

TRENDS 2022

Topical catering industry consumption phenomena



maustaja
TASTE OF QUALITY

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Dear reader,

Coronavirus changed the world, and some changes have come to stay, clearly visible in this trend report. Although some phenomena are already familiar from previous years, coronavirus gave them a new perspective, and quick progress has been made in concrete procedures.

Sustainability and consumption awareness continue to be growing trends. Environmental sustainability and, in particular, climate change guide purchase decisions increasingly.

People aim to find themselves and learn to love. Concern about wellbeing increases the demand for health-promoting products, especially concerning immunity, digestive health and mental wellbeing.

Remote life preserved us in our homes, and cooking became a hobby of increasingly more people. Alongside everyday cooking, people wanted restaurant-level culinary experiences, and this was enabled by, for example, restaurants' ready-made menus, which can be ordered home.

The increase in energy prices and lack of raw ingredients encourage companies to consider partnerships with other operators to share resources and achieve new objectives. As a contract manufacturing partner, cooperation and the co-development of new products has always been at the core of Maustaja's operations. We have invested in new production lines and our own bottle production – in an environmentally friendly manner, responsibly and while considering our customers' brand needs.

We are here for you, ready to innovate new products. While listening to consumers' taste preferences, we produce sustainable products using high-quality raw ingredients, which have been acquired from audited suppliers.

Juha Korhonen,
Sales and Marketing Director





TREND #1

SUSTAINABILITY AND CLIMATE-FRIENDLINESS

Sustainability and consumption awareness continue to be growing trends. People want to feel good when buying products. Answers are sought particularly about ethical and sustainable development values; the ethical treatment of employees and animals and fair trade are of interest. A locally produced product may be more competitive than a more affordable import product traditionally made elsewhere.

Companies are expected to offer products which have a carbon footprint certificate. Transparency is emphasised particularly among young people; an application can be used to check a food product's origin and CO₂ content. It is worth manufacturers including the carbon footprint levels on the food packaging in the future.

The reduced use of animal-derived products due to environmental reasons further increases the selections of vegetarian products, though people are even more particular about how processed the products are. In fish food products, locality and wild fish are of interest. As a result of sustainability, home chefs also utilise the seasons of products and pay even more attention to the beneficial use of the entire product.

Although meat consumption is reducing, it is now being added to diets for health benefits. The quality of meat is an important criterion, and especially the popularity of game and reindeer are increasing.

In membership programmes, ecologically sustainable purchasing can be a basis for remuneration in the future.

In the same way, a membership programme can include a social or communal dimension, which is jointly used to promote important matters.

Availability is the other side of the coin. The increase in energy prices and the lack of raw ingredients increase the need for new practices; dynamic pricing and hyper-localised manufacturing in micro-factories are of interest.

APPROPRIATE PACKAGING SIZES ARE ONE WAY OF PREVENTING WASTE.

THE VEGETARIAN MAYONNAISES DEVELOPED BY MAUSTAJA RESPOND TO THE INCREASING DEMAND.





NEW PRODUCTS ARE DEVELOPED AT AN EVEN MORE RAPID PACE, AND AT THE SAME TIME, THE LIFECYCLES OF PRODUCTS SHORTEN.

FLEXIBILITY AND SPEED ARE EMPHASISED IN ALL OPERATIONS.

CONTACT-FREE SHOPPING LOCATIONS ARE INCREASING, AND SHOPPING IS MADE FASTER WITH, E.G., S GROUP'S 'SCAN & GO' SERVICE.

TREND #2

EXPERIENTIALITY, UNIQUENESS AND EASINESS

Coronavirus added to the amount of cooking that takes place at home, and preparing a restaurant-level meal at home became a hobby for many. Digitality continues to increase, and people learned to order food home using online applications effortlessly; restaurants delivered ready-made dinner menus, and there was a breakthrough in various pre-selected grocery shopping bags. Semi-prepared products developed by restaurant chefs also facilitated gourmet cooking.

Service and service counters, overall, are experiencing a reform. While you wait at a service counter, you can request ready-made accompaniments to be mixed or vendace to be deep-fried. Customer wishes are heard, and genuinely local products can also be found in chain selections. Quality awareness is emphasised; convenience food is no longer notorious convenience food but a carefully branded, high-quality meal entity or a well-known chef's creation directly in the premium class.

54% of professionals believe that a more personalised purchasing experience will strongly impact retail trade in the future.

Overall, more unique buying experiences are taking a stronger foothold. The term "grocerant" refers to restaurant-level food, which is purchased to take home, and on the other hand, restaurant worlds are opened in connection with grocery stores where you can enjoy an à la carte dish and glass of wine alongside shopping. Experientiality is also expected from restaurants. As a result of coronavirus, igloos and greenhouses, brought to urban milieus, have become so popular that they have come to stay. Menus are becoming smaller, but at the same time, options suitable for personal diets are increasing. And perhaps it is also unique that fully contact/-free buying locations are growing in number.



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TREND #3

BEST VERSION OF THEMSELVES

People aim to find themselves and learn to love. Happiness and joy are prioritised, and people wish to feel good in their own bodies. People treat and pamper themselves and seek ways to be the best version of themselves.

Personal well-being is invested in, and nutrition is of great importance in overall well-being. While consumers seek healthier options, food manufacturers utilise an increasing amount of functional ingredients. In beverages, the selections further expand to non-alcoholic drinks or drinks with low alcohol content. Cannabis-based products also raise discussions, both favouring them and against them. Vegetarian food and plant-based food products can be found on an increasing number of people's plates.



MAUSTAJA'S NEW SNACK FACTORY ENABLES THE PRODUCTISATION OF VARIOUS HEALTHY SNACK PRODUCTS.



Mushrooms are anticipated to be a hit product in 2022. No longer just to replace meat, but now mushrooms also captivate as a functional ingredient, particularly lingzhi mushrooms. Mushroom powder is added, as a superfood, in smoothies, hot beverages, soups and sauces. Have you already enjoyed a caffeine-free, immune system-strengthening mushroom coffee or tea?



TREND #4

FROM LAND TO SEA - SEEKING ALTERNATIVES

The vegetarian boom started the search for alternative raw ingredients, and there seems to be no limit to innovation

Seafood

Marine plants are known to be a nutritious source of nutrients. Popular examples are Nori sheets, used for rolling sushi, and poke bowls including seaweed salad. In the future, both seaweed and bladderwrack in their different forms are used in salads, smoothies, soups and sauces. Microalgae protein is also used in plant-based meat and dairy products.



Dairy-free dairy products

Oat milk is a familiar product, but the category of dairy-free dairy products is expected to grow exponentially - mainly milk produced using grains, seeds, vegetables and nuts, and almonds. Dairy-free milk is also made using barley that has been recycled during the beer production process. The climate footprint of plant-based milk, produced using potatoes, is 75% lower than natural milk. Dairy-free cheeses are made as nut-based ones, using almonds and cashews, but there are also soya and coconut options.



OAT-BASED AND OTHER PLANT-BASED PROTEINS CAN BE USED IN MAUSTAJA'S NEW SNACK FACTORY'S POUCH PRODUCTS.



From the laboratory to the plate

Technology also plays a more significant role in foods; there are more than 100 companies for laboratory-grown food worldwide. Although growing meat without an animal seems strange, the technology for cell-cultivated or laboratory-grown meat is expanding quickly as regulatory limitations are overcome. There are already more sustainable options on the markets for plant-based foods, such as laboratory-grown bean-free coffee and cacao bean-free chocolate.



TREND #5

FROM FOOD WASTE TO THE DINNER TABLE

The carbon footprint of food waste is greater than that of the airline industry. Therefore, it is expected that an increasing number of companies will commit to preventing food waste.

As a result of sustainability, an increasing food product category consists of products manufactured using waste ingredients. The trend will be increasingly significant for snacks, which are already being made using overripe fruits or fruit peels that would otherwise end up in landfills. Biscuits are produced using recycled carrot peels and pulp, which have been collected from juice manufacturers. In addition, “Dirt Kitchen” snacks are made using products which would otherwise be left at farms due to bruising or excess supply. Cacao peel, fruits and beans, which would otherwise be considered waste products in cacao production, are used in, for example, snack bars and granola.



MAUSTAJA AIMS TO KEEP THE AMOUNT OF WASTE AS LOW AS POSSIBLE.

WE COOPERATE WITH CUSTOMERS TO ENSURE THAT PRODUCTS CAN BE USED WITHIN THEIR EXPIRY DATES.

WE DELIVER ANY WASTE FORMED IN MANUFACTURING PROCESSES TO BE FURTHER USED BY OUR PARTNERS.

MAUSTAJA.FI

★ YOUR ★
RELIABLE
- PARTNER -

COOPERATION WITH US IS WORTH IT

 **maustaja**
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