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EPISODE #7 – 2021 FOOD TRENDS TO WATCH

Mike Kostyo

Food Trendologist & Senior Managing Editor
Datassential

Mike Kostyo, Food Trendologist and Senior Managing Editor at Datassential, an industry leading market research and trends company, reveals the top food trends to watch from their *FoodBytes: 2021 Annual Food Trends Forecast* report. With all of us locked down and exhausted in our Covid kitchens, these flavor combos, ingredients, and cuisines from trends like Modern

Comfort Food to Health and Immunity Boosters offer windows of inspiration, creative hope and ideas for exploring and building you own life menu. Stay sane and safe! 😊 Nickie

Hot on the list are:

- *Flavors, Dishes and Ingredients to Know*: Global flavors to try
- *The Future Chef*: Tapping into your inner chef
- *Modern Comfort*: Beyond mac-n-cheese
- *American Regional Cuisines*: Fusing the familiar and cuisines to know
- *Global Health & Immunity Boosters*: Ingredients to discover

ABOUT MIKE KOSTYO: At Datassential, Kostyo oversees the company's seven trend spotting magazines, custom client publications, and leads trend immersion tours and ideation sessions across the country. He was a recurring guest on Fusion TV's "The AV Club Show"; has been featured on WGN Radio, CBS Radio, and Gimlet Media's "Why We Eat What We Eat" podcast; is regularly featured in newspapers and magazines; speaks at numerous conferences across the country annually; and he was a judge on Food Network's "Eating America." He has a master's in gastronomy from Boston University, plus certificates in culinary arts, baking arts, wine, and artisanal cheese production. In his spare time, he teaches cooking classes and co-founded a monthly food swap in Chicago.

Get the report here: [FoodBytes: 2021 Annual Food Trends Forecast](#)

Discover more: <https://datassential.com/>


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- **What is a Food Trendologist?** [00:04:12]
“...it's my job to stay on top of the early-stage trends. So, anything far out there, five, seven, ten years in the future...two, it's my job to translate those trends for our clients... not just ...seeing something growing or...seeing consumers really showing an interest in something, but what do you actually do with it?”
- Gastronomy vs. Culinary [00:08:06.36]
- Mike discusses his background and steps that led to being a Food Trendologist [00:06:10.03]
- **On how the *FoodBytes: 2021 Annual Food Trends Forecast* is compiled** [00:11:12 - 00:12:30]
 - Menu intelligence
 -  **Haiku** is Datassential's artificial intelligence platform that has dialed in its intelligence with over 10 million menu items. *Haiku* predicts trends with 97% directional accuracy – that means it's insanely accurate.
- **Lifespan of a trend.** [00:14:03 - 00:16:00]
 - **The Menu Adoption Cycle – Inception, Adoption, Proliferation, Ubiquity**
- On what influencers impact food trends and the power of social media. [00:16:15 - 00:17:47]
- On how the food publishing industry has changed. [00:19:33.58]
- **TRENDS DISCUSSED:**
 - ***Modern Comfort: Beyond mac-n-cheese***
 - Ramen [00:29:31]
 - Pho [00:31:10]
 - Pozole [00:32:03]
 - Avocado toast [00:30:00]
 - Birthday cake flavor [00:33:11]
 - ***American Regional Cuisines: Fusing the familiar and cuisines to know***
 - Gullah Geechee Cuisine [00:37:05]
 - Appalachian Cuisine [00:38:58]
 - Cal-Mex Cuisine [00:41:28]
 - ***Global Health & Immunity Boosters: Ingredients to discover*** [00:43:49]
 - Citrus, superfoods, functional foods, acai berries, quinoa
 - ***Flavors, Dishes and Ingredients to Know: Global Flavors to Try***
 - Fermented honey [00:49:39]
 - Sudachi citrus [00:51:22]
 - Honeysuckle [00:52:19]
 - ***The Future Chef: Tapping into your inner chef*** [00:23:21]
- *Safe experimentation, template cooking* and how to experiment with trends on a budget [00:56:19.53]

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CLOSING QUESTIONS. . .

What Mike is drinking. [00:59:37]

- **Mulled wine simple syrup Negroni:** *"...the one area that I've tried to up my game on the most while I've been at home...is learning how to craft better cocktails and use, you know, more interesting ingredients in cocktails...my favorite thing right now is making mulled wine, simple syrup... so I made a mulled wine, simple syrup, Negroni."*

What is making Mike happy in the culinary trend world. [1:01:44]

- **Support for local restaurants and community unity during Covid:** *"...the nicest thing that came out of a lot of the research that we did in the past year was how much the food industry means to people out there... the number one factor for a lot of people was that they couldn't wait to get out and support their local restaurant and food community."*

Mike's favorite gift to give a friend or colleague. [1:02:59]

- **A set of good knives:** *"My favorite gift to give a friend or colleague is a set of good knives, at the very least, a good chef's knife...When you talk to a chef, that's the most important thing in their arsenal. I just say a really good knife in the kitchen is absolutely essential."*

OTHER MENTIONS + COOL RESOURCES

THE TREND REPORT

- [Datassential Trend Reports Homepage](#)
- [FoodBytes: 2021 Food Trend Forecast Report](#)
- [Marie Molde, RD MBA \(LinkedIn\)](#)
- QSR – Quick Service Restaurants

CHEFS – RESTAURANTS – FOOD WRITERS

- [Nik Sharma, The Flavor Equation](#) (book link)
- [Samin Nosrat, Salt, Fat, Acid, Heat](#) (book link)
- [Chef Grant Achetz, Alinea Restaurant](#)
- [Michelin Guide – Alinea Description](#)
- [Restaurant Melisse](#)
- [Providence Restaurant](#)
- [Bestia Restaurant – Multiregional Italian Restaurant](#)
- [Kogi Food Truck – Korean BBQ Taco Truck](#)
- [The Triple Threat Food Truck – LA's Best Puerto Rican Food Truck](#)
- [Rustic Canyon Restaurant – Wine Bar and Seasonal Kitchen](#)

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RECIPES & COOKBOOKS

- **MODERN MAC AND CHEESE:** [Food and Wine Magazine Mac and Cheese Recipe](#)
- **RAMEN:** [21 Ramen Recipes to Build a Perfect Bowl at Home](#), (SeriousEats.com article)
- **PHO:** [The Pho Cookbook by Andrea Nguyen](#) (book link)
- **PAZOLE:** [Pazole rojo recipe](#) by [Consuelo Aguilar](#) for Allrecipes.com

INGREDIENTS

- [Sudachi Citrus](#)
- [Ponzu recipe](#) (JapaneseCooking101) ([Amazon link](#))
- [Yuzu](#)
- Heritage rice
 - [Oldways Heritage Grains Council](#)
 - [Community Grains Organization](#)
 - [The Grain Study – How Whole is Your Whole Grain?](#) (Journal of Food Science)
- Adaptogens
 - [12 Adaptogens for Women for Stress and Hormonal Balance](#) (Healthline.com)
AUTHOR: [Jennifer Chesak](#) — Updated on July 22, 2019
 - [Adaptogens Herbs: List, Effectiveness, Health Benefits](#) (Healthline.com)
NOTE: Medically reviewed by [Debra Rose Wilson, Ph.D., MSN, R.N., IBCLC, AHN-BC, CHT](#)
Written by [Chaunie Brusie](#)
- Nduja
 - [A Guide to ‘Nduja: Italy’s Funky, Spicy, Spreadable Salume](#) (SeriousEats.com)
AUTHOR: [Elazar Sontag](#), February 18, 2020
- Black garlic
 - [Health Benefits of Black Garlic](#) (WebMD.com)

AMERICAN REGIONAL CUISINE

- Gullah Geechee Nation + Cuisine
 - [The Gullah Geechee Cultural Heritage Corridor](#)
 - [“Being Gullah or Geechee, Once Looked Down On, Now a Treasured Heritage”](#)
SOURCE: Ken Ottenbourg, October 16, 2014, National Geographic
- Appalachian Cuisine
 - [A Loving Portrait of Appalachian Food, Past and Future](#)
SOURCE: Epicurious.com, [Sam Worley](#), September 6, 2016
 - [Appalachian Food History and Culture \(TV Segment\)](#)
SOURCE: [Ashley Hill](#) (Producer) [Candace Nelson](#) (Author) October 21, 2019, C-Span.org
- Cal-Mex Cuisine
 - [Oaxaca, Mexico](#)
 - [Regional Mexican Cuisine: Oaxaca, the Land of a Thousand Moles](#) (article)
SOURCE: [Chris Crowley](#), August 25, 2020, SeriousEats.com
 - [My Mexico City](#) by Gabriela Cámara, Ten Speed Press, (book link)

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OTHER MENTIONS + COOL RESOURCES

ALL ABOUT MIKE KOSTYO:

- **Food Swap:** Windy City Food Swap & Social
- **Cooking Classes:** Classes on Eastern European, specifically Polish and Slovak, cuisine, as well as classes on Instant Pot cooking. Stay tuned (on hiatus during COVID).
- **Website:** <https://www.mikekostyo.com/>
- **Instagram:** <https://www.instagram.com/mikekostyo/>
- **Twitter:** @DSTrendologist
- **LinkedIn:** <https://www.linkedin.com/in/mrkostyo/>
- **Datassential:** <https://datassential.com/>

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