

Contemporary Culinary Trends:

Where Do Pecans Fit In?

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I LOVE PECANS!

Pecan Classics

Pecan Pie

Turtles

Pralines

Candied Pecans

Butter Pecan

Pecan Rolls



What's Next?

Where are Pecans?

“isms”

Some relevant trends: Foodism



For the first time since the advent of the TV dinner, consumers everywhere are discovering the joys of real food, and this is seeing an impact even in the area of personal care.

“isms”



Definition:

The 'new' has never been hotter, as the **entire world, from emerging to mature economies, is now creating new products, services and experiences on a daily, if not hourly basis, in every B2C industry.** Which moves 'new' from being a tired marketing ploy by 'old' brands ('new and improved!'), to a genuine, exciting proposition for consumers.

“Newisms”

1. CREATIVE > DESTRUCTION - 2 million patents were applied for in 2010, up from 1.4 million in 2000
1. FSTR - “Excitement and attention are being amplified and accelerated.”
1. EXPERIENCE CRAMMING - “Consumers want to collect and mix-and-match as many new and varied experiences as possible.”
1. STATUS STREAM - “Social status will come from being in-the-know, and from being part of the 'new'.”
1. TRYSUMERS - “The risk of trying out something new is approaching zilch.”
1. TO HAVE IS TO (H)OLD - “Possessions don't (need to) get old anymore.”

“Newisms”

NEWISM is creative destruction, hyper-competition, globalism, consumerism on steroids and a celebration of innovation, all in one. For brands, new and established, it boils down to capturing and holding consumers' **attention**. While consumers' attention spans might be shorter and shorter, the rewards can be instant and massive.

And it's not like you have any choice anyway ;-)

Creative Thinking: Oh, the Possibilities



Innovation

Familiar brands with new looks (Promises)



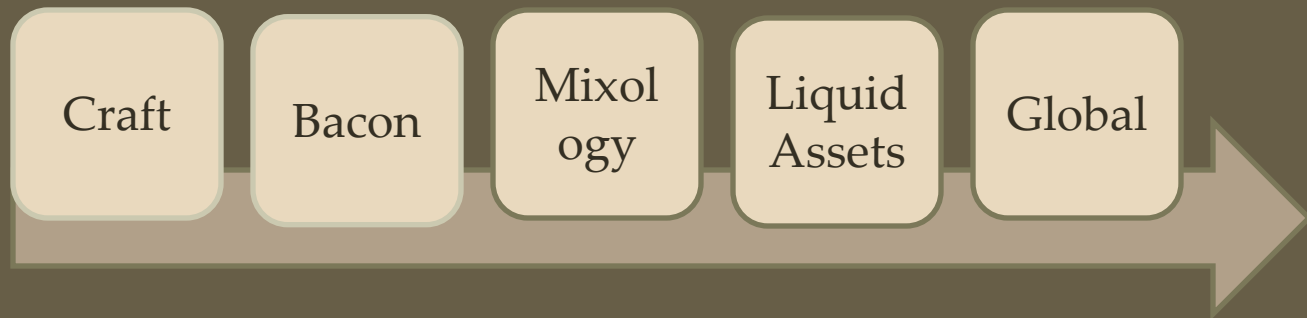
Innovation



?

Now, what's moving the culinary scene that will influence manufacturers?

The Big Trends



Important, but beyond these lie many large niche opportunities

Decadent & Bold



Texture

- A driver in the success of Greek Yogurt
- A great way to deliver innovation
- A very influential component of the eating experience



Nuts Deliver Texture!



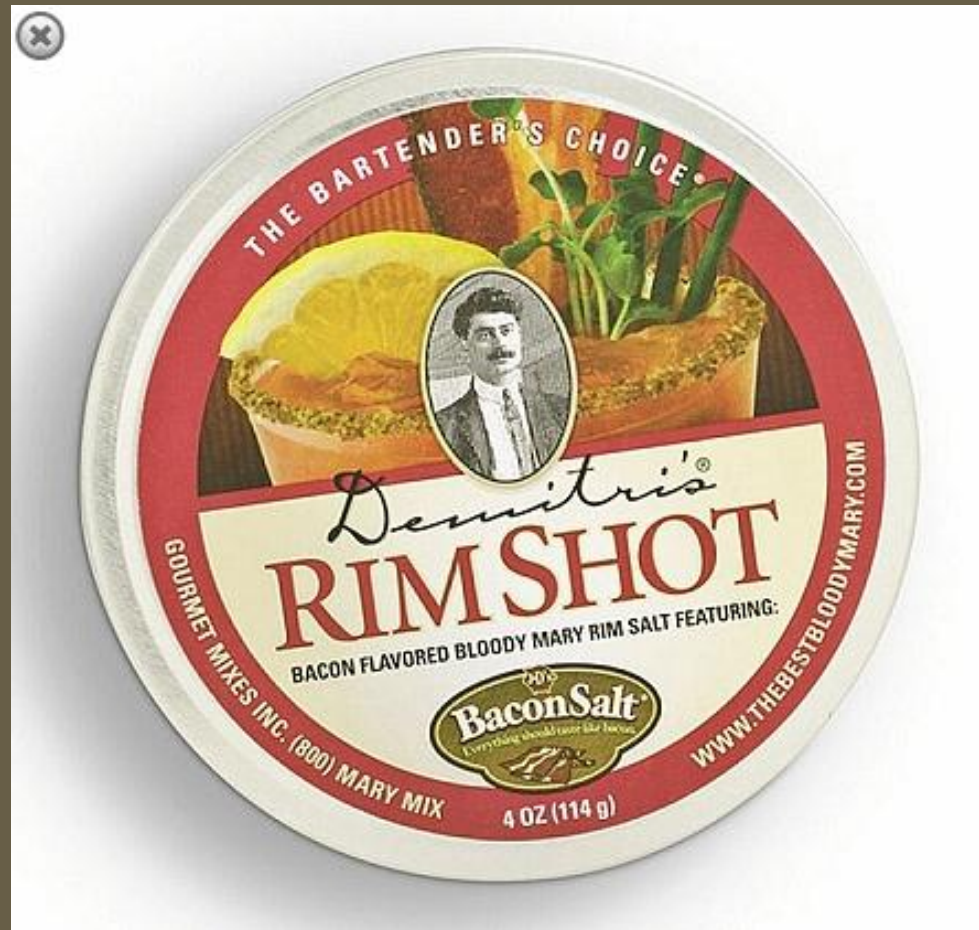


Bacon Madness

Rouge in Portland, OR features Dead Guy Ale (Maple-Bacon) or a Bacon Mary: Bacon Infused Vodka, House Bloody Mary Mix, rimmed with Bacon Salt, Garnished with Thick Cut Bacon. The Fries come with Bacon Infused Ketchup!



Bacon Madness





Dram and Mount Tam: St. George Terroir Gin, Konbu-infused
Vermouth, Kale Cordial, Celery Bitters with a Pecan Bacon
Rim

Praline Bacon at Monarch



Street Food



Rickshaw – NYC
Chocolate Soup
Warm Shanghai Dumpling
Peking Duck Dumpling
Edamame Dumpling

Street Food



Skillet – Seattle, WA

Maple-braised pork belly with
cornmeal waffles

Poutine – French Fries w. gravy and
cheese curds

Street Food



Lardon, a bacon food truck in Los Angeles

- Brioche French toast sandwich filled with crumbled bacon and bacon bourbon maple syrup
- Bacon pancakes served with bacon-infused bourbon maple syrup
- The Boca, potatoes and cheddar in a bacon shell served with horseradish bacon sour cream
- Chicken wings covered in bacon hot sauce, topped with hot sauce-covered bacon and served with bacon blue cheese dipping sauce.

Is Black the New Black?



Black-colored foods are a signal of health in some parts of the world, and it may be the next big nutrition trend in this country. The black food craze is red-hot in Asia, particularly Japan

Black garlic, black beans, black carrots, black raspberries, black soybeans, black vinegar, black mushrooms, black sesame seeds and black rice

Black Pecans?

Designer Donuts? Why Cheap Treats Are Going Upscale

At one Brooklyn eatery, the \$11 foie gras donuts sell out every night.

Doughnut Plant, a tiny Lower East Side shop. A friend back home in Tuscaloosa, Ala., had recommended the place, she explained. After taking photos of the fry cakes offered like jewels in the display case and ordering for the whole gang, she took a bite of her modestly portioned tres leches donut. "Awesome!" she exclaimed. It better have been. The tab for four donuts: \$12.50.

DOUGHNUT
VAULT

BUTTERMILK
OLD FASHIONED 200

GINGERBREAD
STACK 300

GLAZED (Chestnut,
Vanilla, Chocolate) 300

Dollar Coffee
FRANCOIS BRASSERIE

Enter

Donuts Are the New Cupcakes



The Donut Plant NYC



Where
Are
Pecans?









Tue Wed Thu Fri Sat

Pumpkin, Original Chocolate Glazed,
Powdered Sugar Stack, Mocha Glazed,
Birthday Cake

Trendy Bar Snacks

Truffled popcorn @ [Desnuda](#) (East Village) - The tiny ceviche bar has no kitchen, so the chef prepares seafood dishes right behind the bar. The view would be positively torturous without the bottomless paper cone of popcorn to nosh from, seasoned with just enough truffle salt. Curried popcorn @ [Tailor](#) (Soho): Serious drinkers swear by Tailor's curry-dusted popcorn, which holds its own next to the mixologist-approved cocktail menu.

Trendy Bar Snacks

Ernesto's Wine Bar

Nothing says bar snack better than nuts, and once you've had the spiced mixes at Ernesto's, it will be hard to go back to plain old honey roasted. Pick one of the three varieties for the wine bar's snack plate – or, if you're feeling really nutty, go for all three – and enjoy the simple, subtle flavors of this kicked-up snack.

From the slightly **spicy curried cashews** to the earthy sweetness of the **rosemary walnuts** to the lightly floral **lavender Marcona almonds**, these are a surprising – and welcome – way to enjoy an old favorite

Roasted Rosemary Walnuts



Tangy Ranch Cashews



Creole Shrimp Pecans



Salsa Verde Deviled Eggs

Don't let the paprika fool you: These are not your grandma's deviled eggs. The creative gang over at Taste has made a classic hors d'oeuvre into a scrumptious bar-time snack, infusing the essence of a traditional green sauce into a nibble worthy of the über-creative cocktails it accompanies. White anchovies deliver big, bright flavors – plenty salty and slightly tangy – while garlic, shallots, parsley and tarragon round it all out, making a dish that's bold, balanced and perfect for snacking.

Appetizer Ideas

Grilled Pork Belly Taco, candied pecans, house made tortilla, charred tomatillo salsa 6.50

Salumi Board, finocchiono, wild boar sopreseta, whipped house cured lardo, pecan mortadella, house made duck pastrami 12.75

Grilled Red Wine pecan pork sausage, asparagus, mushrooms, fried egg, truffle jus 8.50

Roasted Rosemary Pecans 4.75

Bacon Wrapped Apricots, tequila soaked apricots, praline bacon, jalapeño kumquat honey glaze 6.75/6 pieces

Appetizer Ideas

Deviled Eggs wild ramp kim chee, applewood smoked pecans, house-made copa, smoked paprika 5.00 /3 pieces

Pecan Crusted **Oyster Sliders** spicy cajun aioli, fugi apples, picked red onions 3.75/each

Red Pepper Hummus crab truffles, artichoke spinach parfait, pecan dust, toasted pita bread 10.75

Fall "Pizza" roasted pumpkin, sweet-hot pecans, caramelized shallots, brussel sprouts, sage fennel pesto, house made ricotta 11.75

Suckling Pig apple sauce, bacon-pecan "granola", mango gelée, buttered spinach, arugula salad 12.75

Salad of Arugula,
Pecans, Peaches
and White Cheddar





Salted Cameral Semifreddo, Pecan Shortbread,
Roasted Anjou Pears and Maldon Sea Salt



Gingerbread, Hibiscus, Pears, Yogurt and Smoked Pecans



The 3rd Annual StarChefs.com International Pastry Competition



Pastry Competitor Matthew Peterson
prepping for Day 1 of the Pastry
Competition



Fig Sidecar: Sheep's Yogurt Sorbet, Fig Tuile, Fiadone, and Cognac Fig Sauce from Pastry Chef Arnaud Chavigny of Café Boulud – Palm Beach, FL

Grape Composition: Verjus Sorbet, Goat Cheese Bavarois, Rosemary-Walnut Streusel, and Grape Ravioli from Chef Ashley Brauze of DB Bistro Moderne – New York, NY





Sweet Pea Sorbet, Mint Sponge Cake,
Crème Fraîche Parfait, and Raspberry
Purée from Chef Michal Shelkowitz of
Dovetail – New York, NY



Crème Fraîche Panna Cotta, Concord Grape Soup, Verjus Foam, Rosemary Caviar, Prosecco Sorbet, and Pine Nut Lace Cookies from Pastry Chef Stephen Collucci of Colicchio & Sons – New York, NY



Cheery Rum Raisin Ice Cream, Warm Sticky Toffee Pudding Cake, Hot Caramel Sauce and Crunchy English Walnuts

Where are Pecans?

Opportunities

- **Raise Awareness** – Get to the Writers - Make Pecans top of Mind – R&D Chefs and Developer Driven
 - Create Premium Value Add Pecan Products
 - Sponsor World Pastry Chef Competition
 - Influence Food Truck Menus
 - Influence Trade Content that Specifically Targets Developers
- Influence Manufacturers to Use More Pecans...in Creative Ways