

# FOODBYTES

DATASSENTIAL MENUTRENDS GOES

# INFINITE

JANUARY 2020

| ISSUE 73 |

YOUR FREE DATASSENTIAL  
TREND REPORT

discover how the newest version of  
datassential's flagship tool can launch your  
global trend innovation into **infinite** overdrive

## DISCOVER INFINITE POSSIBILITIES

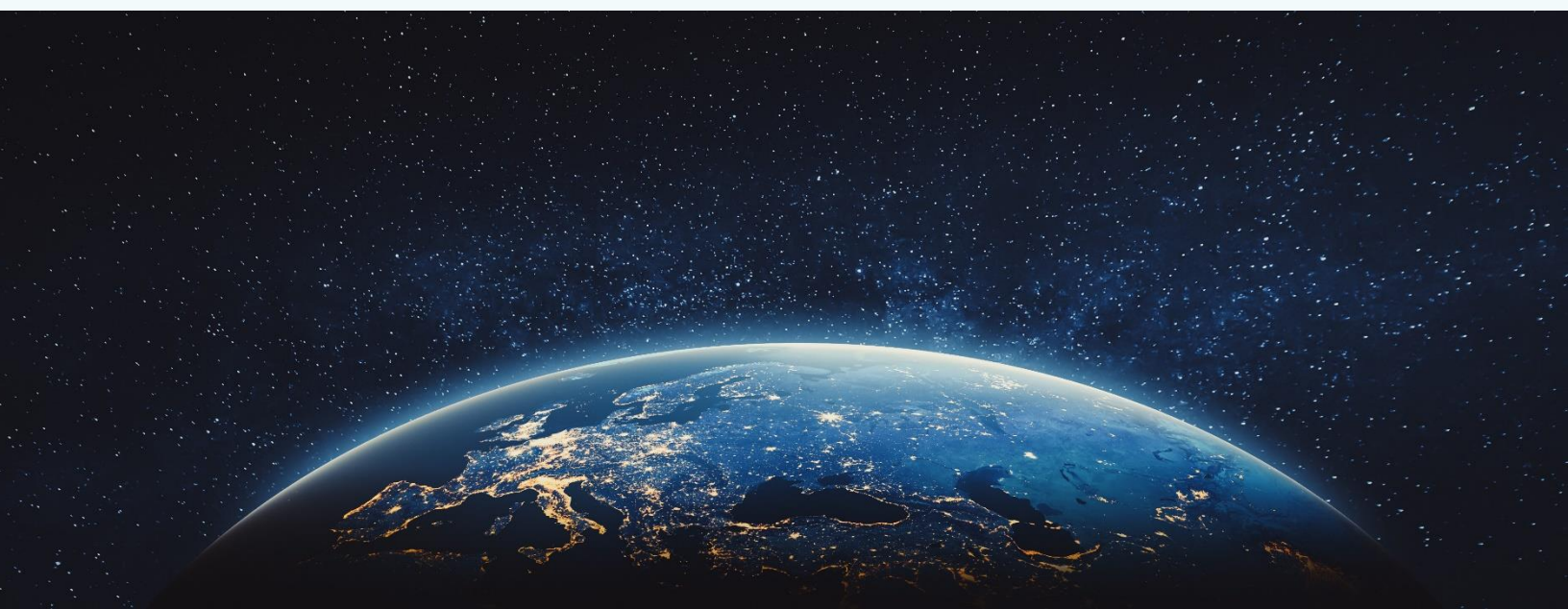
If you're familiar with Datassential, you're familiar with MenuTrends. Our flagship tool includes nearly 2 million menu items across various segments of North America including U.S. chains and independents (with 4,800 restaurants), U.S. innovators, Canadian restaurants, on-site operators, and food trucks. This year, we've expanded MenuTrends beyond North American menu coverage with the debut of **MenuTrends Infinite**, which offers 2020 vision into worldwide menu trends. Complete with a new, easier-to-use interface, **MenuTrends Infinite** now also includes coverage in 12 additional countries (see next page for the full list) with over 3.3 million menu items.

In this issue of **FoodBytes**, we're giving you a peek at the infinite insights you'll find in **MenuTrends Infinite**, from the ability to see any ingredient in WorldView (which shows penetration and incidence rates in every country covered) to the ability to see thousands of real menu items with descriptions and even prices in that country's

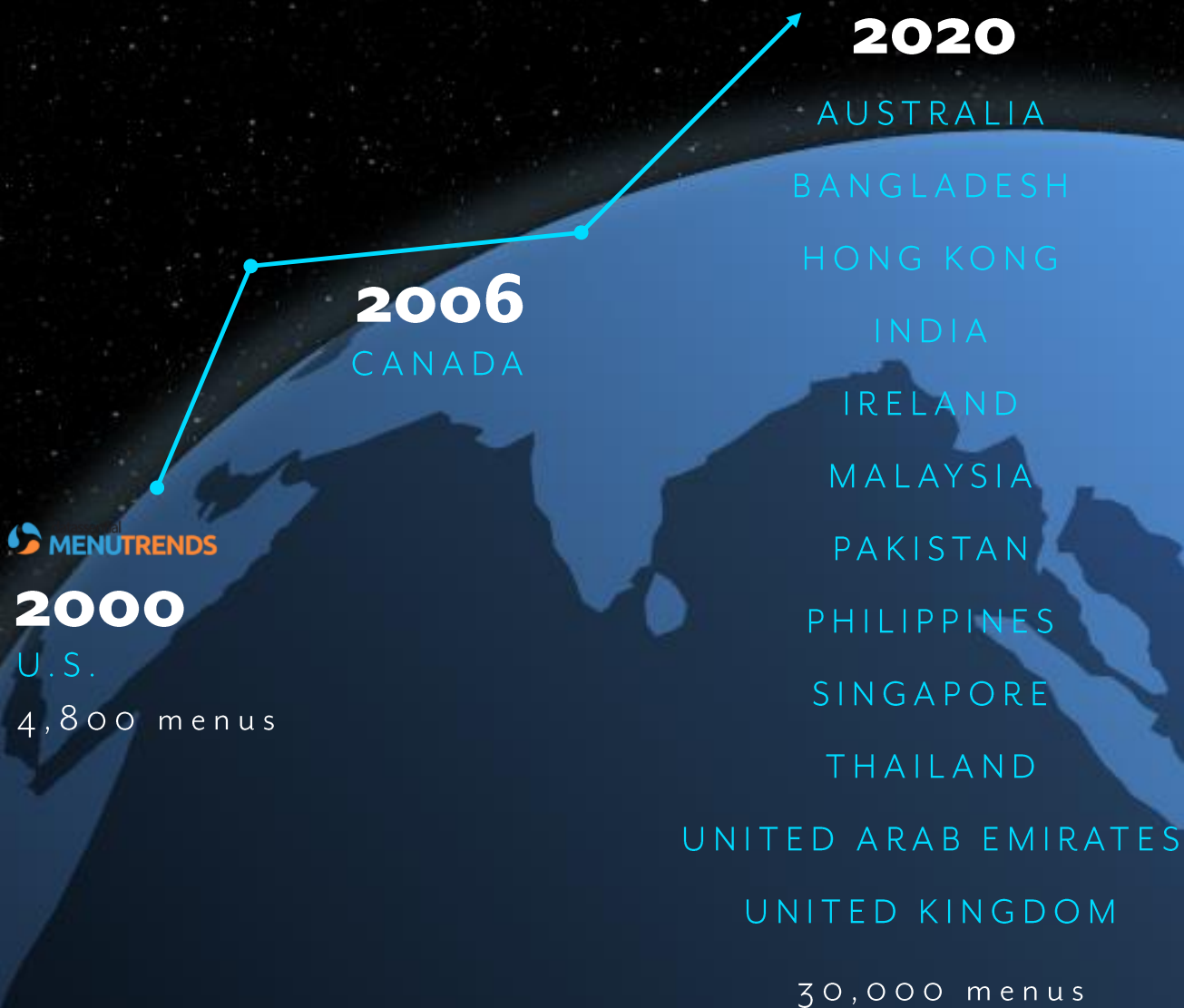
specific currency. Using our Top Trends search, too, simply select the category you're interested in (whether it's sauces or proteins or prep method) and with just a click, you'll see that country's top trends.

This is all just the beginning. In the future, we'll also be integrating more of Datassential's other tools, including **SCORES** and **FLAVOR**, into **Infinite**. Additionally, we'll be further rounding out our global coverage with even more countries: next up are France, Germany, Spain, and Mexico. Whether you're looking to expand your business into a market overseas or just scoping out the global landscape for next-level global trends, **MenuTrends Infinite** has the data to push your global innovation to infinity and beyond. Come on, you didn't think we'd write about something with the word infinite in it and not make a Buzz Lightyear reference, did you?

For more information on **MenuTrends Infinite**, contact your client service team, or email us at [info@datassential.com](mailto:info@datassential.com).

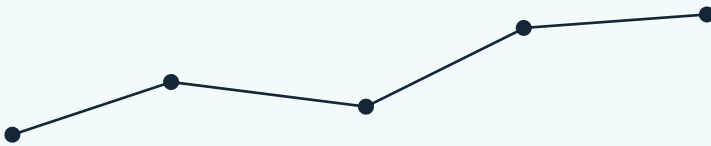


# MENUTRENDS INFINITE



# 16%

menu penetration of piri  
piri sauce in the UK



# 0.4%

menu penetration of piri  
piri sauce in the U.S.

MENUTRENDS **INFINITE**



# HAVE THE WORLD AT YOUR FINGERTIPS WITH WORLDVIEW

# HALLOUMI



Have you ever wished there was a way to see the menu penetration of an ingredient across several countries? Well, **MenuTrends Infinite** has granted that wish through **WorldView**, which is exactly what it sounds like: a world view of an ingredient’s penetration and incidence across all the countries currently available in the tool. Here, for instance, you can see that halloumi is most commonly menued in the UK and UAE. Halloumi may only be on 0.5% of U.S. menus, but it might as well be Ubiquitous in the UAE, where over 20% of menus include the cheese.

## WHAT CAN YOU DISCOVER WITH **MENUTRENDS INFINITE?**

### THE VEGGIE DELIGHT CHICKEN TERIYAKI

**S**

are the only 2 sandwiches found at Subway locations across all 14 countries featured in **MenuTrends Infinite**.

### GLOBAL MENU INSPIRATION :

#### PRAWN BURGER

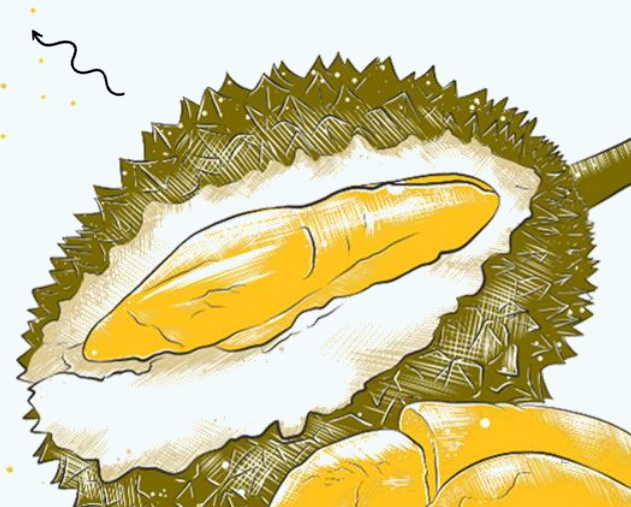
brioche, avocado, wasabi  
mayonnaise, seaweed salted fries

From **CATCH, Hong Kong**  
HK \$172.60

# 85%

of menus in  
India include  
**PANEER CHEESE**  
(compared to just 2%  
in the U.S.)

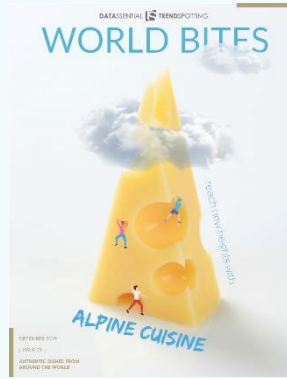
**DURIAN** has the highest  
menu penetration  
in Malaysia (4%)  
vs. <1% in the U.S.



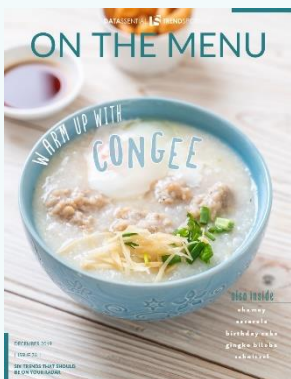
# WHAT YOU MISSED IN LAST MONTH'S TRENDSPOTTING



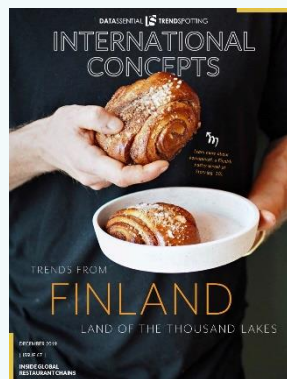
**DINE AROUND**  
In **Dine Around** last month, we explored the cuisine of Cincinnati, Ohio, and uncovered how operators put a spin on staple foods like 3-Way Cincy chili and goetta.  
IN FEBRUARY: Montreal, Canada



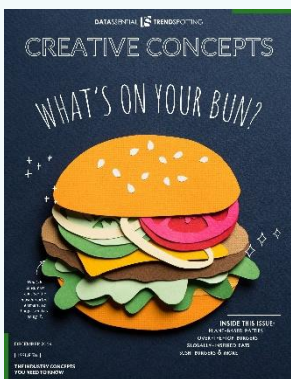
**WORLD BITES**  
In our last issue of **World Bites**, we took global cuisine to new heights (literally) by exploring Alpine cuisine, aka the foods and ingredients common in the Alpine region that encompasses eight countries including Switzerland, Germany, and Austria.  
IN FEBRUARY: Burmese Cuisine



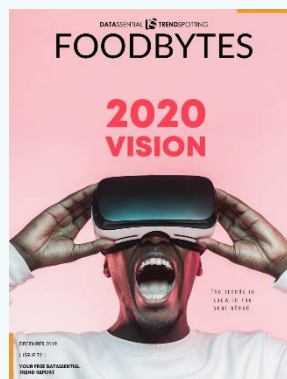
**ON THE MENU**  
Last month in **On the Menu**, we warmed things up with congee, a classic Chinese rice porridge that can serve as a blank canvas for a variety of flavors. We also checked in on escarole, schnitzel, and more.  
IN FEBRUARY: We'll cover trends ranging from chili crisp to quiche to koji.



**INTERNATIONAL CONCEPTS**  
In December we finish-ed the year off strong with a look at food and beverage chains in Finland. We uncovered everything from korvapuusti (cardamom buns) to star-shaped joulutorttu.  
IN FEBRUARY: Jordan



**CREATIVE CONCEPTS**  
Who doesn't love a burger? From veggie burgers to next-level mashups to burgers of all shapes and sizes, we uncovered the operators slinging creative takes on burgers.  
IN FEBRUARY: Specialty Diet Restaurants



**FOODBYTES**  
We may not have a crystal ball, per se, to help us gaze into the future, but we do have our December issue of **FoodBytes** on 2020 trends (and let's face it, it's kind of the same thing). See our trends for 2020 and how they could impact your business.  
IN FEBRUARY: A look at top chains with Firefly 500

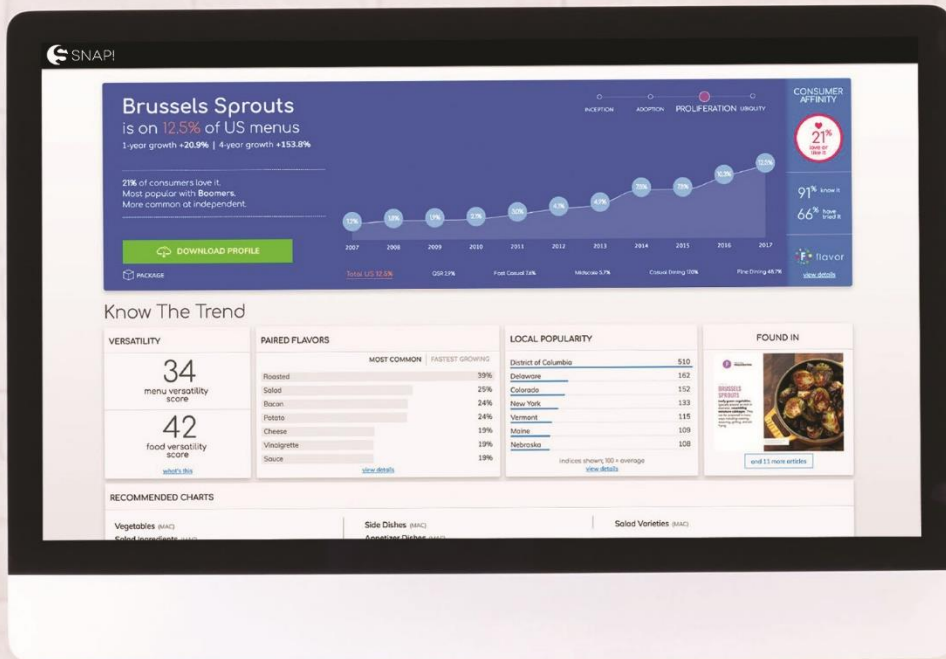
For information about an issue or to subscribe to a title, contact Datassential Business Development Manager Susan Cohen at **312-219-6428** or [susan.cohen@datassential.com](mailto:susan.cohen@datassential.com)



Simpler. Faster. Ridiculously Awesome.

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Built for how you work, the all-new SNAP 2 gives you extraordinary food insights in a breathtakingly simple package.







# AHEAD OF THE TRENDS PACKAGE

How can we react to trends faster? How do we lead the trends instead of follow them? How can we be **the** source for the latest concepts and ideas? If you have been asking yourself questions like this – if you want to inject a little of that Datassential vibe into your company – invest in the **2020 Ahead of the Trends package**. You'll have access to a steady stream of cutting-edge publications, webinars, reports, and presentations for the entire year, PLUS two tickets to join us at the most trend-forward event in the industry – FOODSCAPE.



## TRENDSPOTTING SUBSCRIPTION

Where does Datassential's Trendologist discover the latest concepts and ideas? From Datassential's TrendSpotting series. Get 70 digital issues a year delivered to everyone at your company and create an army of your own creative trendologists who are up to date on the latest trend information. Plus, you'll have access to the entire back catalog – hundreds of issues – searchable in SNAP!

### 100 TRENDS & IDEAS SPECIAL ISSUE

Start the year with 100 trends and ideas inspired by our TrendSpotting series, only for Ahead of the Trends package subscribers.

### PERSONALIZED 2020 TRENDS PRESENTATION

Schedule a personalized virtual overview of Datassential's 2020 trend predictions for your company. PLUS, we'll give you early access to our 2021 trend predictions at the end of the year.

### QUARTERLY TREND WEBINARS

Join Datassential for a lunch-time overview of the latest trends, exclusively for Ahead of the Trends package subscribers.

### RECAP REPORT

At the end of the year, we'll bring together the coolest trends, concepts, and ideas we covered in our TrendSpotting series and organize them into relevant chapters, complete with summaries and insights on what it all means. Plus, we'll send it to you as a PowerPoint file, ready to insert into your own decks and presentations.

### TWO TICKETS TO FOODSCAPE

Ask anyone who has attended – there's nothing like it. Datassential's Foodscape experience immerses you in the futuristic ideas that will transform the industry. Plus, your tickets will include spots on our always sold-out trend immersion tours.

# PACKAGE OVERVIEWS

## 2020 AHEAD OF THE TRENDS PACKAGE

- 12 issues of *Dine Around*
- 12 issues of *Creative Concepts*
- 12 issues of *On the Menu*
- 12 issues of *International Concepts*
- 6 issues of *World Bites*
- 4 *TIPS* trend reports
- 12 issues of *FoodBytes*
- *Special Edition: 100 Trends & Ideas* (exclusive to subscribers)
- 4 quarterly trend webinars (exclusive to subscribers)
- *Virtual 2020 Trend Predictions* presentation (in-person options also available)
- 10 *TrendSpotting Recap Report* PowerPoint decks (exclusive to subscribers)
- 2 tickets to *Foodscape 2020* with trend immersion tours
- Early access to *Datassential's 2021 trend predictions*

## 2020 FOODSERVICE PRO PACKAGE

- Complete PULSE Foodservice Expert subscription package:
  - *2020 PULSE Market Overview Report*
  - *2020 PULSE Topical Report*
  - *12 Monthly Operator Sentiment Reports*
  - Access to the *2019 PULSE Topical Report*
- *14 Segment Detail Reports*
- *2020 Top 500 Chain Profile Report*

## COMPLETE YEAR OF TRENDS PACKAGE

- 2020 Ahead of the Trends Package
- 2020 Foodservice Pro Package

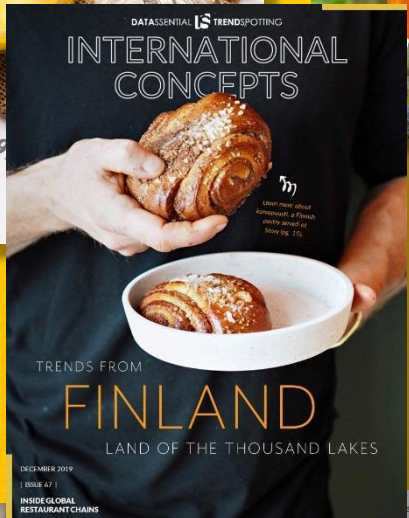
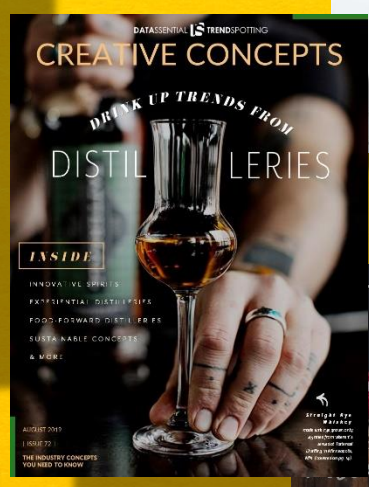
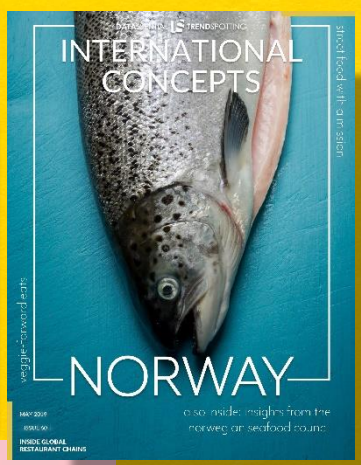
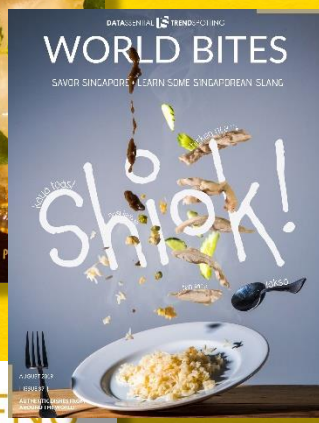
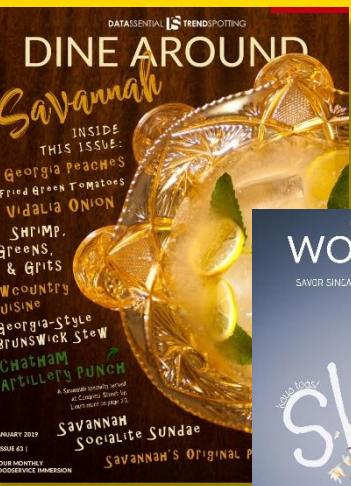
## SUPPLEMENTAL ADD-ON OPTIONS

- Datassential-led trend immersion tours and ideation sessions
- Custom trend magazines for internal or external distribution
- Virtual brainstorming sessions with the Datassential team
- In-person trend or topical presentations

**CONTACT YOUR DATASSENTIAL BUSINESS DEVELOPMENT MANAGER**

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