



# 5 TOP TRENDS TO IMPACT THE HOSPITALITY INDUSTRY IN 2019

*Thought leaders from around the world share their insights*

winnow



# HOSPITALITY INDUSTRY TRENDS 2019

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If you are planning to drive growth in your hospitality business and delight customers in 2019, then read on. This guide looks at the 5 trends shaping the industry, prepared with some leading voices from a range of business types.

The hospitality industry is in a period of considerable change. If 2018 is a reliable guide to what we might expect in 2019, we can expect a continued transformation of the kitchen environment and a rapidly evolving relationship with customers.

Leveraging Winnow's global network of clients, we sought answers from industry thought leaders including Club Med, IKEA, Costa Cruises, and Hilton Hotels.

These experts give their unique perspective on the trends they see taking place every day in their businesses.

Their answers fit into five trends:

1. Sourcing ingredients from farm to fork
2. Moving from abundance to simplicity
3. A connected kitchen that can embody a sustainable and circular model
4. Dishes that link to local culture and community
5. Customers demand the eradication of plastics

# LOOKING FORWARD

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This guide reveals the underlying themes that make up these five key trends. How will evolving customer expectations shape how we interact and work? How can we develop the technology to make the kitchen more efficient, and more sustainable?

Before we move forward, we want to take a moment to thank our clients for the trends they are already setting. The momentum surrounding food waste is a key example of how they drive the agenda forward. On the back of the hard work of our clients, more businesses understand that they can also tackle waste and reduce costs.

The passion to solve the food waste problem is inspiring - and we thank them for their leadership.

In 2018, Winnow expanded its operations to 40 countries around the world and saved clients over \$29 million dollars.

We look forward to an even better 2019.



Photo credit: Stocksy

# TREND 1

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SOURCING INGREDIENTS FROM  
FARM TO FORK



# 1 SOURCING INGREDIENTS FROM FARM TO FORK

Customers are more interested than ever in the provenance of the food they're served. This includes an added interest in the nutrition of dishes, and 'free-from' dietary requirements are rising in popularity. Transparency in locally sourced, environmentally friendly produce is also a trend gaining traction. Food operations that can creatively connect how products are sourced with the dishes on the menu will be leaders of this trend.

**Steven Smalley, Executive Chef at Hilton Dubai Jumeirah** is aware that his customers are more conscious of what they want to eat. Smalley is able to choose from a larger array of sustainable and organic products to ensure this widening expectation matches with the reality of the food they serve.



*"We use locally sourced, organic and sustainable products on our menus. In Dubai we are now getting much more variety to choose from local vegetable growers, meats from sustainable and organic farms, and fish from sustainable fisheries around the globe."*

Clearly, this trend demands more care around food sourcing. However, it also represents an opportunity for hospitality businesses to connect with customers in new ways. In a competitive environment, this can be a positive point of difference for customers.



Photo credit:  
Jay Wennington on unsplash

# TREND 2

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MOVING FROM ABUNDANCE TO  
SIMPLICITY



## 2 MOVING FROM ABUNDANCE TO SIMPLICITY

Across the world, people are becoming more health conscious. In the US, alcohol consumption **dropped** for a consecutive year. Meanwhile, there is a **rise in plant-based foods** and diets that strip away sugar, dairy, and gluten. In essence, people are looking to simplify what they consume and live a healthier life.



**Stefania Lallai, Director of Sustainability and External Relations at Costa Cruises** believes that in both production and consumption there will be a trend from abundance to simplification. Lallai believes that this trend is borne from a growing consensus that health is the ultimate wealth, and simple but beautiful foods are fundamentally important.

Costa is a leading example of this trend. They have set up “4GOODFOOD” - a program that takes a culture of food abundance and simplifies it by reducing food waste. This message is also passed on to their customers, encouraging them to value food and not waste it. **Costa Cruises is aiming to reduce food waste by 50% fleetwide by 2020** and is making good progress towards this goal.

In 2019, more businesses will look at creative ways to tap into this trend; moving away from the notion of unlimited abundance and towards a more responsible offering that focuses on health, quality, and simple products.

Click [here](#) to watch the video and see how Costa Cruises reduced food waste

Watch video



Photo credit: Cuttersnap

# TREND 3

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A CONNECTED KITCHEN THAT  
ENABLES SUSTAINABILITY AND  
CIRCULARITY



# 3

## A CONNECTED KITCHEN THAT ENABLES SUSTAINABILITY AND CIRCULARITY

To many businesses, the concept of sustainability and the circular economy are not new trends. In the hospitality business, however, this has yet to transfer into a kitchen that can operate sustainably.

Before diving into the trend, a definition of what we mean by the circular economy. A circular economy is an alternative to a traditional linear economy (make, use, dispose) in which we keep resources in use for as long as possible, extract the maximum value from them whilst in use, then recover and regenerate products and materials at the end of each service life.

In the context of a commercial kitchen, extracting the maximum value from the products means that food ends up in the mouths of people rather than in the bin. Tackling food waste is the biggest area where hospitality businesses can reduce their impact on the environment and operate sustainably. Analysis done by [Project Drawdown](#) identifies food waste as the third biggest opportunity globally to reduce carbon emissions.

IKEA is a renowned brand at the forefront of corporate sustainability, and their work in reducing food waste is reflective of this. 600 million people eat in IKEA cafe's each year, and they aim to reduce the food waste in this global operation by 50% before the end of 2020. [Winnow are partners with IKEA in hitting this ambitious target.](#)



# 3

## A CONNECTED KITCHEN THAT ENABLES SUSTAINABILITY AND CIRCULARITY

The **Project Leader** for **IKEA's Food Waste Watcher program**, **Patrik Dreveborn**, believes sustainability and circularity will 'grow even stronger and be given an increased mandate' as more decision makers perceive it as the core business.

Dreveborn believes food waste is an emerging trend that is here to stay

*"The initiated and ongoing food waste journey within IKEA is one strong and shining example but also within other businesses in Sweden the food waste has entered the spotlight to stay... Technology wise I believe the focus onwards will be on streamlining and simplifying the work process of capturing waste, where convenience will be key."*

In the south of the Netherlands, IKEA Eindhoven is a good example of a store leading the fight against food waste. The team at Eindhoven has reduced food waste by 45%, saving over 48,000 meals (+€100,00).

Click [here](#) to watch the video and see how IKEA Eindhoven reduced food waste

Watch video



Photo credit: Aditya Romansa



# 3 A CONNECTED KITCHEN THAT ENABLES SUSTAINABILITY AND CIRCULARITY

**Guillemette De Chammard, Club Med Bali's regional corporate social responsibility** expert, says that they will continue to connect their kitchen with technology to increase efficiency in 2019.



*"In the back of house, we will continue to improve our ways of working with innovative tools. For example, tools like Winnow will help to monitor the quantities of waste on our buffets, and E-pack to manage our hygiene and safety in the kitchen."*

However, *"technology is not itself an achievement"* as **De Chammard** rightly says. *"If used correctly",* she continues, *"it can ease the workflow of the team and give them more focus on what they love to do: create and share beautiful dishes."*

There is a significant financial opportunity for businesses who reduce food waste too. Club Med is an example of this - running a more sustainable kitchen and saving money in the process. After 6 months of using Winnow, **Club Med saved 68,000 meals worth nearly \$30,000.**





# TREND 4

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DISHES THAT CONNECT  
WITH LOCAL CULTURE AND  
COMMUNITY

# 4 DISHES THAT CONNECT WITH LOCAL CULTURE AND COMMUNITY

The most subtle and creative trend of 2019 is the final one: food experiences will be customized with a local, cultural experience. Dishes in 2019 will look to combine food and setting - and this inspiration can be sourced in different ways.

**Head Chef at Club Med Bali, Puchon Basoodeo**, explains how he ties the menu with local suppliers and showcases the partnership to guests:



*"At the moment, we purchase fruits and vegetables from local farmers who are supported by the NGO Agrisud. They teach eco-friendly agricultural methods. We are very proud to showcase this partnership to our guests. They appreciate the fact that we are doing something good to the environment and to local communities while offering them fresher and better-quality food."*

But this trend can also take shape within the local culture of where the food is served, or in how the food is shared within the restaurant or community itself.



# 4

## DISHES THAT CONNECT WITH LOCAL CULTURE AND COMMUNITY

**Guillemette De Chammard from Club Med** does not think that this will be a huge change in the ingredients or ways of processing the food, but elements of the local experience will be added to traditional recipes:

*"The clients want to taste flavours they can relate to the place and moment they are living. We think that the link between the kitchen team and the clients will be key, drawing further on the theme of transparency we have seen in recent years."*

This theme of customization builds on the first trend of building a more intimate, unique experience for the customer. Stefania Lallai agrees - and believes that in 2019 there will be closer alignment between the experience of guests and the culture they are experiencing.

For a fleet of ships like Costa Cruises that travel all over Europe, the Caribbean, the Indian Ocean, the Middle East, South East Asia and South America - connecting the place with the food is crucial.

Click [here](#) to watch the video and see how Club Med Bali reduced food waste

Watch video





# TREND 5

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CUSTOMERS DEMAND THE  
ERADICATION OF PLASTICS

# 5 CUSTOMERS DEMAND THE ERADICATION OF PLASTICS

The media attention on plastics in 2018 was a fast and decisive period of pressure on a single product. After only a matter of months, the landscape on plastic use has moved dramatically. In 2019, businesses must both remove plastic use from their operation and consider if there are similar products that are harmful to the environment within their operations.

In 2018 plastics captured the media attention, in 2019 customers will demand the eradication of plastic use.

Some major players in the hospitality industry have pledged their support to reduce plastics. For example, [IKEA agree to phase out single-use plastic products by 2020](#).

Increased customer and regulatory pressure ensures that plastic is a key topic for hospitality companies in 2019. Indeed, The **Pacific Asia Travel Association (PATA)** have identified plastic use as the biggest food trend for 2019.

*“More and more organisations - particularly dining establishments in the quick service sector - are vying for ways to reduce their waste to landfill. Whether it’s due to regulation, customer feedback, or on their own accord, restaurants are increasingly starting with the ever-visible plastic straws and moving to alternatives or requiring patrons to ask for one if needed.”*

Read more on the Winnow blog: [The plastics debate: How will it affect food waste in your kitchen?](#)



Photo credit: Toa Heftiba

# What trend do you see in the food industry in 2019?

We'd love to hear your thoughts.

Post your food trend for 2019 and tag Winnow with the hashtag #FoodTrend2019 to join the conversation.



[info@winnowsolutions.com](mailto:info@winnowsolutions.com)



INTERESTED IN LEARNING MORE ABOUT  
WINNOW TO LOWER COSTS IN YOUR  
KITCHEN IN 2019?

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**[Request Demo](#)**

# About Winnow

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We believe that chefs deserve the information in an easily accessible way to make their kitchens more productive, freeing up time to focus on being creative with food. Our pioneering smart meter helps chefs cut their food waste in half, dramatically improving their profitability.

We believe that what gets measured gets managed, and by using technology and information intelligently, kitchens can be made more efficient.

We believe that it is all of our responsibility to make the most from our food.

Our team at Winnow have worked with hundreds of kitchens – we have learned a lot on the journey so far. We understand that achieving and improving profitability in a professional kitchen can be a challenge.

We will work with you every step of the way.

## FIND OUT MORE

By telling us a bit about your business we can give you a detailed estimate of how much your operations could save using our Winnow System to cut food waste:

[Request Demo](#)



*"Food is too valuable to waste, and technology can help us change the way we make food"*

Marc Zornes  
Founder, Winnow

*We are proud of be part of  
[Friends of Champions 12.3](#)*



*We are proud to be part of the  
[Courtauld 2025 Commitment](#)*





[www.winnowsolutions.com](http://www.winnowsolutions.com)