asda-held-a-quiet-hour-for-autistic-shoppers-now-other-shops-are-doing-the-same-a7020946.html



Restauranger är mer framåt vad gäller ljud. Ett exempel är taquerian Empellon Midtown, som fick anpassa inredningen för en mer krävande målgrupp med mattor, ljudplattor och stoppade möbler. I Spanien driver Oir Es Clave ljudfrågor, och planerar en motsvarighet till hygienmärkning på dörren. I Sverige finns Ljudombudsmannen som bland annat arbetat med restaurant Frantzén. Total tystnad trender inom spa-världen, och i Malmö driver OAS tysta afterworks.

Restaurants are more forward regarding noise. An example is the taqueria Empellon Midtown, which had to adapt its decor to more demanding customers, with carpets, sound tiles and stuffed furniture. In Spain Oir Es Clave questions noise levels and plans an equivalent to the hygiene sticker on the door. In Sweden there is Ljudombudsmannen, who has done work for the Frantzén restaurant. Total silence trends in the spa world, and in Malmö OAS operates quiet afterworks.

**No alcohol.
No chat.
No cellphones.
No computers.
No watches.**

OAS Quiet After Work

EMPELLON MIDTOWN: www.empellon.com/empellon/

HILLENBERG: www.hillenberg.se

OIR ES CLAVE: www.oiresclave.org

LJUDOMBUDSMANNEN: <https://ljudombudsmannen.se>

QUIET RESTAURANTS IN SWEDEN: <https://matro.nu>

FRANTZÉN: www.restaurantfrantzen.com

MANADRIN ORIENTAL: <https://worldspawellness.com/site/productdetails/silent-night--returns-to-mandarin-oriental-spas-on-december-12>

OAS: <https://komtilloas.se>



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matkommunikationsbyrån Food & Friends.

Papper: Munken Kristall, Artic Paper

Tryck: Printografen, Halmstad

Stort tack!



▲ Saturnus Concept, design, PR, SoMe



▲ Dansukker Recipe inspiration, SoMe



▲ Jozo Strategy and advertising



◀ Kavli TVC, outdoor, digital, SoMe, PR



▲ Carolines Kök Packaging design



▲ Menigo Customer magazine



▲ Orkla Design, launch campaign



▲ Saturnus Design, PR



▲ Peka TVC, instore, SoMe



▲ Zeta PR launch



▲ Picard Strategy, TVC, instore, PR, SoMe



▲ Kavli Design, PR, SoMe



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