

RESTAURANT

HOSPITALITY

IDEAS FOR FULL-SERVICE RESTAURANTS

Restaurant Trends that Matter

San Francisco-based hospitality and restaurant consultant **Andrew Freeman** offers these trends as among the hottest you'll encounter in 2007.

- 1. Green is the New Black.** Eco-consciousness heightens (organic/biodynamic)—and it's here to stay!
- 2. Menu choices.** Break the mold. Introduce new menu categories and creative ways for guests to share and get involved.
- 3. Meat Me For Dinner.** Burgers, steaks and chops from identified and branded sources are still really popular menu items.
- 4. Kitchen-inspired cocktails**—bar chefs (chefs as sommeliers)
- 5. Beers**—international and artisan—beer pairing dinner and beer tastings.
- 6. Premium and super-premium spirits** are on the rise—flavored spirits are waning.
- 7. Approachable food is in, comfort food is out.** Formal cuisine is losing popularity.
- 8. Rise and shine.** Breakfast is still popular. Give me some waffles, pancakes and French toast (but with a healthy spin).
- 9. High end takeout**—to go is not just for casual concepts anymore.
- 10. Desserts**—smaller tasting portions and unique seasonal flavors. Caramel is the new chocolate.