

FRIDAYS AT FOUR
Volume One Issue Four

News out of the Global Food Marketplace held in Paris, France in October...

There were 5,240 exhibitors.

There was a trends and innovations area.

Here are the emerging trends as reported by Specialty Food Magazine:

Health: Tomorrows consumption will be linked more with the search for ingredients for ingredients that are simple in promise, obvious in usage, traceable in production and, more often than not, delicious.

On the Move: Modern life is based on movement. Food that helps strengthen the body and spirit and allows one to flow through life easily and powerfully is in demand.

Go Bananas: Consumers demand pure tastes to experience unrefined ingredients. Surprising textures and shapes; an atmosphere of faraway lands; whole foods, promises of vitality, elixirs of long life and principles of precaution.

Catering and Food Service: Speed and ease of preparation, food safety, health, education and quality-to-price ratio—all affecting habits at home as well as within foodservice.

America and the Retro Movement

Wine and spirits experts are reporting a move to such vintage cocktails as the Sidecar, Lemon Drop, Margarita, Monkey Gland and Mojito. According to a new survey the most popular drinks ordered are the Cosmopolitan or Mojito. Today people are looking for that extra something to give the cocktail more dimension and pizzazz.

A New Fast Casual Segment

A Boulder Colorado based cereal concept, Cereality plans to open ten locations,. Cereality gives customers a choice of 30 brands of cold cereal and 36 different toppings, served with regular, flavored or soymilk.

All in One Security Camera

A new Start up VistaScape is replacing the old black and white screens with color PCs that afford watchdogs a comprehensive 3-D view, from birdseye to ground. The program sets up such things as digital borders and information from other sensors (infrared, RFID), supplying details that humans can't otherwise see.

New Term for the Week

RSS Aggregators... firms that scoop up news headlines for easy reading.

Our read of the week is a book Never Eat Alone. The book is a good one for how to make your business network really work.

Our next Friday at Four will come to you direct from the Houston Livestock Show in Houston, Texas.

GF Strategies....Food Service Planning and Consulting for Increasing your Revenues at Your Venue