

Consumer Food Trends: Tracking, Analysis, Insights

food  watch

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newsletter

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Caramelize!

When someone says caramelized, you probably think either onions or apples. Well, surprise, surprise. That's just the beginning. Look at all the foods that are getting caramelized. Caramelizing is a technique whose resulting flavor transcends both sweet and savory.

Onion, Garlic

Caramelized **Onion** Frittata – *Cooking Light*, 7/06

Shrimp Florentine with **Caramelized Garlic** – *Cooking Light* 3/06

Caramelized-Onion Pizza with Mushrooms – *Gourmet* 3/06

Goat Cheese, Tomato, and Caramelized **Onion** Tart – *Martha Stewart Living* 3/06

Shrimp Florentine w/ Caramelized **Garlic**- *Cooking Light* 3/06

PULLED PORK PANINI WITH **CARMELIZED ONION** – Chadwick, Beverley Hills, CA

CARMELIZED ONION SOUP, WITH COMPOTE CHEESE AND CROUTONS –

Georges at the Cove, La Jolla, CA

Leeks, Endive, Radicchio, Shallots, Fennel, Brussels Sprouts

Mashed Potatoes w/ Garlic, Mascarpone and **Caramelized Leeks** – *Bon Appetit* 11/05

Arugula Salad with **Caramelized Endive** and Fennel – *Martha Stewart Living* 10/05

Risotto with Amarone and **Caramelized Radicchio** – *Bon Appetit* 5/05

Honey-Spiced Roasted Chicken, Crunchy Basmati Rice, & **Caramelized**

Brussels Sprouts – *Redbook* 2/05

WOOD GRILLED ORGANIC PORK LOIN CHOP WITH PARSNIPS, **CARMELIZED BRUSSELS SPROUTS**, GUANCIALE VINAIGRETTE, AND SUN DRIED CHEERY GASTRIQUE – Blackbird, Chicago

TWELVE LAYER POTATO WITH **CARMELIZED SHALLOTS** – Bolo, New York
SAUTEED MAINE CRAB CAKES WITH **CARMELIZED ENDIVE**, CIPOLLINI ONION, KUMQUAT CHUTNEY AND FRISELES; SPICY REMOULADE – Sel de la Terra, Boston, MA

GRILLED LOIN OF STRAUSS VEAL WITH **CARMELIZED ENDIVE** AND BEET FLAN, CANDIED LEMON PEEL SAUCE – Sanford, Milwaukee

ALASKAN LING COD, BRAISED LENTILS, SPANISH CHORIZO, **CARMELIZED**

FENNEL, SAFFRON AIOLI – Etta's Seafood, Seattle

Apples, Peaches, Pears, Bananas

Spiced Waffles w/ **Caramelized Apples** – *Bon Appetit* 3/06

TARTE TATIN. **CARMELIZED APPLE** TART WITH CRÈME FRAICHE – Bistro Jeanty, Yountville, CA

BELGIAN WAFFLE WITH **CARMELIZED APPLES** & WALNUTS – Grend Lux Café, Chicago

Brown-Sugar spice Cake with Cream and **Caramelized Apples** – *Gourmet* 3/06

Caramelized Apples with Dried Cherries Over Ice Cream – *Gourmet* 10/05

Caramelized-Banana Tartlets w/ Bittersweet Chocolate-Port Sauce – *Bon Appetit* 2/06

Caramelized Banana Tartes Tatin – *Food & Wine* 12/05

Caramelized Peach Tatin – *Food & Wine* 8/05

Honey-Thyme Ice Cream w/ **Caramelized Pears** and Caramel Syrup – *Bon Appetit* 1/05

ROASTED PEANUT BUTTER MOUSSE. GRAHAM CRACKER CRISP; **CARMELIZED BANANA**, WARM FUDGE SAUCE – The Signature Room at the 95th, Chicago

CARMELIZED PEAR SALAD WITH ORGANIC BABY GREENS, ROQUEFORT, SPICED GEORGIA PECANS & PEAR VINAIGRETTE – Johnny's Bistro, Cleveland

Pineapple, Orange, Lemon, Mango, Guava, Quince

Guava-Stuffed Chicken w/ **Caramelized Mango** – *Bon Appetit* 5/06

Jerk Pork Loin w/ **Caramelized Pineapple** and Star Fruit Relish – *Bon Appetit* 5/06

Carrot Cake with Cream Cheese Mousse and **Caramelized Pineapple** – *Redbook* 1/06

Coconut-Tapioca Pudding w/ **Caramelized Pineapple** – *Milwaukee Journal* 7/05

Roast Pork Loin w/ Pickled **Caramelized Guavas** – *Bon Appetit* 5/06
Caramelized Lemon Tart – *Martha Stewart Living* 2/06
Five-Spice Duck Breasts w/ **Caramelized Quince** – *Cooking Light* 10/05
Genoise with Coconut Cream and **Caramelized Pineapple and Mango** – *Martha Stewart Living* 10/05
Italian **Caramelized Oranges** – *Southern Living* 4/05
CHOCOLATE MOUSSE WITH **CAMELIZED MANGO** AND COCONUT COOKIES –
Campagne, Seattle
CUBAN POUNDCAKE - **CAMELIZED PINEAPPLES AND MANGOES** ATOP A
VANILLA POUNDCAKE, PINEAPPLE LEMONGRASS ICE CREAM AND A LATIN SPICE
SYRUP – Alma de Cuba, Philadelphia

Almond, Pistachio, Pine nuts, Walnuts, Pecans
Sangria-Soaked Figs with Orange Whipped Cream and **Caramelized Almonds** -
Metropolitan Home 7/06
Poached Pear Tart with **Caramelized Pistachios** – *Bon Appetit* 12/05

Wonderful Butter

Thanks in part to all the well-deserved bad press about trans fats, butter, at long last, is once again politically correct. Of course butter never really disappeared completely from the culinary landscape. And dispensation was always allowed for Christmas cookies and holiday baking. But, happily, food writers and restaurateurs are not only using butter but are boasting about it in recipe names and menu item descriptions.

Both recipes and menu items are once again emphasizing “butter” as a descriptor

Mashed Potatoes w/ Cumin-Lime **Butter** – *Cooking Light* 8/06
Chive **Butter**, Bread Sticks, and Radishes – *BH&G* 6/06
Grilled Indian-Spiced **Butter** Chicken – *Gourmet* 5/06
Broiled **Buttery** Shrimp – *Taste of Home* 4/06
Butter Crust Sandwich Bread – *Cooking Light* 2/06
BUTTER BAKED CHICKEN – Cracker Barrel
HOMESTYLE MASHED POTATOES - RUSSETT BURBANK POTATOES WITH SPECIAL SEASONINGS, REAL MILK AND **BUTTER** – Boston Market

Seasoned and Steak Butters and Butter Sauces dress up simple cuts of meat and fish.

Grilled Steak and Onion w/ **Rosemary-Balsamic Butter Sauce** - *Bon Appetit* 8/06
Grilled Rib-Eye Steaks with **Parsley-Garlic Butter** – *Bon Appetit* 6/06
Porterhouse with **Jalapeno Butter** – *Martha Stewart Living* 6/06
Grilled Swordfish Steaks with **Basil-Caper Butter** – *Food & Wine* 6/06
Cubed Steaks with **Herb Butter** – *Woman's Day* 5/9/06
Tenderloin w/ **Sake-Mirin Butter** – *Food & Wine* 4/06

Chicken-Waldorf Salad w/ Dates and **Caramelized Pine Nuts** – *Milwaukee Journal* 3/05
ENDIVE WITH BLEU CHEESE AND **CAMELIZED WALNUTS** – Chadwick, Beverley Hills, CA
SPINACH SALAD WITH PERSIMMONS AND **CAMELIZED PECANS** – Campton Place, San Francisco

And.....

Caramelized Sweet Potato Focaccia – *Martha Stewart Living* 10/05
Caramelized Black Bean "Butter" – *Cooking Light* 6/05
Vietnamese **Caramelized Grilled Pork** – *Gourmet* 6/05
PORK TENDERLOIN FILLED WITH WALNUT ROMESCO, **CAMELIZED DATE SAUCE** & ROASTED GARLIC POTATO GRATIN – Bolo, New York
VEAL CHOP. KUMQUAT-PINEAPPLE CHUTNEY WITH **CAMELIZED CAULIFLOWER** – Prime Steakhouse, Las Vegas
BRAISED VEAL OSSO BUCCO WITH **CAMELIZED PARSNIPS** – Fringale, San Francisco

Skillet Fillets w/ **Cilantro Butter** *Cooking Light* 1/06
SIGNATURE VEAL CHOP WITH **ROQUEFORT BUTTER SAUCE** – The Capital Grille
NEW YORK STRIP, HAND-CUT USDA CHOICE AGED BEEF, CHARGRILLED AND TOPPED W/ **MAISON BUTTER** – TGIFriday's
PRIME TOP SIRLOIN, WE GRILL IT, BASTE IT WITH **RED WINE BUTTER** – Houlihan's
TUSCAN RIBEYE STEAK - BRUSHED WITH A LUSCIOUS **BUTTER MADE WITH ROASTED GARLIC CLOVES** – Coco's

Butter on Burgers: Though the Culver's restaurant chain has been serving ButterBurgers for a couple decades, the idea is catching on
Herb Butter Burgers – *Sunset* 7/06
BRAUNY LAD - 1/4 POUND OF TENDER GROUND BEEF TOPPED WITH BUTTER – Big Boy

Brown butter is featured as a classic butter variation.
Beef Tenderloin Bruschetta with **Brown Butter** – *Cooking Light* 2/06
Asparagus w/ Soft-Cooked Eggs and **Brown-Butter Hollandaise** – *Food & Wine* 5/06

Browned Butter-Pecan Shortbread and **Browned Butter Frosting** – *Southern Living* 4/06
Brown Butter Soda Bread – *Bon Appetit* 2/06
Hazelnut-Brown Butter Trout – *BH&G* 9/06

PROSCIUTTO BRUSCHETTA-TOASTED BREAD TOPPED WITH MOZZARELLA AND CHEESE, PROSCIUTTO AND OUR **BROWN BUTTER** AND SAGE – Romano’s Macaroni Grill

Appetizers Now, and Then, and Now again.

I recently had the opportunity to attend a spectacular wedding at The Standard Club in Chicago. Trust me when I say this place is top notch. Very Private. Very Sedate. Very Exclusive Membership. The setting was blissful, all aglow with candle light and delicate almost-autumn hues. The guests were marvelous in tuxedos and close to couture.

The food was beyond chic. The seafood entrée choice was Baramundi, for heaven’s sake! But what tickled me most was the cocktail buffet selection. Yes, to one side was a lovely Asian array: dim sum, edamame, sushi, sushi and more sushi. But, on the other side, ON THE OTHER SIDE! Tiny hamburgers! Miniature hot dogs in buns (with all the trimmings)! Freshly made French fries in little paper bags! Made-on-site Grilled cheese Sandwiches, cut in quarters! Bite-size Reubens! And, AND Macaroni and Cheese served in martini glasses with a homemade potato crisp garni! I was reminded that the classics are always in style.

The Trend Curve in this issue (p. 6) illustrates the progression of a wide variety of appetizers. What can’t be emphasized on the curve is the importance of reinvention and modernization of so many “old stand-bys.” The chart below provides contemporary examples of of many appetizer traditions.

Appetizer Classic	Appetizer Modernized
Bruschetta	<ul style="list-style-type: none"> • Avocado and Salmon Bruschetta – <i>Sunset</i> 2/06 • Tomato and Bean Bruschetta - <i>Cooking Light</i> 1/06 • White Bean Bruschetta with Arugula and Red Onions - <i>Bon Appetit</i> 12/05
Cocktail Meatballs	<ul style="list-style-type: none"> • Enchilada Meatballs - <i>Taste of Home</i> 12/05 • Cranberry Meatballs - <i>Southern Living</i> 12/05 • Mini Meatballs with Creamy Dill Dip - <i>Cooking Light</i> 3/05 • Lamb Meatballs with Mint - <i>Food & Wine</i> 2/05
Cocktail franks	<ul style="list-style-type: none"> • Cocktail Franks in a Baguette with Onion-Tomato Relish – <i>Martha Stewart Living</i> 7/06
Shrimp cocktail	<ul style="list-style-type: none"> • Seared Shrimp Cocktail with Tropical Chipotle-Avocado Salsa - <i>Cooking Light</i> 5/06 • Greek Shrimp Cocktail with Lemon-Yogurt Cream - <i>Cooking Light</i> 5/06 • Shrimp Cocktail with Tropical Fruit Salsa - <i>Cooking Light</i> 7/05 • Cinco de Mayo Shrimp Cocktail - <i>Southern Living</i> 5/05
	<ul style="list-style-type: none"> • Peach-Bourbon Wings - <i>Family Circle</i> 9/05

Chicken Wings	<ul style="list-style-type: none"> • Grilled Gingered Chicken Wings – <i>Ebony</i> 7/05 • Chicken Wings Provencale - <i>San Francisco Chronicle</i> 2/06 • Sweet & Spicy Orange-Soy Chicken Wings - <i>Woman's Day</i> 1/06 • Almond-Crusted Chicken Wings - <i>Food & Wine</i> 12/05
Salsa	<ul style="list-style-type: none"> • Pomegranate-Avocado Salsa w/ Spiced Chips - <i>Cooking Light</i> 12/05 • Fresh Peach Mango Salsa - <i>Taste of Home</i> 6/06 • Zucchini-Carrot Salsa - <i>Southern Living</i> 12/05 • Black Bean-and-Mango Salsa - <i>Southern Living</i> 12/05 • Roasted Tomatillo-Mango Salsa with Spiced Tortilla Chips - <i>Cooking Light</i> 3/06 • Avocado-Feta Salsa - <i>Southern Living</i> 12/05
Guacamole	<ul style="list-style-type: none"> • Tomatillo-Poblano Guacamole - <i>Food & Wine</i> 8/06 • Guacamole with Fresh Corn and Chipotle - <i>Bon Appetit</i> 7/06 • Mango-Jicama Guacamole – <i>New York Times</i> 2/05
Hummus	<ul style="list-style-type: none"> • Apple-Spice Hummus Dip - <i>BH&G</i> 9/06 • Soybean Hummus - <i>Cooking Light</i> 7/06 • Hazelnut Hummus – <i>Sunset</i> 3/06 • Ginger-Garlic Hummus - <i>Bon Appetit</i> 1/06 • Edamame Hummus – <i>Redbook</i> 8/05 • Red Pepper Hummus - <i>Southern Living</i> 4/05 • Black-Eyed Pea Hummus - <i>Milwaukee Journal</i> 3/05
Party Mix/Snack Mix	<ul style="list-style-type: none"> • Asian Snack Mix - <i>Southern Living</i> 12/05 • Apple Spice-Raisin Snack Mix - <i>Southern Living</i> 9/05 • Nacho Snack Mix - <i>Taste of Home</i> 8/05 • White Chocolate Party Mix - <i>Taste of Home</i> 4/05
Mini Quiches	<ul style="list-style-type: none"> • Corn Bread Tartlets and Ricotta and Green Zebra Tomatoes - <i>Food & Wine</i> 8/06 • Little Mushroom Tarts – <i>Sunset</i> 10/05
Stuffed Mushrooms	<ul style="list-style-type: none"> • Creamy Corn and Chorizo-Stuffed Mushrooms - <i>Cooking Light</i> 12/05 • Clam-Stuffed Mushrooms - <i>Taste of Home</i> 10/05 • Oregano Pesto Stuffed Mushrooms - <i>Milwaukee Journal</i> 7/05 • Stuffed Portobello Mushrooms - <i>Cooking Light</i> 3/05

Time to Brine?

Brining has been used as a food preparation method for hundreds, if not thousands, of years. But, in recent years it has become the chic way to prepare your Thanksgiving turkey. In fact, mostly likely thanks to the turkey, brining is beginning to be featured with other meats.

The Turkey:

Deep-Fried Turkey Brined in Cayenne and Brown Sugar - *Food & Wine* 11/05
Cider-Brined-and-Glazed Turkey – *Bon Appetit* 11/05
Brined Barbecue Turkey Breast – *Woman's Day* 7/05

And More.....

Ale-Brined Frankfurters- Chicago Style - *Country Living* 6/05
Beer-Brined Pork Chops with Onion Marmalade – *Sunset* 4/05
Herb-Brined Pork Prime Rib Roast - *Bon Appetit* 2/05

Brined Roasting Chicken - *Taste of Home* 2/05

HONEY BRINED ORGANIC CHICKEN, ROASTED HALF CHICKEN – Sequoia, New York

BRINE-CURED GRILLED PORK CHOP – Tizi Melloul, Chicago

SAGE-BRINED VEAL CHOP – The Lark, West Bloomfield, MI

10 OUNCE WOOD GRILLED CHICKEN - BRINED BONELESS AND SKINLESS DOUBLE BREAST OF CHICKEN – Manchester, NH

GRILLED CIDER BRINED PORK TENDERLOIN – John Ash & Co, Santa Rosa, CA

The following publications are in the FoodWatch Media Database:

Magazines:

Better Homes & Gardens; Bon Appetit; Cooking Light; Country Living; Ebony; Essence; Family Circle; Food & Wine; Good Housekeeping; Gourmet; Ladies' Home Journal; Metropolitan Home; Midwest Living; Martha Stewart Living; Parents; Redbook; Southern Living; Sunset; Taste of Home; Woman's Day; Working Mother.

Newspapers:

Atlanta Journal; Boston Globe; Chicago Tribune; Dallas Morning News; Kansas City Star; Los Angeles Times; Los Angeles Times Sunday Magazine; Milwaukee Journal; Orlando Sentinel; New York Times; New York Times Sunday Magazine; San Francisco Chronicle; Seattle Times; Washington Post.

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Trend Curve: Appetizers

This curve is a visual representation of the level of acceptance for a variety of appetizers.

- Mezze
- Gyoza
- Pakora (Indian fritter)
- Pissaladiere
- Samosas
- Arancine (fried rice balls)
- Tostones
- Shrimp shooters

- Tapas
- Porstickers/Dim sum
- Fritters/beignet
- Skewers/kabobs/satay
- Ceviche
- Spiced nuts
- Cheese pastry sticks/cheese wafers
- Fried Ravioli
- Stuffed dates
- Crabcakes
- Proscuitto-wrapped melon

- Bruschetta
- Sampler platters
- Crostini
- Dips/Spreads
 - salsa
 - guacamole
 - hummus
 - artichoke/spinach
 - bean dip
- Chicken Wings
- Nachos
- Egg rolls/spring rolls
- Sushi
- Party Mix/ Snack mix
- Mini quiches
- Stuffed mushrooms
- Cocktail meatballs
- Cocktail franks
- Shrimp cocktail

Reinvention:

- Deviled eggs
- Mini hamburgers
- Franks in blankets

Emerging Stage #1

Becoming Popular Stage #2

Mainstream Stage #3