

ON TARGET: BATTER & BREADING

Bread Rises to the Top

Flavor & the Menu has called out the popularity of comfort breads for 2015— that in spite of gluten-free sentiments, people are still eating bread.

While battered and breaded products will always have a role in culinary traditions, healthier options are in demand.

Today's bakery industry is seeing the evolution of bread with benefits, salted bread, flavored breads and bread as the main course.

Instead of being a carrier, bread is now surrounding itself with a variety of proteins and flavors. Bread salad, breaded meatballs and meatloaf, bread pudding, muffin cups, flatbread pizzas, stuffing casseroles—are all making consumers rethink how bread impacts a meal.

"Food Channel Reveals 2014 Top 10 Food Trends." *Foodproductdesign.com*, December 2013.

"We're seeing more ethnic and bold-flavored profiles in coated products," says Jeff Anderson, corporate chef for Griffith Laboratories. Product launches have been focused primarily on Hot & Spicy flavors (e.g., "Buffalo-style"); sweet profiles (e.g., sweet BBQ chips, honey-fried wings); and Asian flavors (e.g., tempura). "There also is a growing regionalization of BBQ flavors in coated products," says Anderson. *Preparedfoods.com*.

A study finds consumers perceive harder or more rough-textured foods to have fewer calories.

According to a study led by Dipayan Biswas, a marketing professor at the University of South Florida, consumers perceive harder or more rough-textured foods to have fewer calories, thus eaters might be influenced to consume more of a food that feels harder or rougher.

Preparedfoods.com, June 19, 2014.



Flour options make a difference in modern coatings.

Resistant starch from corn can provide both health and texture improvements in such applications.

Also, native starches (non-modified) can have a positive impact on texture and flavor.

Newer processes in manufacturing native starches are allowing them to withstand the higher cooking temperatures typically employed in preparing coated foods.

The big trending change in healthier breading and batter is the incorporation of ingredients such as nuts, seeds and whole ancient grains. Almonds are a popular coating inclusion, as are pecans, hazelnuts and pistachios. *"Batter Up," Preparedfoods.com*, June 30, 2014.

“Toast” is one of the hot new tastes of 2015 – the flavor of roasted bread, dropping with belted butter and possibly with a light dusting of sugar and cinnamon. *Cnbc.com, January 2015.*

Gluten be Gone

The gluten-free push has moved beyond being a fad and is now mainstream reality.

Rice flour and cornmeal have featured heavily in most current formulations. However, watch for quinoa, pea or legume flour, as well as ground nuts and nut flours to continue to emerge as unique and flavorful alternative, gluten-free options. “Batter Up,” *Preparedfoods.com, June 30, 2014.*

Battered and breaded foods are here to stay

Consumers love this category, and since these same consumers express interest in more nutritious versions of these foods, manufacturers have ample opportunities to provide nutritionally improved, innovative offerings to all consumers.

According to a new Datassential Appetizers report, garlic bread tops the list of consumers "most loved appetizers."



Rounding out the list of top five "most loved" appetizers include: wings, French fries, shrimp cocktail, and fried cheese sticks. “Appetizers: What Restaurants Offer Versus What Consumers Want,” *Preparedfoods.com, May 12, 2015.*

APPETIZER TRENDS: Noteworthy Trending Ingredients & Terms (1-year menu growth)

STARCHES

whole grain	+59%	grits	+42%	brioche	+31%
naan	+57%	bao	+41%	mac & cheese	+27%
semolina	+51%	linguine	+34%	lavash	+27%

Menu Favorites (most popularly menued appetizers & flavors)

Varieties	Latin	Asian	Fried Veggies	Sauces/Flavors
Lettuce Wrap	Tostones	Bao	Fried Eggplant	Giardiniera
Ahi Tuna	Croqueta	Edamame	Fried Artichoke	Harissa
Hummus	Empanada	Lettuce Wraps	Sweet Potato Fries	Wine Reduction
Meatballs	Taco	Tempura	Fried Cauliflower	Cider
Flatbread	Queso	Sashimi	Fried Pickles	Lemon Oil

Rapid Trends (fastest growing appetizers & flavors)

Varieties	Latin	Asian	Fried Veggies	Sauces/Flavors
Wings	Nachos	Dumpling	Onion Rings	Bbq
French Fries	Quesadilla	Egg Roll	Popper	Buffalo
Poppers	Guacamole	Wonton	Breaded Mushrooms	Jalapeno
Calamari	Queso	Spring Roll	Zucchini Sticks	Sour Cream
Chicken Strips	Pico De Gallo	Ribs	Sweet Potato Fries	Ranch

Base: Over 1,000 consumers were asked of their thoughts on a wide range of appetizer options, flavors, trends, and ingredients, uncovering preferences and motivations with direct implications for both foodservice and retail segments. Source: *The Keynote Report of Appetizers, Datassential, March 2015.*