

SMOKED

TIDBITS ON THE POPULARITY OF SMOKED FOODS

Spring 2014



According to Technomic Inc.'s Market Intelligence Report: Barbecue, the flavors that resonate the most with consumers don't typically come from sauce. The two descriptors that appeal to them the most are "grilled" and "smoky," so chefs and operators at all segments are finding ways to bring more of those appealing flavors to their food.

Not having smokers in its restaurants isn't stopping Mission Viejo, Calif.-based Sizzler from getting in on the smoky barbecue trend. **The ribs and the pork will get their smoky flavor from a new rub of mesquite seasoning and smoked salt, and by being cooked low and slow over a pan of liquid smoke and water.**

"When you think of barbecue, you think of smoked meat," said Tamra Scroggins, Sizzler's director of food culture. "You can smell it outside the restaurant ... that **smoke smell really brings people in.**" *Nrn.com, May 7, 2014.*

"Growing in popularity are smoky, woody (hickory), sweet heat, tangy (Carolina) and alcohol-based flavors (bourbon, whiskey, etc.). In addition, regional American BBQ sauces are gaining traction." IRI data lists Hickory & Brown Sugar, Sweet & Spicy, Honey Chipotle and Sweet Brown Sugar as up-and-coming in sales growth. *Foodprocessing.com, October 24, 2013.*

"Smoking" ranked 3rd under The National Restaurant Association's Top Preparation Methods in the 2014 "What's Hot" Culinary Forecast.

(Based on nearly 1,300 professional chefs) *Restaurant.org.*

"I think the name "smokehouse" represents a very smart marketing move and strong competitive positioning," said Nancy Kruse, a Nation's Restaurant News contributor and founder of menu consultancy The Kruse Company. "It's evocative and suggests expertise. It's also perhaps a little more upmarket versus the more commonplace barbeque/BBQ/Bar-B-Q." *Nation's Restaurant News, February 24, 2014.*

According to Restaurants Canada's 2014 Chef Survey, "Food Smoking" ranked 1st in the Top 5 Preparation Methods and 6th in the Top 10 Hot Trends.

(Based on 400 professional chefs) *Crfa.com.*

YEARLY CHANGE (penetration)				
2009	2010	2011	2012	2013
1.8%	1.7%	2.1%	2.2%	2.2%
Change: 1-year: 0.0%		4-year: 22.2%		

 clatco CENTRAL MENUTRENDS

"Smoked Wood" has increased 22.2% on menus in the past 4 years.

Arby's calls Smokehouse Brisket most successful new product. The limited-time offer was hickory smoked for at least 13 hours, lifted year-over-year same-store sales more than 12% during the promotion.

"We initiated development by trying to understand the flavors and taste experiences that would resonate most with our guests. What we uncovered was that **delivering layers of smoky flavor was something that was very appealing to our guests,**" said Len Van Popering, Arby's senior VP of product development and innovation. *Nrn.com, January 22, 2014.*

You can get honey, hot sauce and chocolate that's been smoked... smoked baguette spread with smoked butter, dipped into smoked olive oil or sprinkled with smoked salt...smoked vinaigrette, grilled meat with smoked prunes, dessert - smoked ice cream. **Smoking is no longer just a cooking method - it's a flavor.** *Npr.org, April 20, 2014.*