



CUTTING-EDGE DINING TRENDS OF 2013

SOON THE CURTAIN WILL LIFT ON 2013 and a new year of food will play out. At the Sterling-Rice Group, we have a pretty good sense of what that will look like. During the last several months, our Culinary Team has talked to celebrity chefs, school food reformers, product developers, and even the U.S. Culinary Ambassador. Oh, and we also ate a lot.



1. SOUR GETS ITS DAY.

Finally, the American dining scene will move beyond sweet, salty, and fatty. Next year we'll have a plethora of tart, acidic, and bitter flavors to choose from, as menus and grocery stores feature flavors like fermented cherry juice, varietal vinegars, and even sour beer. Awesome!

With DIY pickling and brining, you will see more sauerkrauts, pickles, and tart flavors at restaurants. The old shrub drinks from colonial times as well as the vinegar drinks from Korea and Thailand will figure into the craft cocktails. —Jorge de la Torre, Dean of Culinary Education, Johnson & Wales University, College of Culinary Arts, Denver

2. CHEFS WATCH YOUR WEIGHT.

Butter, bacon, and cream have been chefs' best friends since the beginning of time. But in 2013, chefs will be working quietly behind the scenes to make your dishes better for you with ingredients like brown rice, high-fiber grains, and vitamin-rich veggie broths.



A big health change for restaurants is vegetable stock. Traditional vegetable stock is simple, plain, and mostly based on mirepoix. At my restaurant, Black Bear, we use grilled portobello and roasted beets, which we reduce into very strong and delicious bases, without all the fat and with tons of vitamins. —Victor Matthews, Chef/Owner, Black Bear Restaurant; American Culinary Ambassador

WHO'S DOING IT NOW

- + **ROUGE TOMATE, NYC**
Chef and culinary nutritionist create the menu
- + **BLACK BEAR RESTAURANT, COLORADO SPRINGS**
Creates a roasted vegetable demi-glace to successfully replace meat stocks

WHO'S DOING IT NOW

- + **BOULEVARD, SAN FRANCISCO**
Foie Gras with Pickled Squash Membrillo
- + **GOLDEN ROAD BREWING, LOS ANGELES**
El Hefe Añejo, sour beer aged in tequila barrels

3. ASIAN INFLUENCES INFILTRATE AMERICAN COMFORT FOOD.

The fresh, spice-forward flavors of Thailand, Vietnam, and Korea will work their way into our menu. Expect to walk into a classic American diner and see options like Vietnamese chicken sandwiches, Sriracha mayo, or Korean-glazed pork ribs.



Korean-marinated short ribs cooked on an infrared or Robata grill is new, and pardon the pun, HOT! In California recently, I had pork baby back ribs with Korean chili glaze, made of scallions, Thai chili, and lime. It's the perfect blending of cultures. —Ina Pinkney, Chef/Owner, Ina's

WHO'S DOING IT NOW

- + **BELLYQ, CHICAGO**
Thai-Style Fried Chicken
- + **WHISKEY SODA LOUNGE, PORTLAND**
Ike's Vietnamese Fish Sauce Chicken Wings

4. VEGGIES TAKE OVER THE PLATE.

Forget resigning veggies to your salad plate. In 2013, you'll find garden-grown foods as entrées (cauliflower steaks), starches (squash noodles), and even delicious beverages (celery juice cocktails).



The more we learn about the state of our oceans and the state of our commercial agribusinesses' mistreatment of animals, a lot of people are turning to vegetables as their main course. In addition to that, we now have more farmers' markets, more produce selections at the stores, and more information than ever before about the health benefits. —Hosea Rosenberg, Winner, Top Chef Season 5; Owner, Blackbelly Catering and Farm

WHO'S DOING IT NOW

- + **AQ, SAN FRANCISCO**
Kohlrabi Bourguignon
- + **SUPERBA SNACK BAR, LOS ANGELES**
Cauliflower T-bone

5. KIDS' MENUS GROW UP.

In 2013, we'll see less hot dogs, mac 'n cheese, and grilled cheese on our little ones' plates. Instead, more fruits, a variety of veggies, protein-rich grains, and authentic Asian flavors will push kids' menus into the realm of adult dining.



I've been seeing this all over the country. Burgers on pretzel rolls on kids' menus, REAL fish and chips using tilapia with more interesting herbed bread crumb coatings, fried calamari, foods on skewers, and Asian items like potstickers and noodle bowls. —Gale Gand, Founding Partner, Tru; Food Network Personality of *Sweet Dreams*; Cookbook Author and Creator/Owner of Gale's Root Beer

WHO'S DOING IT NOW

- + **FATTY CRAB, NYC**
Fatty for Kids: Dumplings and soy; fish fry in a box with aioli and tamarind
- + **BIG BOWL, CHICAGO**
Kid's combo includes chicken satay, chicken potstickers, plum and spicy peanut dipping sauces, and jasmine rice

6. AMERICAN ARTISANS SAVE YOU A TRIP TO EUROPE.

For years, budding food artisans have sprung up in the U.S., crafting everything from booze to charcuterie. And as their craze becomes a lifestyle, you can count on every major American city to proudly sport local, artisan foodie destinations in 2013.

Lots of chefs are going local lately whether it's the honey they use, the fruit and vegetables they buy, or the wine and cheese they offer. And it makes sense. It tastes better, has less food miles on it, shows support for our country, and makes good copy on the menu! —Gale Gand, Founding Partner, Tru, Food Network Personality of Sweet Dreams, Cookbook Author and Creator/Owner of Gale's Root Beer



7. SMALL PLATES FOR ME ONLY.

As American dining evolves from tapas, next year, sharing will go by the wayside. With menus offering small, singular servings of meat, veggies, and starches, we'll be able to enjoy a perfectly sized meal of whatever it is we're craving. On our own.

From Portland to Boston, I've seen diners make customized meals from small plates. If they are hungry for comfort food, they might start with burrata, then order a small flatbread, and finish with a bit of fried chicken. Or if they want something lighter, they might have a small serving of watermelon salad followed by albacore. This kind of ordering promises flexibility and flavor! —Kazia Jankowski, Associate Culinary Director, Sterling-Rice Group



WHO'S DOING IT NOW

- + **COPPA, BOSTON**
Piatta (plates) of 4-ounce proteins, like roasted cod with pistachios
- + **GIRL AND THE GOAT, CHICAGO**
Menu categorizes small plates as vegetables, meat, or fish

WHO'S DOING IT NOW

- + **KILER RIDGE OLIVE FARM, PASO ROBLES**
California EVOO that's winning international taste awards
- + **IL MONDO VECCHIO SALUMI, DENVER**
European-style cured meats, like longanzia portuguese and guanciale

8. FRUIT ≠ SWEET.

In 2013, chefs will be far less interested in highlighting the sugary, honey tastes of melons, peaches, and the like. Instead, they will lace fruit with savory flavors, bringing naturally refreshing and sweet touches to appetizers, soups, veggie sides, and even meaty entrées.

Chefs are fermenting, pickling, drying, dehydrating, salting, grilling, frying, baking, and generally manipulating fruit much more to get new flavors out of what we are used to eating raw. —Hosea Rosenberg, Winner Top Chef Season 5 & Owner, Blackbelly Catering and Farm



WHO'S DOING IT NOW

- + **BAR TARTINE, SAN FRANCISCO**
Chilled apricot soup with fennel and sour cream
- + **BINKLEY'S RESTAURANT, CAVE CREEK, AZ**
Cinnamon roasted figs with speck and bok choy

9. NO DINER LEFT BEHIND.

To accommodate vegetarians, vegans, gluten-freers, wheat-freers, kiddos, and eco-conscious diners, restaurants will offer all-inclusive menus and service. So don't be surprised when your server asks for your allergy list the next time you order.

Gone are the days when chefs can ignore dietary requests. They are just too pervasive in our society to ignore. Chefs who are on the cutting edge realize this and are planning ahead in the kitchen to have the flexibility to meet the varied requests.

—Kazia Jankowski, Associate Culinary Director, Sterling-Rice Group



WHO'S DOING IT NOW

- + **BIRCH AND BARLEY, WASHINGTON D.C.**
Menu welcomes substitutions for allergies and servers ask if the table has any food sensitivities
- + **THE FAIRMONT HOTELS, MULTIPLE LOCATIONS**
Lifestyle Cuisine Plus menu caters to gluten-free, vegan, raw, and macrobiotic diners

10. POPCORN IS THE SNACK OF 2013.

Light, crispy, and equally delicious with sweet or savory flavors, this popped whole grain is addictive, not to mention low in fat and calories. Which is why next year, expect popcorn to explode (no pun intended) as a bar snack, crouton, ice cream, and more.

I just had a snout-to-tail pig experience in California, and fennel powder-dusted popcorn was a garnish. —Mike Shethar, Owner, Missing Piece Cookery School and Teaspoon Willie's Everything Sauce; Chef Instructor, LiveWell Colorado and Cook for America

WHO'S DOING IT NOW

- + **LINGER, DENVER**
In place of a bread basket, complementary popcorn with seasonings like Oaxacan Molé and Madras Curry and Dill
- + **HALCYON, CHARLOTTE**
Candied popcorn croutons



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Headquartered in Boulder, Colorado, Sterling-Rice Group is a global leader in integrated brand strategy, innovation, and creativity. Over the last 28 years we have cultivated a thriving culinary practice and established a deep bench of culinary expertise. Through our unique position in the industry, we are able to look at food through a long-term strategic lens, and we have counseled and created foods for several of the largest packaged goods companies in the world. For clients big and small—from top food manufacturers like PepsiCo to niche brands like Annie's—we know food.