

HANNI RÜTZLER'S

FOODREPORT  2016

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Zukunftsinstitut GmbH
Kaiserstr. 53, 60329 Frankfurt
Tel. + 49 69 2648489-0, Fax: -20
info@zukunftsinstitut.de

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Contact

Tessa Winter, Zukunftsinstitut
Tel. +49 69 26 48 489-21, Fax: -20
info@zukunftsinstitut.de

Hilke Waas, Lebensmittel Zeitung
Tel. +49 69 75 95-19 57, Fax: -19 50
waas@lebensmittelzeitung.net

Authors

Hanni Rützler, Wolfgang Reiter

Editorial assistance

Simon Henkel, Verena Muntschick,
Elisabeth Petermann, Pascale Schulte

Project management

Janine Seitz

Design and infographics

Ksenia Pogorelova, Alice Deußner

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Dear Readers,

Fashion has wielded the baton on matters of identity and self-presentation for many decades. But now food, as Hanni Rützler proclaims here, has seized the mechanism for self-presentation. Food, the way we obtain our nourishment, what and when we eat, where we eat and with whom we meet to eat say more about us than the clothes we wear. Food is elevated from a life-sustaining commodity to a lifestyle-defining element. It has become the expression of a brainstorming exercise about itself. According to the author: it has become the new pop.

In the Food Report 2016, Hanni Rützler analyses how far we have already travelled on the way to identifying ourselves through our food. With infinite food, spiritual food and fast good, she describes three exciting trends:

1. In future, eating will take place at any time of day and increasingly in places that previously served quite different purposes.

2. The growing desire for halal, kosher and vegan food lifts food to a spiritual level: food becomes a religion.

3. Fast food is undergoing a revolution in quality: fast food must not only be fast but, above all, good.

The consequences of this change for our private lives, food businesses and the restaurant trade are already perceptible. The domestic kitchen is becoming a multifunctional, networked food station, while retailers create a street market atmosphere in supermarkets and the restaurant trade is not only returning to traditional recipes but is also finding an interesting niche in hyperpersonalisation.

With her usual clarity of analysis and countless examples from practice, Hanni Rützler takes these exciting developments into account in the Food Report 2016. This is the third annual trend report published by the Zukunftsinstitut and the Lebensmittel Zeitung (food magazine). You are invited to take a stimulating tour of discovery through the world of daily living, retail and the restaurant trade. We hope you will find this an inspiring read.



Harry Gatterer
CEO
Zukunftsinstitut



Peter Esser
CEO
Lebensmittel Zeitung



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The kitchen as a multifunctional, networked food station



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How the renaissance of the markets is revolutionising the food trade

PORTRAIT

Hanni Rützler

The future cannot be predicted, but by logical engagement with the future, we can give ourselves the room to be better able to shape it. That is Hanni Rützler's credo and the major challenge that she, together with the Zukunfts-institut, has successfully set herself in her work over the last ten years.

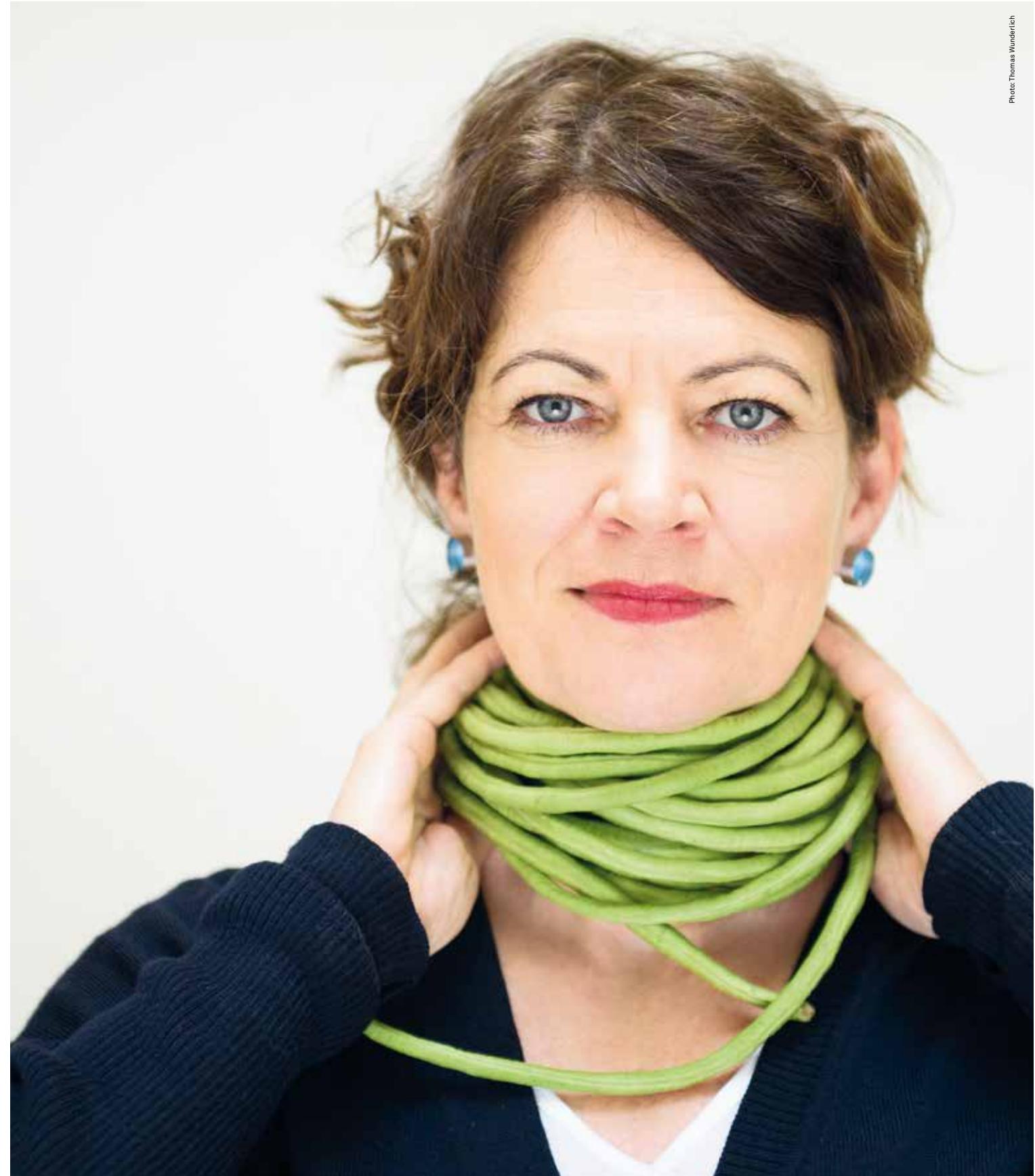
With her publications, presentations and workshops, she aims to help food producers, businesses and restaurateurs remain able to trade and make decisions, and prepare themselves better for the commercial challenges ahead. The crucial factor here is to offer products and services that are useful to the consumer, with which they can create positive experiences today and tomorrow, and which offer them solutions for their everyday eating requirements. This includes products and services that make it easier to eat in accordance with their changing needs and values.

To gain a sense of the future, according to Aristotle, people must understand a little about movement and social change. In other words, they must be able to observe the world with an interested, open and precise view of the present in order to perceive relevant developments at an early stage. After all, food trends, and trends in the

restaurant and retail sector do not simply appear out of the blue. They germinate in the present even though the tender shoots are easy to overlook in the beginning.

Building on her professional competence as a nutrition scientist and health psychologist who, with an interdisciplinary research approach, was always interested in the cultural and social aspects of our nutrition, Hanni Rützler has developed a keen sense for trends from her years of practical experience. She knows how to search out these tender young plants early, to name them and assess their significance for the various sectors in the vast world of food.

This makes the author of the "Food Report" a much sought-after consultant and lecturer all over Europe. The professed gourmet combines her international lecture tours with plenty of practical research on the spot. The synergies arising from her work have found their natural expression in this, the third, "Food Report".



FOOD TRENDS

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Food trends highlight desires and attitudes to life. They reflect long-term social movement and changes in cultural values. They are also seen as searches for solutions to real nutritional problems and, as such, provide orientation in the endless diversity of eating options offered to us by food producers, retailers and restaurants. This is as true for consumers as it is for providers of products and services.

Food trends are shaped by deep global, long-term megatrends such as individualisation, urbanisation, health, mobility, globalisation etc. It is crucial, therefore, in order for a food trend to be precisely identified, that these major social and cultural changes are always kept in mind. This is necessary, not least in order to clearly distinguish food trends from pure fashion or seasonal product cycles, but also because this is the only way such trends are useful to companies as orientation aids for strategic direction or repositioning.

Trend update

Trend research often looks at events from several different viewpoints to help in identifying food trends. The closer a particular development is observed, the more accurately it can be described. And the better the actors in the food industry can react to it.

From time to time it is also worthwhile to examine already identified trends from a greater distance to discover similarities and commonalities. Restaurateurs, food producers and retailers can use this information to prevent their range of products and services from being too tightly focused.

From the standpoint of a wider view, we can also see how particular trends spread and grow stronger, become more differentiated, subside or are replaced by new trends that may well be based on similar values but have a different focus. In this trend update, we therefore take a wide view from a bird's eye perspective of the trends we described in detail in the last edition of the "Food Report". We hope to make their enduring presence and increasing interaction with one another better understood.

I. GOOD AND HEALTHY – The most important trend cluster in the food business

"Good" and "healthy" are terms that are now occurring much more frequently together. Their combination marks a clear change in our eating culture. It is not so long ago that "healthy" was perceived as the opposite of "good" in a culinary context. Many consumers have often classed food and dishes that they consider "good" and tasty as "unhealthy". The intermediate position of "quasi-enjoyment", e.g. in the form of fat-reduced chocolate yoghurt, where calorie reduction is the aim, falls short of the mark. The fear of fatty yoghurts and avocados, of butter and olive oil is melting away. The public want freshly prepared natural ingredients that are processed as little as

possible, paired with enjoyment of new, simple dishes or products in more appropriate, i.e. smaller, portions.

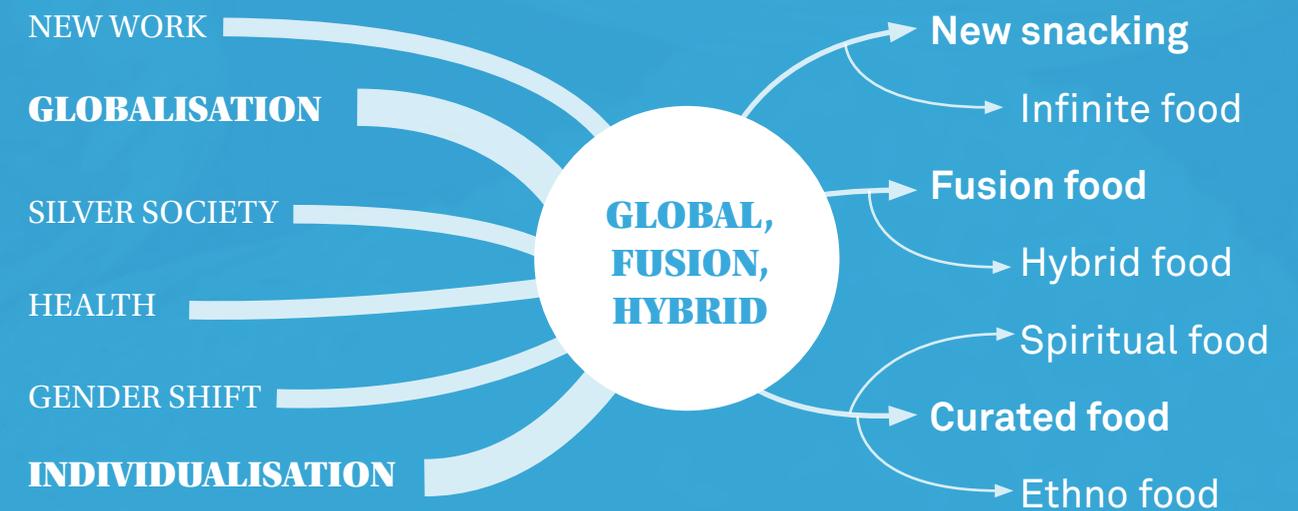
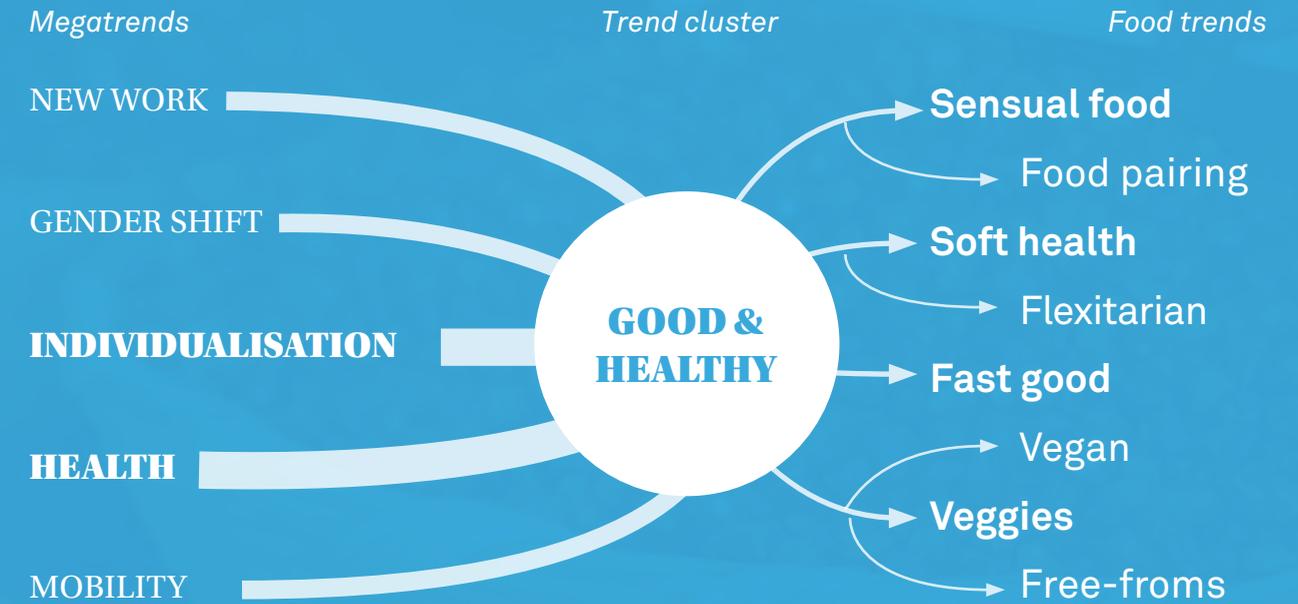
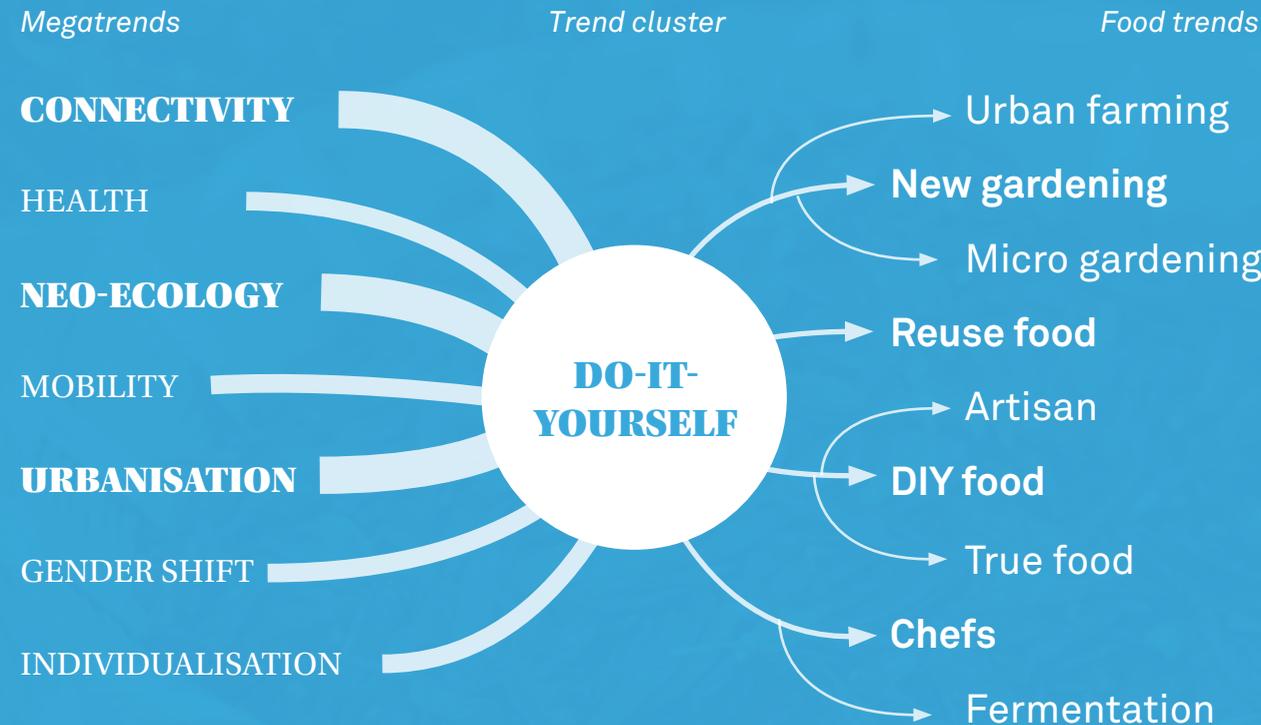
Food trends such as soft health, sensual food, flexitarian and food pairing, which we covered in the "Food Report 2014" and "Food Report 2015", or fast good, which has a chapter of its own in this report, represent this change. They express the desire of many, in the main younger, consumers from generation Y to be able to integrate "healthy" and "good" into their everyday diets – with different levels of intensity, focus and motivation. This desire is reflected not only in the cookery book boom (according to the BBC, in 2014 alone, more than twice as many "healthy cookery books" were sold on the UK market than in the previous year). However, it also finds clear expression in the increasing vegetarian diversity in the restaurant trade (refer to the chapter "Gastroveggies" in "Food Report 2015", pp. 58 et seq.). The trend is given further impetus not least by committed entrepreneurs of generation Y.

Nutritious, natural and fresh

As masters of improvisation, start-up artists and champion career changers with a feel for good design and relaxed atmospheres, the "secret revolutionaries" (which is what Klaus Hurrelmann and Erik Albrecht call them in their book of the same name about Generation Y) are actively contributing to changing our eating culture. Many themes earlier defined as "political" are mainly questions of consumption, ethics or lifestyle for Generation Y. Instead of spending their time on anti-corporate activism, they establish restaurants, take-aways and meal-delivery companies that offer better and healthier alternatives and thus cultivate the increasing success of the trend cluster "good and healthy".

An overview of food trends

Food trends display desires and attitudes to life. They are seen as searches for solutions to problems that we are constantly facing time and again in our everyday eating habits. These problems are shaped by profound global and long-term changes often referred to as megatrends. Food trends are not static phenomena per se. They develop and grow, diversify, become dynamic and strengthen in combination with similar trends to form effective trend clusters.



Source: futurefoodstudio, Zukunftsinstitut 2015

BEST PRACTICE

Dancing Shiva *The superfood restaurant*

The organic-vegan raw food restaurant in the Viennese district of Neubau, which has voted Green since 2001, is certainly no fitness studio, but the guests are promised an energising effect from enjoying appetising dishes with the “strongest foods on our planet”. Superfoods or take centre-stage in the brightly coloured, India-inspired café: coconut products, aloe vera, acai, goji and camu-camu berries, spirulina, chlorella and kelp algae, maca roots, hemp seeds and – as the only exception to the vegan concept – bee products (because these also belong to the superfoods category). The kitchen is culinarily ambitious, manages without tofu, seitan and other meat substitute products and even seeks to win over gourmets who have little time for these esoteric philosophies. www.dancingshiva.at

BEST PRACTICE

Stadtsalat *Individual salads delivered by bike*

Crispy salads with fresh organic ingredients, made up individually from over 40 components – and ordered at the click of a mouse. Hamburg’s Stadtsalat is one of the many new companies to have specialised in home and office food delivery services. The firm makes it easy for its customers, even in their stressful daily lives, to eat healthily and ignore their urge to only snack on calorie-packed chocolate bars. Apropos calories: the salad selector automatically calculates the energy content of the customers’ self-selected salads. www.stadtsalat.de



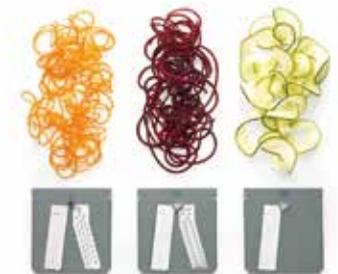
Photos: www.stadtsalat.de



BEST PRACTICE

Spiralizer *The healthy kitchen tool*

Every trend gives birth to its own special kitchen gadgets. Health food gurus such as Jasmine and Melissa Hemsley in the UK (“The Art of Eating Well”, 2014) and Attila Hildmann in Germany (“Vegan for Fit”, 2012) have each brought out their own-branded spiral food cutters, which can be used at home to manually and magically turn e.g. courgettes into raw food spaghetti or “Courgetti”, which has become the new in-dish for healthy eaters on both sides of the English Channel. The Spiralizer can also be used for many other types of vegetable such as carrots, gherkins or pumpkins. Merchandising works – as evidenced by the myriad recipes, which can only be recreated using a spiral cutter, in the kitchen bibles of health-conscious cooks. www.hemsleyandhemsley.com, www.attilahildmann.de



Photos: LURCH Attila Hildmann Spiralizer



II. DO-IT-YOURSELF –

The hip trend cluster in kitchens, bars and gardens

Grow, cook or brew your own! In recent years, do-it-yourself in the food industry has established itself on various, completely different levels – as an answer to the decades of growing alienation from our food, our ever more virtual working lives and the glut of convenience products and standardised restaurant menus. The do-it-yourself boom can be dismissed or explained by the fact that many people like growing their own tomatoes on the balcony, preserving their organic lemons as lemon pickle, trying their hand at cocktails as a home bartender or reinterpreting grandmother's recipes and firing the culinary aspirations of their friends. Others delight in helping to turn an uncultivated patch of ground into an urban garden.

The new love of cooking finds expression in trends such as re-use and DIY food, which we described in "Food Report 2014" and "Food Report 2015". It is further expressed in the "new gardening" trend, which has not only taken hold of restaurants and – if only to some extent – the food trade and is enthusing increasing numbers of consumers, encouraged by practical home gardening and crowd farming concepts. These developments are unmistakable signs that food quality and traditional craftsmanship are experiencing a new awareness and increasing their value. Additional forces at work include an increasing sensitivity to the environment, to economically useful animals and to the depletion of natural resources.

Not least however: the trend towards DIY food is only at first glance bad news for businesses. Many, mainly new start-ups, are already seeing profitable consequences from this, and are offering consumers tools and resources to make do-it-yourself easier and more professional.

BEST PRACTICE

Nurture – Natural packaging for fruit and vegetables

Natural foods with radical logic – that is the approach of the young British designer Hyunhee Hwang. During her master's degree at the University of the Arts, London, Hyunhee Hwang designed packaging materials for fruit and vegetables which took the form of a basket woven out of the roots of plants (tomatoes, figs and berries). This natural packaging is intended to continue the ripening process of the harvested fruit during transport from the producer to the wholesaler/retailer and finally into the home of the end consumer. www.hyunheehwang.com



Photos: Hyunhee Hwang



BEST PRACTICE

Craft your own Beer and bitters, oil and whisky made at home

The DIY trend goes from strength to strength. After the "make your own gin" hype, suitable commercial products are now available for almost every consumable liquid capable of being made at home. From the small Swedish kitchen brewery (Det Lilla Köksbryggeriet, www.koksbyggeriet.se), which offers the beer lover all the equipment and know-how required for brewing beer at home, to the Daily Expeller, developed by three industrial design graduates from the Cheng-Kung National University in Taiwan, with which anyone can extract their own oil from nuts and seeds (www.ide.ncku.edu.tw). In the USA, Hella Bitters markets all-inclusive sets for home-made cocktails (www.hellabitters.com) and the start-up Time and Oak sells DIY kits for crafting and customising whiskies with the motto "Better whiskey in 24 hours". www.timeandoak.com

BEST PRACTICE

Waldviertler Pilzgarten Cultivate your own fungi

In addition to herbs, fruit and vegetables, cultivating fungi is now an important element of urban gardening. Fungi not only widen the range of foods on the dinner table, they also ensure the shaded and semi-shaded parts of the garden or balcony can be used and brought to life. There are numerous types of fungi that can be grown at home without a great deal of effort and expense. The team at Waldviertler Pilzgarten supplies not only the know-how but also the spawn and the necessary tools to cultivate shiitake, oyster and other mushrooms at home. www.pilzgarten.at

BEST PRACTICE

Ja! Natürlich garden pop-up store Urban gardening from the supermarket

For several years now, the Ja! Natürlich organic brand has also promoted the urban gardening trend and aims to bring "vivid green into the urban grey". Ja! Natürlich is available in Billa and Merkur supermarkets. Spring is the time of year when culinary gardeners are in most need of everything from rare seeds to vegetable plants and young berry bushes to growing media. The complete range is available from a specially set-up pop-up store in the heart of Vienna from the end of April to the middle of May. Ja! Natürlich offers help and advice because willing garden greenhorns naturally have many questions, which can also be dealt with a workshop with gardening experts. www.janatuerlich.at



Photo: Ja! Natürlich/Christoph Dusek

BEST PRACTICE

Frau Gerolds Garten *The seasonal* *restaurant*

Frau Gerolds Garten opened in Summer 2012 on the disused former site of the Prime Tower, Zurich's highest building. The entrepreneur placed mobile elements on the site from the very beginning because the plot was made available only on a temporary basis. Since then, the site has transformed into a modular urban garden that breathes new life into the city quarter near the Hardbrücke bridge, with a vegetable garden, fresh-food kitchen, shops, artwork and various different events. The operators of Frau Gerolds Garten cultivate a wide range of herbs, salad crops, vegetables and fruit in over 80 raised beds. They are used as ingredients in the kitchen. Both the restaurant and garden change with the seasons: in summer, the site is operated as a commercial garden with a sun terrace and open-air bars, while in winter the action moves into the cosy parlour atmosphere of a large wooden pavilion. Of course, the food on offer changes appropriately to suit the season.
www.fraugerold.ch



Photo: Frau Gerolds Garten

BEST PRACTICE

Infarm – Tools for the *indoor garden*

Growing herbs and vegetables at home, in the office, in the restaurant, in the hotel or in other buildings is no longer a futuristic project. Increasing numbers of innovative companies offer urban farm solutions for small and industrial buildings. Infarm approaches the subject from a number of angles: the Berlin headquarters is a hybrid research laboratory, a vertical farm, a PR platform for urban gardening and a culinary event space. The laboratory tests different approaches to future food manufacture and new forms of food. The suitability for everyday use of the modules developed by Infarm is put to the test on practical model projects in cooperation with other companies such as 25hours Hotels, the Mercedes me Store in Hamburg, Bagel Brothers in Leipzig and the Weber Original Store in Berlin.
www.infarm.de



Photo: Infarm

The future of eating does not lie ahead of us – but around us

Technical innovations and the resuscitation of old practices go hand-in-hand today. Progress is no longer a linear process. We cross new frontiers yet remain rooted to tried and tested traditions. The latest food trends have “roots” and “wings”.



Source: futurefoodstudio 2015

III. GLOBAL, FUSION, HYBRID – The innovative trend cluster in restaurants and food retailing

Will we all soon become locavores, consuming exclusively locally produced and prepared products? Not necessarily, because even if the trend of regional foods appears continuous, and harking back to terroir dishes achieves a new dynamic (see the section on “New Alpine cooking” in “Food Report 2015”, pp. 74 et seq.), global culture will remain dominant in future.

The diversity of exotic products, cooking and eating styles will therefore increase. It offers inspiration for enjoying vegetables, herbs and new, unusual combinations of tastes.

Specialising is a form of curating

If diversity becomes the norm then making the right selection will be the key to culinary competence. This also sets new challenges for food retailers and restaurateurs. Professionals are at work here; people who find it easy to see the wider view and can use their know-how to share a curated range of goods and services with their customers and guests.

A consistent, locally oriented kitchen in our globalised world is therefore nothing other than an example of the curated food trend: a kitchen that makes a conscious preselection of the available food options. Examples include the organic supermarket and the new vegan supermarket, which supply their customers with a range of goods curated to different criteria, or the online shop with foods for people who suffer from allergies or food intolerances.

While one chef devotes himself to authentic “traditional cooking”, another feels restricted in his culinary creativity by the “regionality imperative” of recent years and looks specifically “outside” for inspiration. In fact, the locavore movement often gets the ecological, economical and ideological motives so comprehensively mixed up that

“regional” becomes far more of a marketing tool than a source of practical orientation. This is because food retailers and restaurants often do not differentiate between regionally produced foods and traditional regional recipes. If the approach of serving traditional, seasonal dishes is followed too religiously, the menu can become culinarily constrained.

One option for restaurants that concentrate on the quality and freshness of their products (and therefore purchase from regional producers) is to borrow from international cuisine. For example, serve ceviche of brown trout together with home-grown coriander, brighten up salad with tasty Asian greens, which grow very well in our part of the world too, or offer a risotto from einkorn wheat with local “butter cheese”. These restaurants create exciting culinary accents with “hybrid cooking” using regional products.

BEST PRACTICE

Fishbar de Milan *Maritime fusion cooking*

The Italian-Dutch chef Eugenio Boer uses international influences in his work. In the Fishbar in the arts quarter of Brera in Milan, which opened at the start of 2014, he serves fish and seafood creations from all over the world. The lobster roll clearly takes its inspiration from the USA; the fish soup with curry, coconut milk and lemon has its culinary roots in Thailand; the new Andean cookery provides the model for the sea bass ceviche, while the salmon burger is – well let’s say – global. To take away are fish and chips, wrapped in traditional newspaper. www.fishbar.it

BEST PRACTICE

Bonativo *Regionality at the click of a mouse*

Standing out from the great variety of delivery services, the Berlin start-up, Bonativo, uses the concept of a virtual weekly market where orders can be quickly placed by mouse click, with additional information available about the goods and the manufacturers. The list extends to over 800 products, which all stem from regional farmers, bee-keepers, bakeries, juice producers and other creators in and around Berlin. The goods on offer can be narrowed down with a search filter. Key terms such as vegetarian, vegan, organic or gluten-free curate the range according to the customer's preferences. Preselected theme combinations such as "steak and craft beer box" make shopping easier – perhaps for a relaxing barbecue. The concept is interesting also because the products are obtained from the local producers only after the end customers have placed their orders. This saves the company storage space and ensures the food is as fresh as possible.
www.bonativo.de



Photo: Bonativo

BEST PRACTICE

Smøoshi – Denmark *meets Japan in Italy*

New Nordic cuisine is clearly making an impact in Milan too. Modelled on the Swedish brasserie Björk, the fusion kitchen restaurant Smøoshi (a word created from Smørrebrød and Sushi) has now opened two premises in the Italian city. Although the name does not suggest it, Italian influences can be clearly tasted here. Guests can choose their own topping, such as creamy goat's cheese with pepper and chives, squid mousse and parsley pesto or cod with whipped cream and caramelised onions on a bed of saffron rice, polenta or black bread.
www.facebook.com/smooshimilano

Infinite food – Eating is anytime, anywhere

“Eating is the new pop” – meaning that eating has become the main theme of urban everyday culture. As well as abandoning its original places, eating is fully emancipated from traditional meal times.

Dining well on good food is no longer the sole domain of traditional restaurants. Street food and food trucks in Europe have long since catered for food crazes. Traditional markets, such as Vienna’s Naschmarkt, transform into “eating miles”, while increasing numbers of premium suppliers are establishing themselves in the fast-food segment, and brand name companies are upgrading their works canteens. Pop-up restaurants are operated by top professionals and are discarding their underground image. But the enjoyment of food and drink “any time, any place, anywhere” has become a pervasive trend ever since non-food shops have been unable to resist offering culinary delights as a permanent part of their business. That is without saying anything about the growing choice of home-delivery services outside the pizza shop world.

The development of having “real” restaurants in department stores and supermarkets (instead of canteen-like self-service feeding floors like those we have known and learned to fear since the 1970s) has not yet reached its peak. Furniture stores and car showrooms, fashion-flagship stores and bookshops have been following the same trend for some years now. “Restaurant traffic” is being increasingly diverted into traditional non-food shops – to increase the time customers spend in the shops, create image synergies or merely to strengthen their own brands.

Eating in non-food shops

International fashion labels – from Armani, Cavalli or Missoni to Bulgari and Versace – have been pushing into the restaurant business for many years and even operating restaurants, clubs, hotels and bars, often independently of their stores. At the end of 2014,



The Gorbals restaurant
in the new Urban Outfitters
concept store



Photos: The Gorbals Brooklyn

Ralph Lauren opened his third restaurant, The Polo Bar, in New York (after Chicago and Paris) very near to his flagship store on 5th Avenue. A café is integrated into the second floor, where visitors can purchase sandwiches and fine pastries. There is a takeaway service too. (www.ralphlauren.com/shop/index.jsp?categoryId=54938256).

The latest concept store opened by Urban Outfitters in Brooklyn, Space Ninety 8, recently imported Ilan Hall's legendary The Gorbals from Los Angeles to New York and placed the restaurant on the third floor, right next to the men's clothing department (www.thegorbalsbk.com). For its megastore on Herald Square, Urban Outfitters took the hip coffee house chain Intelligentsia Coffee on board (www.intelligentsiacoffee.com).

Everyone is a gastronome

It seems natural that car and motorcycle showrooms, which previously could not point to any significant public footfall, would seize the opportunity to bring some

gastronomic added value to their expensive city sites. For example, BMW in Capetown has entered into a joint venture with the premium coffee manufacturer Tribe Coffee Roasting. In the Lexus flagship store in Tokyo, the focus is just as much on eating and drinking as it is on high-class coachwork.

If eating is everywhere and anytime, then naturally it has to be at the expense of established food service providers, e.g. McDonald's, who have dominated the "fast food everywhere and anytime" business field for decades. The theory that "eating is the new pop" (as put forward by the food critic Clemens Niedenthal in the Berlin city magazine "Tip") is given some support by a comparison with the music industry. What is happening in the food industry is similar to what went on in the sound recording media industry at the end of the 20th century: a crisis of traditional sales channels that opens up much more opportunity and scope, even for smaller producers, and makes food trading, distribution and DIY an option

“ Eating is the new pop. Not only because everything has somehow become pop and we like curling up in bourgeois surroundings.

Thomas Weber, journalist and publisher of "The Gap"

available to everyone. Meanwhile we are discovering any number of new small restaurant concepts: more street food, more wine bars, more (good) bakers, still more good coffee and countless suppliers of craft beers, sandwiches, cupcakes and much more. In short: everyone is a gastronome today.

However, dynamically changing variety and new prosumer-focused food companies also have their darker sides, because not all of them are as good as a knowledgeable gastronome. And therefore among the diverse collection of new gourmet start-ups, food trucks and soup kitchens, often operated by people new to the sector, there are wonderful culinary discoveries to be made – but also one or two sensory Waterloos to survive.

Gourmet home delivery or pizza delivery man 3.0

Those who would not look to street food as their first choice, but want to eat well on something simple and uncomplicated, could do worse than one of the new high-end food ordering services. These supply meals of the customer's choice delivered to the office or home from different (top-class) restaurants. Customers who have no time or desire to visit a restaurant, but do not want to cook for themselves or fill up on pizza from a cardboard box need not miss out on good food. Various delivery services, such as Caviar in the USA, Bloomsburys in the United Kingdom, France, Spain and Germany or Heimschmecker in Austria, deliver gourmet meals from top restaurants directly to your door.

TREND PREDICTIONS

Eating will remain a key aspect in everyday culture in future and will not be restricted only to restaurants and the kitchen within our own four walls. Eating will take place at any time of day and increasingly in places that previously served quite different purposes: In non-food shops, a wider range of food and drink will increase the time people spend there, contribute to image synergies between food and non-food brands and make e.g. a visit to the museum an all-round sensory experience.

The trend towards any time, anywhere eating also leads to a dynamic widening and differentiation of the goods and services provided by home-delivery services. It will also be brightened up by a number of new starters from sectors outside the food industry who sell their traditionally made products at street-food events and online.

BEST PRACTICE

High-end home delivery services Stellar menus at the click of a mouse

Whether it is Caviar in numerous cities in the USA, Heimschmecker in Vienna or Bloomsburys in Berlin, Hamburg, Paris, Lyon, Marseilles, London, Brussels, Madrid and Barcelona – with their delivery services from top restaurants, they all have discovered a profitable gap in the market. Because apart from pizzerias and sushi shops, not many gourmet and Michelin-starred restaurants have their own home-delivery service. Driving Butlers is the latest to do so: Within 45 to 60 minutes, they deliver meals from a pool of cooperating gourmet restaurants to homes, offices, hotels or any other requested destination in the city. To enjoy high-end cuisine in future, it will not be necessary to step outside the door or time dinner to suit the availability of tables. www.trycaviar.com, www.heimschmecker.at, www.bloomsburys.de

BEST PRACTICE

Babette's and Books for Cooks – For lunch at the bookshop

Cookery books make us hungry. The operators of the chic Viennese cookery bookshop Babette's (all newcomers to the restaurant trade who came from backgrounds such as the arts, sociology and linguistics) are convinced of this. For this reason, and because they are simply passionate about cooking, visitors to the two bookshops can also take an enjoyable lunch break. The meals are freshly baked and cooked from Monday to Friday. In the Freihaus quarter branch, there are delicious cakes, tarts and all kinds of delights. The Am Hof shop offers midday soup and curry – which can also be taken away in practical returnable jars. Their precursor, Books for Cooks, in the trendy London district of Notting Hill, has been combining cookery with book-selling since the beginning of the 1980s. Recipes from the latest cookery books are prepared in the café and in the demonstration kitchen on the second floor. www.babettes.at, www.booksforcooks.com

BEST PRACTICE

Eating in the museum Culinary experiences in unusual places

The weekly mussel feast in the historic surroundings of the Cupola Hall of the Natural History Museum in Vienna, which includes a cultural culinary walk through the museum right up to the roof with its unique view over Vienna's breathtaking inner city, has been a secret culinary tip for years. Pursuant to the watchwords "sustainability" and "regionality", there is now a Wednesday fish dinner – instead of mussels – called "Fair aus See und Meer", which infers fair and sustainable harvesting of the lakes and seas. The idea is so successful that other museums now open their doors to caterers and offer a corresponding culinary programme. www.genussimmuseum.at

BEST PRACTICE

Café Philogreissler Nourishment for head and stomach

Even philosophers cannot function without gustatory enjoyment. The fact that philosophy and coffee houses have a great deal in common has always been well known in Vienna. People search for the meaning of life in both. Now they even share a common address: Kaiserstrasse 35. During the day the building is a bright café with plenty of space, stimulating books and rather jokey vintage furniture. In the evening it changes into a venue for philosophers, regular presentations and discussions. To ensure that hunger never becomes a distraction for these bright minds, a range of exciting food is provided: direct trade coffee, teas, cakes, hot and cold sandwiches. www.philogreissler.at



BEST PRACTICE

Cars, bikes and food Thoroughbreds belong together

In the centre of Capetown, a chic concept store operated by the South African BMW car dealer Donford and quality coffee house chain Tribe provides a new venue for breakfast or lunch. Among wonderful vintage bikes and the latest BMW models, visitors can enjoy not only excellent espresso, but also choose between daily changing lunch menus or standards such as burgers, fishcakes, soups and sandwiches. A similar concept has been adopted by Japanese luxury class car brand Lexus in its new flagship store in Tokyo. A café awaits visitors on the first floor of the Intersect in the fashionable quarter of Aoyama. A lounge on the floor above serves modern-urban interpreted snacks based on traditional Japanese cuisine. www.tribecoffee.co.za/cafes, www.lexus-int.com/intersect



BEST PRACTICE

Munchery *The home-delivery restaurant*

The team at the Munchery in the San Francisco Bay Area, Seattle and New York follow a new take-out concept. It is a restaurant that guests can visit only from home. The menu of daily changing offerings can be read online and orders placed at the click of a mouse. The dishes are prepared in the Munchery kitchen at each location from fresh regional food and then delivered by courier. The dishes are made ready to eat and then chilled. They can be heated up quickly in the oven or microwave. www.munchery.com



Photos: Munchery



Spiritual food – Religion and morals on a plate

Culinary, health and ecological criteria have long been in the foreground of our thoughts about eating, but now spiritual aspects are entering our field of awareness. Eating is becoming a religion. Halal, kosher and vegan are the adjectives of a new global trend.

There is nothing new about our eating habits being influenced by religious or ethical attitudes to life. Faithful Christians fast on Fridays, Muslims do not eat pork or drink alcohol, orthodox Jews avoid eating “meat” (basari) and “dairy” (chalawi) foods at the same time. “Vegans” had abstained from consuming the flesh of animals long before the term “veganism” came into fashion in the middle of the 20th century.

The new development is that this spiritually inspired diet is becoming a lifestyle. What is also new is that the vegan diet is not just for eccentrics, but a lucrative business for the food industry and a boost for the restaurant trade. The terms “halal” and “kosher” no longer refer exclusively to religious dietary rules but are now becoming generally recognised trademarks for thoughtful eating habits that find favour not just among religious consumers. This is happening for one simple reason: because halal or

kosher-certified food is perceived as better inspected and safer than than conventional foods. Last but not least: they have also become “hip”.

Halal and kosher for thoughtful eaters

While the vegan lifestyle is in vogue in major cities in Germany and Austria, restaurants, producers and suppliers that offer halal-certified products are booming on the Anglo-American scene. In the growing street food and food truck sector in particular, halal food is rapidly attracting interest, even outside the Muslim community. In New York, the metropolis with the highest proportion of Muslims and Jews in the USA, it has long become common to see a queue of people of various skin colours, countries of origin and religions standing in front of halal food carts and kosher delis. With increasing numbers of consumers looking for safer, healthier and better quality food, kosher and halal supermarkets, delicatessens, cafés

Shawarma is a typical meat dish in Middle Eastern cuisines.



Photo: s'wich/ www.myswich.com

and restaurants are gaining many more customers and guests for whom the religious aspect plays no role whatsoever. The new generation of start-ups is mainly interested in the much broader target group of the all-American foodie. Like GetKosher, for example, a new food-delivery service that supplies offices, schools and households irrespective of religious boundaries. The company promotes “kosher” simply as part of a healthy and safer lifestyle.

The New York entrepreneur Adnan Durrani, who founded the American Halal Company in 2010, estimates that almost 70 % of his customers do not belong to the Islamic religious community, but consume his products because they believe halal fulfils other quality criteria. Adnan Durrani now sells halal food in over 8,000 retail outlets and supermarket affiliates under the Saffron Road brand and has opened his first restaurant in Manhattan (www.saffronroadfood.com).

Vegan – a religion in the secular age

“Believe” is the term that puts its unmistakable stamp in the new trend. Belief, not on the strict religious sense, because we also understand spirituality as a general term for the conscious orientation and active practice of a recognised religion or philosophy. For Thomas Metzinger,

Professor of Theoretic Philosophy at the University of Mainz, spirituality and intellectual integrity are inseparable. Spirituality for him is not just a category of religion. In his opinion, secularised spirituality is more widespread today than religion. He includes epistemic and ethical attitudes to life, such as those claimed by many vegans.

The “moralising of the markets,” an expression coined by cultural scientist Nico Stehr several years ago, has not yet become the economic mainstream in the food world – outside PR, marketing and corporate identity campaigns – but it has at least captured the high ground in the discourse. It is the humus from which a sustainable food trend, in the form of spiritual food, is sprouting. A trend that the food industry knows how to make profitable to an extent unmatched by hardly any other, especially when it comes to meat substitute products. No wonder, because the substitution of traditional ingredients in processed foods has been a part of their production and innovation practices for many years. This know-how can be put to optimum use in the production of food without animal products for the growing vegan market: for example mayonnaise without eggs, cheese without milk and escalopes without meat.

Food retailers offer meat-like products such as vegetarian burgers and vegetarian fish in abundance. Now even discounters offer soya meat, seitan, dairy-based meat, quorn and lupin meat. Milk, egg, cheese, cream and yoghurt substitute products can be bought almost anywhere nowadays.

TREND PREDICTIONS

Spirituality will become a much more widespread lifestyle phenomenon. The diets arising out of this are also driven by the individualisation and health megatrends and will shape the debate about eating properly. Veganism will not only supply powerful stimuli to the restaurant trade scene, it will also boost the food industry generally. The demand for substitute products for fresh meat cooked and processed meats and dairy goods will open an attractive business field to traditional meat and sausage producers for new, meatless recipes. Because more consumers are searching for safer and healthier foods, in future halal and kosher certified products will become even more of a trademark of thoughtful eating habits – even with consumers for whom the religious aspect plays no role.

BEST PRACTICE

Kajitsu Zen-buddhism for gourmets

Gourmets do not often equate outstanding culinary experiences with religious ones. When dining at Kajitsu, guests can take the connection with the gods literally. Kajitsu is presently New York's only Kaiseki restaurant that prepares vegetarian dishes in accordance with the centuries old tradition of zen-buddhist shojin cuisine. The ambiance, aromas and art, which artistically arranged dishes create, transport the guests into a meditative state in which the culinary experience amounts to spiritual inspiration.

www.kajitsunyc.com

BEST PRACTICE

The V Spot Vegan, Mexican and kosher

The V Spot in Brooklyn is a vegan restaurant serving kosher-certified Central and South-American specialties. Instead of meat, which plays a huge role in traditional Mexican cuisine, there is home-made seitan. All dishes are lactose-free and many are gluten-free. The beverages offered are soya milkshakes, fresh fruit juices and smoothies. Because the freshly prepared empanadas at The V Spot are now popular all over New York, they are supplied directly to offices and homes through the FreshDirect delivery portal.

www.vspot.nyc

BEST PRACTICE

Willowbrook Farm Halal meets organic

With the increasing Muslim population and the growth of a Muslim middle class in Europe, many things will change in the coming decades – not only on the restaurant scene. This development will also leave its mark on European agriculture. The first signs can already be seen in the UK, where Muslim immigrants largely come from the Middle East, unlike the situation in Germany and Austria: For over ten years now, Ruby and Lutfi Radwan have been running an organic farm in Oxfordshire based on the farming principles described in the Koran. The Radwans produce halal products that are also organic and therefore combine the West’s high organic and sustainability standards with the requirements of Muslim food traditions. The farm has been acknowledged in the UK as an exemplary pioneering project and over recent years has become a hotspot for food tourists.
www.willowbrookorganic.org

BEST PRACTICE

Sauvage Restaurants Stone-Age cooking to 5-star standards

Sauvage Restaurants in Berlin have kitchens that celebrate the Stone-Age diet of our ancestors and claim to be the first paleo restaurants in the world. The first Sauvage in Neukölln opened its doors in May 2011. Two years later there followed the larger, elegant second establishment in Prenzlauer Berg. Paleo cooking offers grain and gluten-free dishes with no milk products or vegetable oils. Even though the Stone-Age people living around Berlin 100,000 years ago could never have eaten so well and in such comfortable surroundings, this does not spoil the enjoyment of their diet by the paleogroupies of the 21st century.
www.sauvageberlin.com

BEST PRACTICE

Lucky Leek Vegan genius

Josita Hartanto is considered to be among the best vegan cooks in Germany. Even before she opened her Lucky Leek restaurant, she was the head chef in the first vegan restaurant in Berlin. Her not altogether modest ambition is to create a “new cuisine”: not to “veganise” traditional recipes but come up with new, authentic vegan dishes. Anyone in doubt of Josita Hartanto’s creativity should visit her restaurant in Prenzlauer Berg or read her cookery books “Vegan genial!” and “Vegan schnell schnell”.
www.lucky-leek.de



Fast good – The new tempo of quality

FOOD TREND 03

Fast, prompt, cheap and convenient – for decades those were the primary objectives for system catering and everyday cooking in domestic (microwave) ovens. Now other qualities are taking centre stage again.

Breakfast, lunch and dinner, – the three times during the day when families congregated around the table are long past for many people. The working day is no longer structured by meal times: it is now the other way around. Our eating habits are becoming increasingly interlinked with the rhythm of our everyday lives, which is becoming faster, more flexible and more mobile – or at least that's how it feels. There may be a new project that needs to be tackled; a postponed meeting with work colleagues; fitting in chauffeur duties to take the children to sports; accompany your mother-in-law to a meeting with the authorities; an evening concert or a visit to the gym. The feeling of being constantly short of time has awoken the need to save time in any way possible – when shopping for, preparing and consuming food and drink. Today we eat when we are hungry and have the time – even alone. We increasingly eat a light meal slotted in between other activities. In this

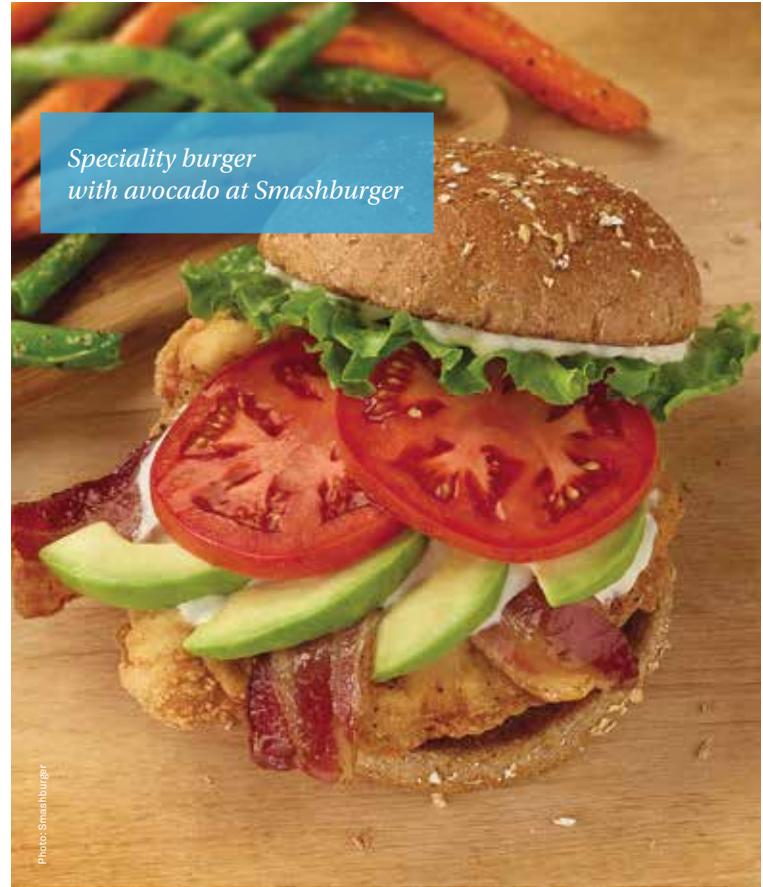
regime, any gastronomic concept that provides access to quickly available food is bound to prove very popular. What used to be called a snack is now often the actual meal. As a consequence, today's consumers have other requirements for fast food, because it has become an important part of their everyday eating habits.

New values are revolutionising fast food

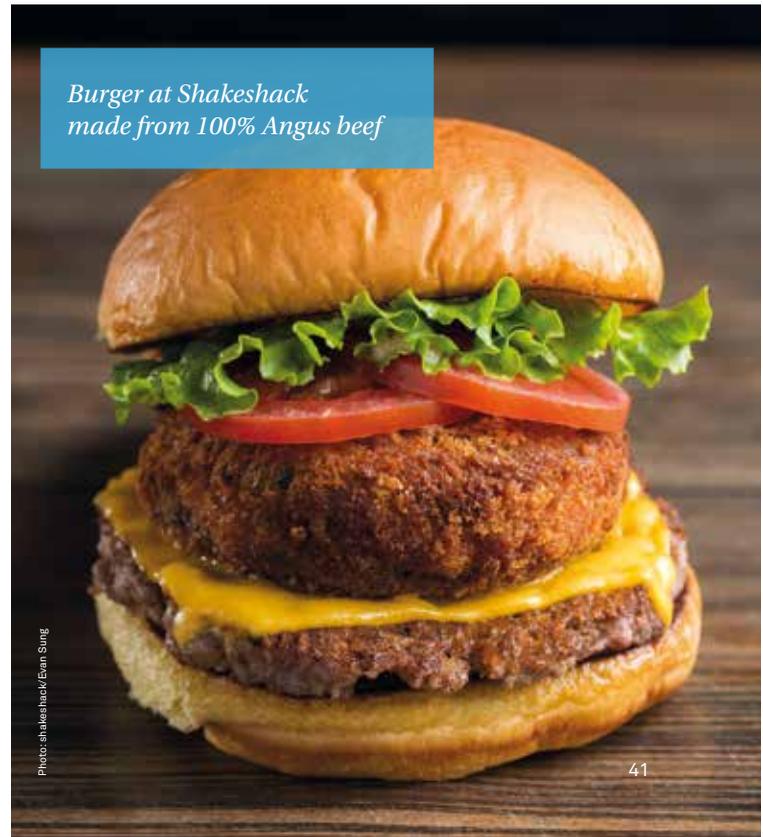
Recent years have not only seen a rise in the desire to save time when eating, but also the need to eat healthily and enjoy food, even though it has to be prepared and eaten quickly. Today's wish for enjoyment is not primarily a hedonistic project. It is closely connected to fair and sustainably produced foods of high sensory quality, healthy ingredients or snacks that contain no animal products. Even though consumers are more spontaneous in making decisions about when and where to eat, they



Burger breakfast at Lyfe Kitchen: low in calories, made with regional ingredients



Speciality burger with avocado at Smashburger



Burger at Shakeshack made from 100% Angus beef

more frequently think in advance about where their food should come from – in two senses: from where the products originate and who prepares them.

“ *The recipe for success of the young fast good Davids in the battle with the old fast food Goliaths lies in individualised menus for ever-more differentiated consumer groups.*

Criteria such as regional, organic, seasonal, fresh, less processed, meat- or gluten-free etc, play a great role in our individual priorities. Increasing numbers of companies, even dedicated fast-food and fast-casual suppliers such as Chipotle in the USA or Vapiano in Europe, have recognised the changes in values and needs of their clientèle (the young in particular) and offer meals of a standard far above that of traditional fast-food outlets.

For several years now, many smaller suppliers have been pushing their way into the sector that McDonald's and the like have dominated for decades. This is now making life more difficult for the industry leader, which is struggling against a significant drop in sales. Even Steve Easterbrook, the new CEO of McDonald's, conceded that consumers' preferences have changed. The competition realised this earlier and approached the market from a different angle.

Slow food is increasingly getting faster

Fast good is not only the domain of today's system caterers. The trend has prompted the traditional restaurant trade and any number of newcomers from other professions to offer fast-food classics from all over the world and new quick cuisine creations in pop-up cafés, on food trucks and street-food stands. This is happening even though they lose substantial time preparing from scratch compared to system caterers. Burgers from Kobe cattle or Simmental Fleckvieh, vegan wraps with lollo bionda salad and kimchi, organic

raclette buns, handmade potato crisps, bánh mì or gua bao from Turopolje pigs, tarte flambée or crêpe jianbing are unmistakable symbols of the culinary gentrification of fast food. The meals certainly take longer to appear than at McDonald's, but it is still faster than eating in traditional restaurants.

From teenager's food to snacks for urban hipsters

What is happening in many individual cafés in Europe has already developed into new chain and franchise concepts in the USA. Although the New York based luxury burger supplier Shake Shack with its 60+ branches is still a relatively small competitor, it has already enjoyed a successful stock market launch. Traditional companies, such as In-N-Out Burger and numerous newcomers including Smashburger, The Counter, where customers can make up their burgers themselves, or the Sweetgreen chain with 30 branches in the Eastern USA, are offering soups, salads and wraps with individually assembled ingredients and are concentrating on freshness and sensory qualities.

Lyfe Kitchen, founded by two former McDonald's managers, is also on course for growth in the USA (www.lyfe-kitchen.com). No dish in the chain's menus has more than 600 calories and the proportion of organic and seasonal ingredients is high. Internationally, the Belgian chain Le Pain Quotidien is a successful representative of the new fast good trend, with approximately 200 branches in 17 countries from the USA and Brazil to Australia and France (www.lepainquotidien.com). In addition to the quick-service restaurants focused on reinterpreted burger menus and the vegan and gluten-free “fashionable diets”, there are also increasing numbers of fast good suppliers on the east and west coasts of the USA specialising in fish, e.g. Da Lobsta or My Ceviche, Slapfish or Seasalt Fish Grill. Their ingredients come exclusively from sustainable catches, an approach which is aimed at value-conscious and health-oriented young customers to whom quality is more important than low prices. However: even this new fast food is still within everybody's financial reach.

In the course of the revaluation of fast food, other fast-food classics are undergoing a culinary revival: for example fish'n'chips or pastrami sandwiches, such as those offered seasonally and in marketplaces in the pop-up kitchen of Reisinger's restaurant in Vienna (www.cafe-reisinger.at). Even the traditional Viennese sausage stand has changed at choice locations to a gourmet meeting point with champagnes instead of canned beers (www.bitzinger.at/wuerstelstand) – including top-class ingredients, organic and unusual condiments, all made skilfully by hand.

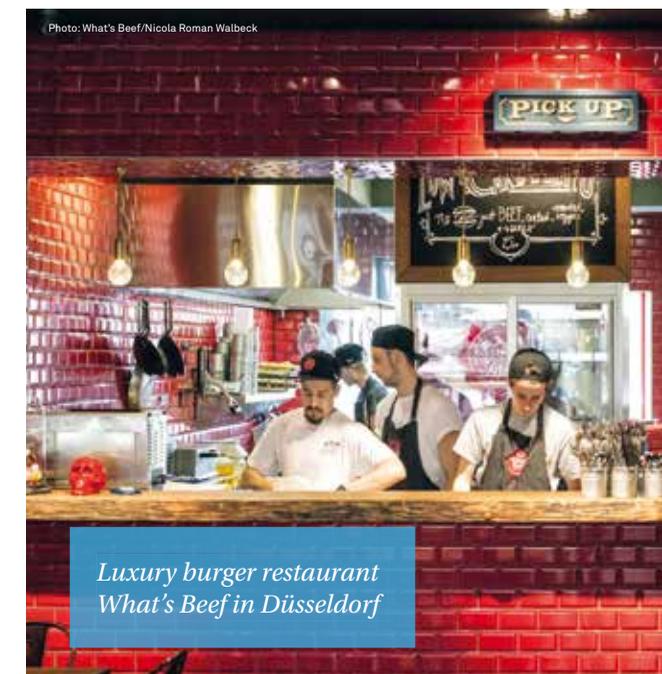
“ *We live in a rapidly spinning age, but we want to enjoy food – and do it on the move.*

Stevan Paul, cookbook author and food blogger, in Kulturspiegel

5-star cooking helps promote fast good

That not a small number of fast good concepts have taken off from the higher class restaurant trade sector is evident in other examples: the small hip burger chain Shake Shack is a project by Danny Meyer, who has already made a name for himself as the founder of high-class restaurants such as Gramercy Tavern or Eleven Madison Park (www.shakeshack.com). Düsseldorf's luxury burger restaurant What's Beef plans to open a branch in Hamburg in 2015 in cooperation with Tim Mälzer (www.whatsbeef.de). At the same time, the fast good scene is much loved by the sort of lateral entrants who already have a career behind them, but always dreamed of doing something on their own and making productive use of their management skills to overcome new challenges.

Stevan Paul, the chronicler of the street food scene, is convinced that the wave of good small take-aways, mini-cafés and street food events that has been rolling over German, Swiss and Austrian cities has not yet reached its high point: “Anyone who has tried the new eating scene anywhere in the world can never go back” (Becker 2014).



Whether the “chain” restaurant, the traditional fast food concept, has lost out for ever, as Stevan Paul believes, is not yet decided.

If the system catering sector is able to implement corresponding changes and adopt the recipe for success employed so well by the many new fast good Davids against the few old fast food Goliaths, then we will not witness the end of fast food, but its evolution into fast good. This means individualised menus for the endless range of different consumer groups that take into account values such as sustainability, regionality and freshness, high-quality sensory ingredients and impressive handmade preparation in making their choices.

Middle Eastern fast good supplier about to move into Europe

It's not only the new chains from the USA which are showing that “fast” does not necessarily mean “junk”.



Oriental cuisine conquers Europe – like here in the Neni restaurant, Vienna

The Middle-Eastern company JF Street Food also achieves the right balance between “fast” and “good” (www.justfalafel.com). It has specialised in traditional Middle-Eastern street food dishes, to which no brand or chain has yet attached its name: falafel, ~~fatusch~~ and tabbouleh. After trying out the idea in Abu Dhabi and Dubai, where these dishes can be seen on virtually every street corner, Mohamed Bitar, the founder and Managing Director of the chain, has already successfully exported the concept to the USA, but has failed for the present in the UK through lack of franchise partners. However, with a rebranding and under its own steam, the planned expansion to Europe is expected to proceed.

Other Middle-Eastern fast good brands are setting themselves up to conquer the global market in the slip-stream of JF Street Food: Man’oushe Street with its focus on the Lebanese version of pizza of the same name (www.manoushestreet.com), Wild Peeta with the grilled meat specialist ~~Schawarma~~ (www.wildpeeta.com), Operation:Falafel (www.awj.ae/restaurants) and S’wich, which offers schawarma in a wrap form (www.myswich.com). The popularity in the West of food from the Middle East is clear to see at the food and hospitality show in Dubai and in the success of Haya Molchos Neni (www.neni.at). The Viennese gastronome with Israeli roots came upon her chosen profession quite late and immediately set about conquering Berlin and Zurich with her mixed oriental cuisine and branches in the trendy 25hours hotels.

TREND PREDICTIONS

Fast food will become a part of our everyday diet but the requirements it has to fulfil will change: fast food will not only have to be fast good. This will open up many opportunities for smaller suppliers in a restaurant trade segment that up to now has been dominated by the industry leaders in system catering. The transformation of burgers from teenager food to an everyday dish has not yet reached its high point. And in the wake of the boom of fast good burgers and street food, other fast food classics are experiencing a revival in quality. Augmented by Asian, Hispanic and Middle Eastern tapas and snacks, fast food will experience further culinary enrichments in the coming years.

CUISINE

THEMES-
FOCUS

*The kitchen as a
multifunctional,
networked
food station*

Are you just living, or are you already cooking? This question sounds absurd only at first glance. What we are actually seeing at the moment is a trend towards the reevaluation of house-work – even if only in the context of the sensory and culinary aspects of housework: namely cooking and the maintenance of a herb and vegetable garden (indoors or outdoors). These activities represent a new understanding of the term luxury. The luxury of being able to take the time to do something creative that does not necessarily have to be financially viable. Time for friends, children and partners. Loosely based on the motto: we live as individuals but we like to congregate in the kitchen.

The reason why cooking, baking, preserving and gardening are filling young people in particular with joy, is that these activities offer a counterbalance to digitalised work and urban life. This generation has grown up with fast food and convenience cooking and has not had to become familiar with the constant effort of the (necessary) household cooking regime. No wonder then that, according to the report “Future Living”, 57% of the people questioned thought a “cool kitchen” more important than a “cool car”, which only captured the imaginations of 29% (Siemens-Electrogeräte 2013). The kitchen has now become most important room in the house. It is the place where we start the day, where the housework and the house-hold tasks are done, where the family members (and guests at parties) gather, and a place of retreat from time to time where you can be alone.

I. IN TO THE KITCHEN – The kitchen returns to being the centre of communal living

Show me your kitchen and I'll tell you who you are! In the course of the last few decades, the kitchen has taken on many more functions – in addition to the one that its name suggests. This process will hardly alter in the near future, even though much will change in the kitchen.

The changes have affected not only the practical but also the symbolic functions of the place. If the living room (also known as the lounge, and earlier, the parlour) was the place for impressing visitors and (bourgeois) self-presentation until the 1990s, then today we express our identity mainly through the kitchen.

It is the place that says who we are. As a consequence, its design no longer seeks to create a functional or comfortable space that is suitable for preparing meals in the most efficient manner. The kitchen today is also expected to be an expression of our personality.

“ *The kitchen has always been a multifunctional space. This will hardly change in future, even though much will change in the kitchen.* ”

Crucial to this are not only the surfaces (retro, country, glass or stainless steel etc.), the brand and the technical functions, but also what the furnishings and fittings are intended to express: Connoisseurship, resource and environmental consciousness, passion for cooking, philosophy for health, an esoteric or pragmatic nature, functionality or sensuality, down-to-earthiness or extravagance and much more. If the dining table (often in a separate dining room, set aside from the cook's or wife's working space) was the place where the family assembled for a shared

meal and practised their table manners, then today the kitchen has become the home's multitasking space. This is where work is done and telephone calls made, where household duties are performed and projects discussed – even in conventionally divided houses, where the kitchen often provides far too little space for its changing functions.

II. THE LITTLE HOME FROM HOME – The kitchen becomes multifunctional

House layouts that follow the traditional one-dimensional functions (cook here, eat there, work here, learn there, TV here, peace and quiet there, bathe here, sleep there) have become obsolete with our changing lifestyles: The size of the kitchen will therefore not automatically become larger. Rising housing costs (rapidly increasing rents and energy costs) and heightened environmental consciousness have also introduced a new direction to new house building: Homes in recent decades may well have constantly increased in size, but now the floor area per person is reducing and will further reduce in the future – mainly at the expense of single-function rooms. As a result, the kitchen will become even more of a “social part of the home”: A living room, working room and dining room. The kitchen will become a multifunctional space. Another, quite different kind of kitchen furniture is required; one which is designed not just for cooking.

Following this logic, for example, the kitchen table needs to be completely redefined. Innovative technology allows the hob to be integrated into a desk or the desk to transform into a cooker. More flexible furniture can also create space for other activities in no time at all. New, smart kitchen appliances, such as the Thermomix digital food processor, not only save space, they also make cooking simpler and more productive. This allows, for example, a laptop to be used nearby, children to be helped with their homework or simply a play space to be provided.



Farm 432: Insects can be bred for kitchen protein production in this futuristic device from Livin Studio.



One for all – storage bowl from the designer Vera Wiedermann for storing, preserving and preparing food.



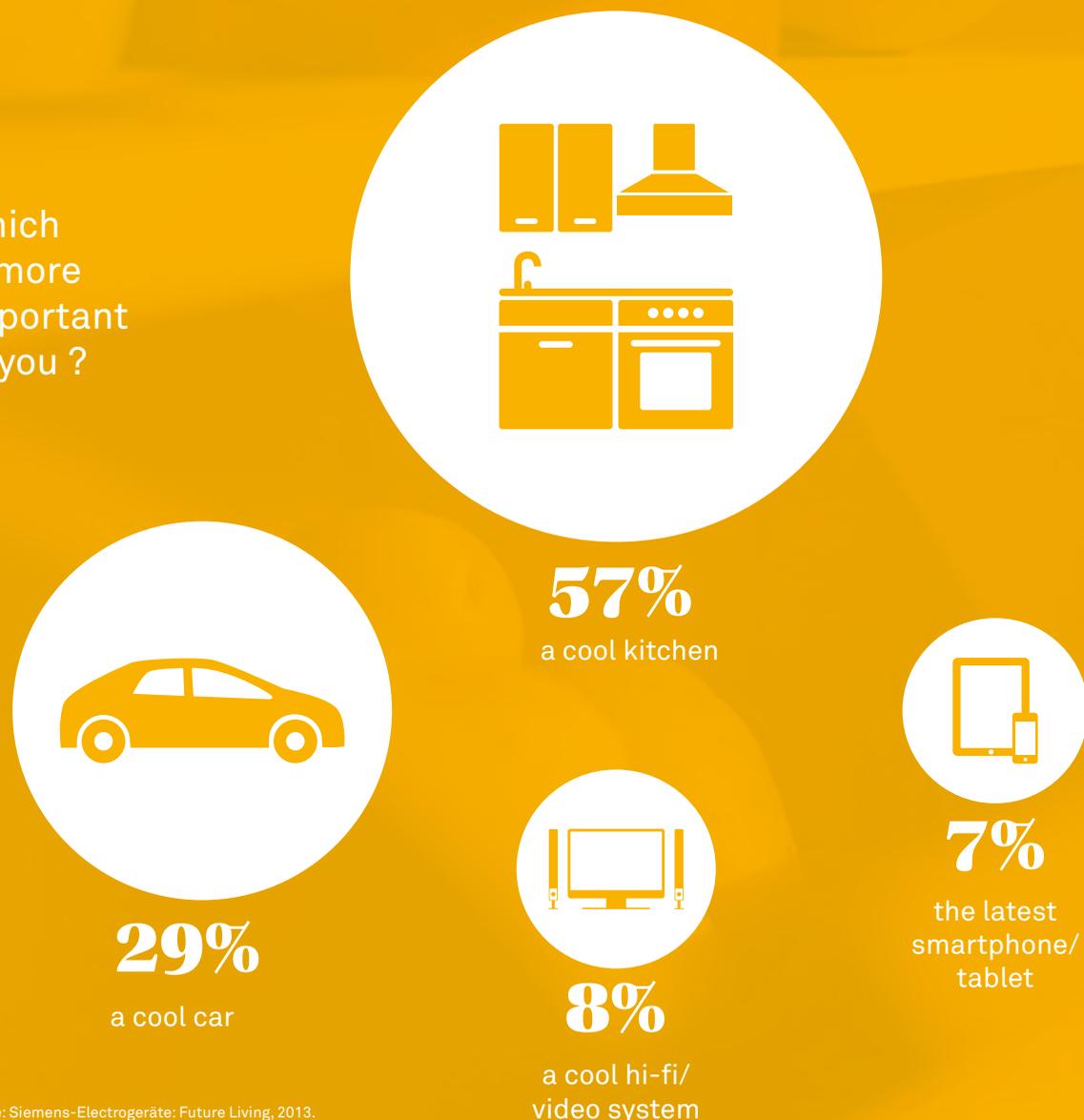
Design: Vera Wiedermann/ MOA Eating Products. Photo: Hannes Prieschl



The kitchen as a status symbol

Which is more important to people: a cool kitchen, a cool car, a cool hi-fi/video system or the latest smartphone/tablet (figures in per cent)

Which is more important to you ?



Source: Siemens-Electrogeräte: Future Living, 2013.

III. OUT TO THE KITCHEN – The new kitchen has many faces and locations

Mobility is changing more and more areas of our everyday lives, our work and our leisure time. Cooking is also freeing itself from the rigid environment of the built-in kitchen – a term that, on deeper consideration, means much more than just standardised kitchen furniture units arranged in a row. The furniture is not only built into the kitchen; the kitchen is also built into the house and consequently the cook is stuck in one place and separated from the rest of life inside and outside his four walls.

Many cooks feel the urge to go outside – whether out in the country, on the balcony or in the garden, in a public space (e.g. street food, social cooking events, pop-up kitchens) or in other places that can be used for multi-functional purposes (“third places” such as shopping malls, cultural or community centres etc.).

“Cooking outside the home requires new, flexible kitchen modules.”

In these spaces, cooking is not a lonely task but a communicative and therefore transparent activity. A modern, but already classic example is Jamie Oliver’s flourishing Recipease in Notting Hill, London. The restaurant’s front cooking is also part of this development. Guests can watch the cook during the preparation or finalisation of the meals. Cooking is no longer a backstage activity here; it is now celebrated “live on stage”.

The more that the kitchen, cooking and eating are relocated “outside”, the stronger the trend for restaurants, cafés and confectioners to look like private living rooms. This development is also a consequence of the mixing of private and public, work and leisure. The Russian company Mari Vanna built an international restaurant

business upon this trend and welcomes its guests in Moscow, St. Petersburg, New York, Washington, D.C., Los Angeles and London into dining areas modelled on the archetypal rooms of the houses of nobility or mansions from the time of the czars (www.marivanna.ru). However, there are also increasing numbers of popular restaurants in the living room style all over the world that are furnished less opulently and less touristically. In short: the symbolic insourcing of out-of-home consumption follows the actual outsourcing of the household.

Modular and mobile kitchens, which are all the rage at design and furniture exhibitions, concede to this trend – whether in the luxury class, such as the b2 kitchen designed by EOOS for Bulthaup, or in the versions from the Austrian designer duo chmara.rosinke, who, with mobile hospitality in mind, designed not only a fold-out wheelbarrow kitchen for outdoor cooking but also actively uses it at countless public culinary events. The item is more than a carpenter-built piece of furniture on wheels with a sink and a gas stove. A separate sideboard and a long table with stools make the cleverly designed combination into a fully usable kitchen. The mobile kitchen as a form of flexware also provides a place for communication and so becomes a temporary hub for new social contacts.

Mobile hospitality

Mobile kitchens provide more opportunities for community cooking, in particular for social service organisations such as Caritas Vienna. In cooperation with the Jamie Oliver Foundation, the chmara.rosinke design studio came up with a modular kitchen for a Caritas project. Community cooking and eating is intended to promote awareness of the need for a balanced diet and cohesion in the neighbourhood. In the community kitchen of the former Anker bread factory, which has now been converted into a new cultural centre, four neighbourhood cooks from the district host free public cooking competitions, for which the modular kitchen is very suitable (www.caritas-wien.at/hilfe-angebote/zusammenleben/nachbarschaft-stadtteilarbeit/community-cooking). Community cooking tables are also available in luxury versions: the Japanese brand Toyo Kitchen has a 6.5 metre

long kitchen island with three sinks and cooking stations in its range at which the whole family or circle of friends can cook together – assuming there is enough floor space for it (www.toyokitchen.co.jp/en/collection/kitchen/design/megakitchen.html).

IV. TO DIY OR NOT TO DIY – More high-tech support for DIY

Mobility is the word on everyone's lips today, but it is not all about moving in space. Mobility also means that our everyday activities take place increasingly between other places or events – between the spaces that we leave and travel to, between our home, workplace, supermarket, doctor's surgery and gym, between appointments, meetings and engagements. The pace of modern life may always make us think we are short of time, but is the problem really lack of time or rather the unplannability of our lives? As modern day nomads, who are constantly on the move and having to react flexibly to changing situations, we can no longer plan our everyday activities. Because of postponed meetings, a daughter's cancelled piano lesson, traffic queues on the way to work (or a transport workers' strike), because of a changed delivery time of some spare parts or because the customer or management has rescheduled the project plan. These are often the real causes of stress.

Innovative technology supports menu planning

This increasing unplannability often has a negative effect on cooking, which requires a certain amount of planned organisation of the process from shopping to preparation. Many people resort to ready-made meals or prefer to have a medium-sized snack at a fast food supplier directly along their route rather than make a meal themselves.

Therefore, if we are to help people with cooking, we must look either at the planning process itself or at solutions that we can call on when the planned schedules cannot be met. This is where smart technology comes in: tech-

nology that helps us, e.g. the smartphone, can also make good use of the increasing "at rest time" (waiting time at the bus stop, in the supermarket queue, in traffic jams or at the doctor's surgery).

The smartphone also provides important support functions for organising our cooking and eating with apps for making out a shopping list or choosing recipes and suppliers. When the Internet of Things arrives, many more tasks will be transferred to these islands of time: the smartphone will allow us to control the oven and other Internet-capable kitchen appliances, have a quick look in the refrigerator or food cupboard and signal the automatic oven to keep the cooked dish hot but not to char it, when the team meeting takes much longer than anticipated.

“ *In future, we will be surrounded by elegant, autonomous systems in which even the pans can learn something new.* ”

Andreas Enslin, Head of Miele Design Centre

In future, the saucepan will think for us

Miele@home, Siemens Home Appliances and the Korean technology company Samsung have already developed a great many household appliances that can be operated with a mobile phone. The intelligent networking of kitchen appliances is also a high priority in the research laboratories of Electrolux and Philips. Even though there is currently a clear gap between the technical capabilities and the actual use of modern kitchen appliances – in other words many consumers are fascinated by the technology but seldom use it –, this does not mean that the future of cooking does involve high-tech solutions. In contrast: digital natives (people from the generation that have socialised using the Internet and smartphones from a young age) are only now actively conquering the kitchen. They have a fundamentally different relationship



*Bulthaup kitchen b2 –
More flexibility from a
modular kitchen design*

From cooking for daily needs to cooking for enjoyment

The kitchen's change of function



Source: futurefoodstudio 2015

with technical gadgets compared to the older generations. For them, do-it-yourself in the context of cooking does not simply mean stirring the contents of a copper pan with a wooden spoon; it also means preparing a béarnaise sauce with fresh ingredients automatically in the Thermomix or controlling the SousVide water oven from the office.

Andreas Enslin, Head of the Miele Design Center and Vice President of the professional designers' organisation, Verband Deutscher Industrie Designer e.V., is convinced that "in the future we will be surrounded by elegant, autonomous systems in which even the pans can learn something new." The technology will be there all the time but only become apparent when we need it (Miele 2014).

V. THE GREEN KITCHEN – New cooking needs new kitchens

Nature and technology will not be mutually exclusive in the future. The new cuisine offers both: natural foods (bought fresh on the market, ordered by delivery service or home-grown) and intelligent kitchen appliances to prepare simple, tasty meals that are cooked to preserve their nutrients.

Ambitious cooks – whether on the kitchen hob, in restaurants or in the food industry – have always been on the look out for new worlds of taste and optimised methods of preparation and preservation – from the cooking pit to the steamer, from the pressure cooker to the microwave, from freeze-drying to dessication, from fermenting to salting, from shock-freezing to vacuum cooking, from the hay box to low-temperature cooking in a digitally controlled oven. Many of these methods were successful, some proved to be a cul de sac or are not (yet) widely adopted. Curiosity is still at work though. On the other hand, so is scepticism of technical innovations. It is not unusual to see the emphatic rejection of new techniques in the manufacture of our food, just like when the culturally conservative cry out every time they see new a style or

form of art. Today, the controversial question on people's lips is no longer "is that art?"; but "is that food?". Innovations in the food industry in particular are looked at today just as sceptically as – see molecular gastronomy – in the restaurant trade, not to mention revolutionary approaches such as "cultured meat" or culinary visions that would like make insects into tasty meals as a rich source of protein (see "Food Report 2015", pp. 40 et seq.).

Smart herb gardens

Indoor farming is not just an industrial concept designed to secure our future supply of fresh vegetables in expanding conurbations. Today we already have a number of technical means of cultivating herbs, vegetables and salads in our own homes. New lighting technology, automatic irrigation and fertiliser dispensing systems allow the urban gardener, even amid all the stress of everyday living, to always have fresh vegetable products available.

Indoor farming does not have to be limited to vegetable products; it also has potential for DIY protein production, as is shown by the first prototypes for insect husbandry at home. Farm 432, the insect breeding box developed by the young Austrian industrial designer Katharina Unger (www.livinstudio.com), is almost ready to go into series production.

With her project Insects Au Gratin, British designer and researcher Susana Soares shows what can be done in the kitchen with home-bred insects, even though the thought of biting into a grasshopper gives some people the creeps. Soares grinds insects into flour, mixes the flour with cream cheese and makes it into highly decorative cakes using a 3D printer (www.susanasoares.com).

This project is interesting because the use of new technologies such as 3D printers can be worthwhile in the culinary and restaurant field only if they are "fed" with ingredients other than those already in our diet today.

The project by Susana Soares was created in cooperation with Penelope Kupfer from Steak Studio, Bridget Nicholls from Festival ZSL London Zoo, Dr. Kenneth Spears from the London South Bank University and the Centre for Fine Print Research at the University of West England.

Photo: Susana Soares



Insects au gratin – 3D biscuits made from insect flour

“ *The kitchen will become a place not only where food is stored, prepared and eaten, but also where herbs or salad are grown or insects bred and where the organic waste is converted and recycled as compost or biogas.* ”

Kitchens for vegetarians

Changed eating habits and diets will affect the design and fitting out of kitchens in future. Although microwaves and deep fat fryers are adequate appliances for convenience cooking, vegetarian and vegan kitchens call for quite different fittings, working areas and equipment. Most ingredients need to be washed and cut into small pieces. Space is required for sprouting boxes as well as more and better storage containers for vegetables and spices. Of course, kitchens also need space for a domestic flour mill and a climate chamber in which fresh herbs and salads can be grown irrespective of the season.

The living kitchen of the future will be a place in which food can not only be stored, prepared and eaten in the best of conditions, but also cultivated and the organic waste converted and recycled as compost or biogas. There are many good reasons to believe this: The ecological and health benefits as well as the opportunity to increase the level of self-sufficiency, but mainly for the enjoyment of gardening and the link with nature.



Photos: save food from the fridge/Jihyun David

BEST PRACTICE

Simply intelligent
It does not always have to be high-tech

Kitchen manufacturers like to outdo one another with sophisticated technical equipment. High-tech triumphs. However, simple solutions can be equally compelling, as is shown by Korean designer Jihyun Ryou with her project Save Food From The Fridge: well-designed wall shelving, using traditional methods of keeping food fresh, to store vegetables, fruit, eggs and spices in an easily managed way and without refrigeration technology. Austrian designer Vera Wiedermann follows a similar path with her Food Storing Units made of bamboo. Dutchman Bastiaan Hemmes used the ancient technique of adiabatic cooling in his Evaporation Cooler, a sort of low-tech refrigerator made from clay. www.bastiaanhemmes.nl, www.savefoodfromthefridge.com, www.moa-eatingproducts.com



BEST PRACTICE

Mellow
The smart SousVide water oven

Even Michael Pollan, whose credo “Don’t eat anything your grandmother wouldn’t recognise as food” became the first law of the foodie world, is enthused about this innovation, although it will not work without wi-fi and a smartphone: A SousVide water oven intended for domestic use is controlled by an app and has an integrated refrigeration system that allows the food to be kept cool until the cooking process begins. The oven can be started by smartphone from anywhere. An integrated weight sensor and huge collection of recipes on the app then precisely control the cooking of the meal.

www.cookmellow.com



Photo: Mellow

BEST PRACTICE

Farm 432
Protein production in your own kitchen

Young Austrian industrial designer Katharina Unger, together with her partner at Livin Studio, is currently developing the insect breeding box – which she designed as part of her degree dissertation – into a marketable product. The Farm 432 prototype worked perfectly. However, as so often happens with new products, the stylish design will not make the final leap into series production for cost reasons. About 500 grams of black soldier ant larvae can be “harvested” from the device each week, which are then boiled, roasted or baked.

www.livinstudio.com

BEST PRACTICE

Home Connect
The digital recipe controls the oven

Start the coffee brewing from your bed, look into your refrigerator by camera, start the tumble drier on the way to the theatre or send the preparation instructions for a meal from a digital cookery book directly to the oven via an app – the interaction of WLAN-enabled domestic appliances, intelligent software and an intuitive app will (soon) make all this possible. We can already start the oven cooking from the office and check whether the dishwasher needs more rinse agent while we shop in the supermarket. Leading European manufacturers such as Siemens and Bosch are working together on Home Connect to agree a common standard to allow domestic appliances to be remotely controlled irrespective of the brand. How far this technical support will go in future depends not only on the “intelligence” of the appliances themselves but on them being “fed” with the right ingredients before their owners leave the house.

www.home-connect.com



Photos: Moritz Putzier/Caspar Seesler



BEST PRACTICE

Kitchen work surfaces
Multifunctional furniture for the living room kitchen

Kitchens need flexible and multifunctional furniture to cope with houses becoming smaller again, life spilling over into the kitchen and the need to provide space for writing, conversations and meal preparation. Not only young designers such as Moritz Putzier, whose Cooking Table won the first prize at the Interior Innovation Award 2015, but also renowned kitchen and domestic appliance manufacturers such as Bulthaup and Miele are working on merging dining, cooking and working surfaces into units which can switch functions in next to no time.

www.moritzputzier.com/work/94-the-cooking-table,
www.milan2014.bulthaup.com

BEST PRACTICE

Living Kitchen Nature and technology merged

The prototype “Flow” designed by Oregon-based Studio Gorm is a living kitchen with educational ambitions. It is suitable for preparing meals and is also equipped to be used as a learning platform for a better understanding of biological processes and the cycle of nature. A herb garden, waste water reuse system and composter form part of this kitchen – with everything operating at a low level of technology. The concept of Flow illustrates a harmonious symbiosis of nature and technology with the aim of achieving very high efficiency and freeing the user from having to dispose of superfluous water. www.studiogorm.com



Photos: Studiogorm Flow Kitchen

BEST PRACTICE

Click and Grow *The garden in the kitchen*

The passionate micro-gardener already has a wide choice of systems to allow him to cultivate fresh herbs and salads in a kitchen without adequate sunlight. Integrated automatic irrigation systems and LED lighting ensure that plants can be grown quickly and can therefore be picked and used more often for cooking. Instead of normal earth, products from Click and Grow come with a growing medium that has been tested in space and is intended to provide the optimum supply of nutrients for herbs and salads. Likewise inspired by space travel is the “Green Wheel” from Italian design studio DesignLibero, which was first developed as a hydroponic system for NASA, but is now about to go into series production for earthly homes.

www.clickandgrow.com
www.designlibero.com



Photo: Click & Grow

BEST PRACTICE

Vooking – The model kitchen for vegetarian cooking

Vegetarians prepare different meals to those of meat eaters. They use and need specific kitchen equipment and units, in greater numbers and of different types. This prompted the designer trio Mario Zeppetzauer, Stefan Degn and Stefan Radinger, together with cook Harald Hochettlinger and carpenter Gerhard Spitzbart to design an optimally fitted out kitchen for vegetarians. They came up with the Vooking project model with large preparation boards, a gas burner for the wok, a “sprouting bridge” integrated directly into the sink and 36 small ceramic containers to retain the aromas of the stored spices. A growing cabinet fitted with LED lamps to cultivate herbs and sprout other vegetables – like the prototype produced by South Korean concern Hyundai several years ago – forms part of the kitchen equipment. Herbs, Asian greens and spices can be cultivated and harvested in four different climate zones. The next addition – once a manufacturer has been found – is an integrated flour mill.

www.vooking.at



Photos: © Michael Liebert



A SHORT HISTORY OF THE KITCHEN

From the “Woman’s Empire” to the home’s communications centre

It was all taken for granted 50 years ago: an exhibition at the Linz Chamber of Trade and Commerce devoted to the then latest innovations in kitchen appliances was called, without the slightest touch of irony, “Das Reich der Frau” (Woman’s Empire). The euphemism of the exhibition’s title and the technical and design innovations on display consciously glossed over the fact that the end of the Second World War not only brought about peace but soon after – accelerated by the promises of prosperity – also initiated a social restoration that assigned a new role to

women: “Children, kitchen, church”. The turn of phrase very fittingly described the new function; women had now to satisfy conservative ideals: they should busy themselves raising children, doing housework, and upholding and disseminating the moral principles decreed by the Church.

The new kitchen furnishings in pastel tones were the design symbol of the bourgeois idyll, which was intended to blind people to one big change, namely: For the first

time in history, the household would become a place of unpaid full-time work – as cook, cleaner, washerwoman and nursery nurse – for the majority of women. In middle-class families up to the end of the First World War, housework had been the job of paid employees such as housemaids or char-women, while working-class families had depended on the wife going out to work, until Germany’s “economic miracle” arrived. And last but not least: During the war women had volunteered or been forced to replace men away fighting at the front and had done jobs from which they would be displaced again after 1945. The economic miracle of the post-war period transported women to the cooker in the “new kitchen”. Cooking and cleaning were described as a labour of love.

The lady of the house and the domestic servant both became housewives.

The kitchen designs and spatial layouts of the homes built during this time reflect this development. In contrast to the traditional farmhouse kitchen (which was often also the whole family’s only heatable room) and the kitchen in the homes of nobility or the middle classes (which had kitchens large enough to serve as the workplace and often the communal room for the domestic servants), together with the planned shared kitchens in the worker’s housing developments which emerged at the beginning of the 20th century, the kitchen of the 1950s and 60s is designed as a (smaller) full-time workplace for

From low-tech to high-tech – On the way to the kitchen of tomorrow



Source: Mrs Beeton's Book of Household Management, 1861.

- Gas ovens prove themselves in practice

1880



Source: Pacific Electric, circa 1905

- Electric toaster conquers American households

1910



Frankfurt Kitchen. Source: Das neue Frankfurt, 1926-1927.

- Electric ovens spread across the USA
- Frankfurt Kitchen, prototype of the modern built-in kitchen, becomes popular

1920



General Electric Refrigerator, 1927. Photo: Mike Manning, CC-BY-SA

- Household refrigerators become popular
- Cooking appliances establish themselves in American households

1930



Photo: Pierre Genssey, CC-0

- Everyday domestic pressure cooker conquers the market (Kelomat)
- Electric ovens in widespread use in Germany
- Cooking appliances also become popular in Europe

1950



Wigomat-100, the first filter coffee machine, 1954. Photo: www.acosta.au, CC-BY-SA

- Electric hand-held mixer (Krupps/Braun)
- Dishwashers find their way into German households (Miele)
- Filter coffee machines conquer the household (Wigomat)

1960

a woman or wife. The furniture is standardised, functionally arranged, combines together in different ways, is fitted with technical innovations and is available in light pastel colours. However, the kitchen is separate from the other rooms in the home.

From open fire to fitted kitchen

For thousands of years cooking was done over an open fire. Developments in kitchens and heating systems changed surprisingly little. The fireplace migrated from the open air into solid-walled houses and from the floor into raised positions. Until the Modern Age, even in urban housing, the “black kitchen” remained the standard – with hearths from which the smoke rose directly into the room, before escaping into the open air through a chimney. Then a revolutionary development took place in

the 19th century: the standard enclosed stove for wood or coal, and later for gas or electricity, brought a smoke-free, clean kitchen. This not only made the cook’s work much healthier, it also opened the way to separate cooking and eating areas.

Traditionally a kitchen handled all the household affairs, be it a farm, urban town house, monastery or palace. The higher the status, the more extensive the range of cookware: the court kitchen of the 18th and 19th centuries had countless pots, pans and baking tins. The successive introduction of water, gas and electricity into city dwellings allows some standardisation of kitchen fittings in the form of standard cupboard elements and built-in electrical appliances. By 1900, architects of the “Jugendstil” movement, the German

Art Nouveau, and the Viennese Modern, such as Peter Behrens, Josef Hoffmann and Carl Witzmann, were designing new forms of kitchen furniture for villas and other types of housing.

In the inter-war period, the design avant-garde were working in “Red Vienna”, “New Frankfurt” and at the Bauhaus in Weimar and Dessau very intensively on standardising kitchen fittings. The designs concentrated on concepts for saving time and space and for introducing logical working sequences. The “Frankfurt Kitchen” by Viennese architect Margarete Schütte-Lihotzky is one of the best known examples of this. After the Second World War, the built-in kitchen began its march to triumph, the ownership of which, together with a refrigerator, was an obvious choice for large sections of the population.

It was not until the 1970s and 80s that experimental designers looked for alternatives to the kitchen fittings of middle-class homes of the post-war period. The “Mal-Zeit” cooking station from Coop Himmelb(l)au is a good example in this context. The same applies to Otl Aicher’s ideas of “Kitchens for cooking” and the later b2 kitchen from EOOS, which once again made the room where cooking took place the central room in the home.

With the latest technology and a well thought out design, the kitchen also advanced to become a social status symbol and increasingly a hobby room for the man of the house.



Refrigerator by Alessi, the first microwave oven, 1967. Photo: Wikipedia, CC-BY-SA

- Hot mixer combines preparation and cooking on a domestic scale
- Microwave ovens establish themselves in European households
- Ceramic hobs

1970



Wigomat Wigoexpresso, circa 1975. Photo: www.acosta.es, CC-BY-SA

- Espresso machines enter the household kitchen

1980



Photo: Westinghouse Electric Corporation

- Electric steamers become popular either as built-in or stand-alone units
- Induction hobs establish themselves in European households

1990



Photo: Philippa HomeCooker, CC-BY-NC-ND



Photo: Click & Grow

- Smart kitchen garden
- Apps as kitchen aids

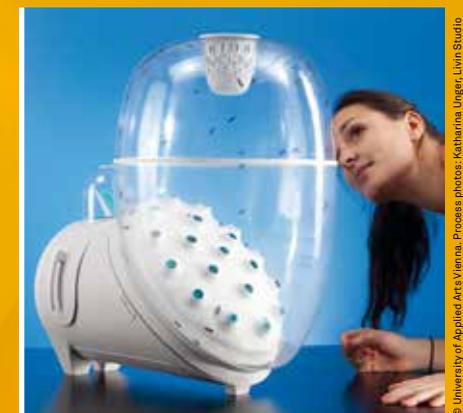
2010



Photo: Mellow sous-vide oven, cookmellow.com

- Internet of Things enters the kitchen
- SousVide ovens and vacuum cookers are within everyone’s financial reach

2020



© University of Applied Arts Vienna, Process photos: Katharina Unger, Lavin Studio

- DIY protein production at home

2030

Conclusion

KITCHENS

— *Cooking represents a new understanding of luxury: The luxury of being able to take the time to do something creative that does not necessarily have to be financially viable. Above all, young people see cooking as an exciting counterweight to digitalised work and stressful city life.*

— *The kitchen becomes a multitasking space in the house and home. It has long since stopped being just a place for cooking; it is now also a living, working and play room, which places completely new requirements on furniture and kitchen technology from the points of view of flexibility, space and functionality.*

— *The kitchen becomes mobile and goes “outside”. It is no longer only a room in a home, it is also a workstation in the open air or shared, communicative cooking area on public or semi-public land – a temporary hub with new social networking opportunities in supermarkets or community centres.*



— *Digital technology finds its way into the most sensuous rooms. The new generation of kitchen appliances can be controlled by an app while on the move, can support the cook with digital recipes, keeping a sufficient stock of food and with “thinking saucepans”.*

— *Nature and technology will no longer be mutually exclusive in future. The new kitchen offers both: natural food and high-tech. It will provide technical support to indoor gardens and adjust itself to the culinary preferences of the cook – as in “Kitchen for vegetarians”.*

RESTAURANT TRADE

— INDUSTRY-
FOCUS —

01 *The New Classic*
02 *Even more
special*



The New Classic – Nostalgia meets quality

Photo: Landhaus Bacher/Luzia Ellert

Increasing numbers of award-winning cooks are turning their backs on haute cuisine temples and opening smart small second restaurants. The return to cooking and traditional recipes will shape the restaurant trade over the coming years.

For culinary as much as financial reasons, but not least also as a reaction to the often exulted refinement of cuisine in top restaurants like Noma, Fat Duck, El Bulli etc., a culinary renaissance is quietly making its mark on the restaurant trade: The return to cooking, traditional recipes and techniques that allow the guests to recognise the ingredients again. This development is also backed by the guests' growing awareness of quality and by the ever-stronger desire for "authentic" and regional dishes, in other words "real food".

“Gentlemen, cook it right again!”

Chef Christian Petz in the magazine "A la Carte"

The protagonists of the new New Classic trend are often toque- and star-winning cooks, who have turned their back on haute cuisine temples or are trying out new business fields with second or third restaurants. In Anglo-American industry jargon, these establishments are known and loved as "little brother concepts". Therefore, in most cases, this is not about a nostalgic step backwards, but more of a contemporary interpretation in which high sensory quality is considered more important than fussy innovations.

Earlier complexity

A new restaurant trend is booming – not only in Austria and Germany, where ambition-driven 5-star cuisine has always found the going more difficult than in France, the United Kingdom and the USA. In the francophone and Anglo-American world too, increasing numbers of prominent chefs are splitting away from their exalted 5-star cuisine. Excited by the success of Chipotle etc., many are asking why they should continue to struggle with all the

travails that go with operating a top-class restaurant, such as the financial risk, the 24/7 work stress and the dependency on investors, when they could satisfy their customers and make more profit, at less risk and cost. Many customers are even more pleased by this than by the sort of ambitious creations that are primarily there to impress the restaurant inspectors from Gault Millau or Michelin.

"Centrally positioned" appears to be the new magic formula for the restaurant trade since the financial crisis of 2008. The best way to achieve a "central" position is by focusing on kitchen classics and create an ambience somewhere between that of a suburban pub and an urban bistro. "Central" also means being less experimental, accommodating the culinary mainstream and merging the innovations of the high-class 5-star cuisine with down-to-earth, traditional recipes. "Central" means not least a moderate costing regime – including at restaurants where top chefs now work, without demanding top prices.

Less art more master craftsmanship

Are we at the threshold of another Biedermeier period? Is this the beginning of a renaissance of bourgeois culture? The new quasi-domesticity in the form of casual dining? Possibly! In 2015, the cool new "evening comfort atmosphere" in cafés such as the Gschupftn Ferdl – a hip Viennese Heuriger buffet 2.0 in the city centre – is actually better than at Heinz Reitbauer's top-ranked Steirereck and it can be enjoyed in a much more relaxed style at Petz im Gusshaus than at Silvio Nickol in the Palais Coburg, where Christian Petz once cooked his way to five à-la-carte stars and four Gault-Millau toques. Of course, the new-classic trend manifests itself differently depending on the region or part of the world. In countries with an eating culture developed over a long time, it expresses itself mainly in the return to a reinterpretation of traditional recipes. In the USA for instance, this manifests itself in the upgrading

of fast food classics such as pizza, burger, tacos, steaks and noodles to the business or first-class menu. The motive force behind this, however, is the same: Uncomplicated meals offered on a high level of sensory quality, focused on freshness and regionality in a relaxed atmosphere. Less “art” and more master craftsmanship, more real food instead of molecular kitchen experiments.

Haute casual versus fast casual

José Andrés, who made the tapas and small plate concept popular at countless restaurants in the USA, offers a new look at American cuisine classics in his America Eats Tavern (www.americaeatstavern.com). Joshua Skenes, top chef from San Francisco (Season), reinvented Asian meals with hand-made noodles at his restaurant The Fat Noodle (opening summer 2015, www.fatnoodle.com) and Bradley Ogden shows how chicken can taste outside the Kentucky Fried Chicken world in his Funky Chicken restaurant in Houston (www.realfunkychicken.com). Many other top US chefs adopt similar concepts and – as critics are quick to point out – risk their good name, among other things, to join in and profit from the fast casual boom. Whether their reputations for quality can be maintained in franchise mode or if the haute casual experience also works in fast casual variants will become apparent only in the medium term.

However, the fact that head chefs are becoming involved in restaurant and retail chains is not just an American phenomenon. Kim Sohyi closed her multiple award-winning restaurant, Kim kocht, in Vienna and now operates the restaurant in the flagship store of the Austrian supermarket chain Merkur – to the joy of the many fans of her appetising fusion cuisine, which can now be enjoyed for reasonable prices as lunch in the city or, rather unusually, at an exquisite dinner in the supermarket (www.merkurhohermarkt.at).

Butter, lard and offal – The return of the shunned

The return to culinary traditions, to down-to-earthness and country styles appears to contradict several past trends: Animal fats such as butter and lard are attracting

attention again and offal, at least in small portions, is finding its way back as starters or amuse-bouches in everyday and gourmet cuisine. Deserts are back in favour once more, this time prepared with sugar substitutes, and on the cookery book market, increasing numbers of titles are emerging alluding to taste, tradition, craft and regional characteristics instead of having “healthy”, “fit”, “slim” or “vegetarian” on the cover.

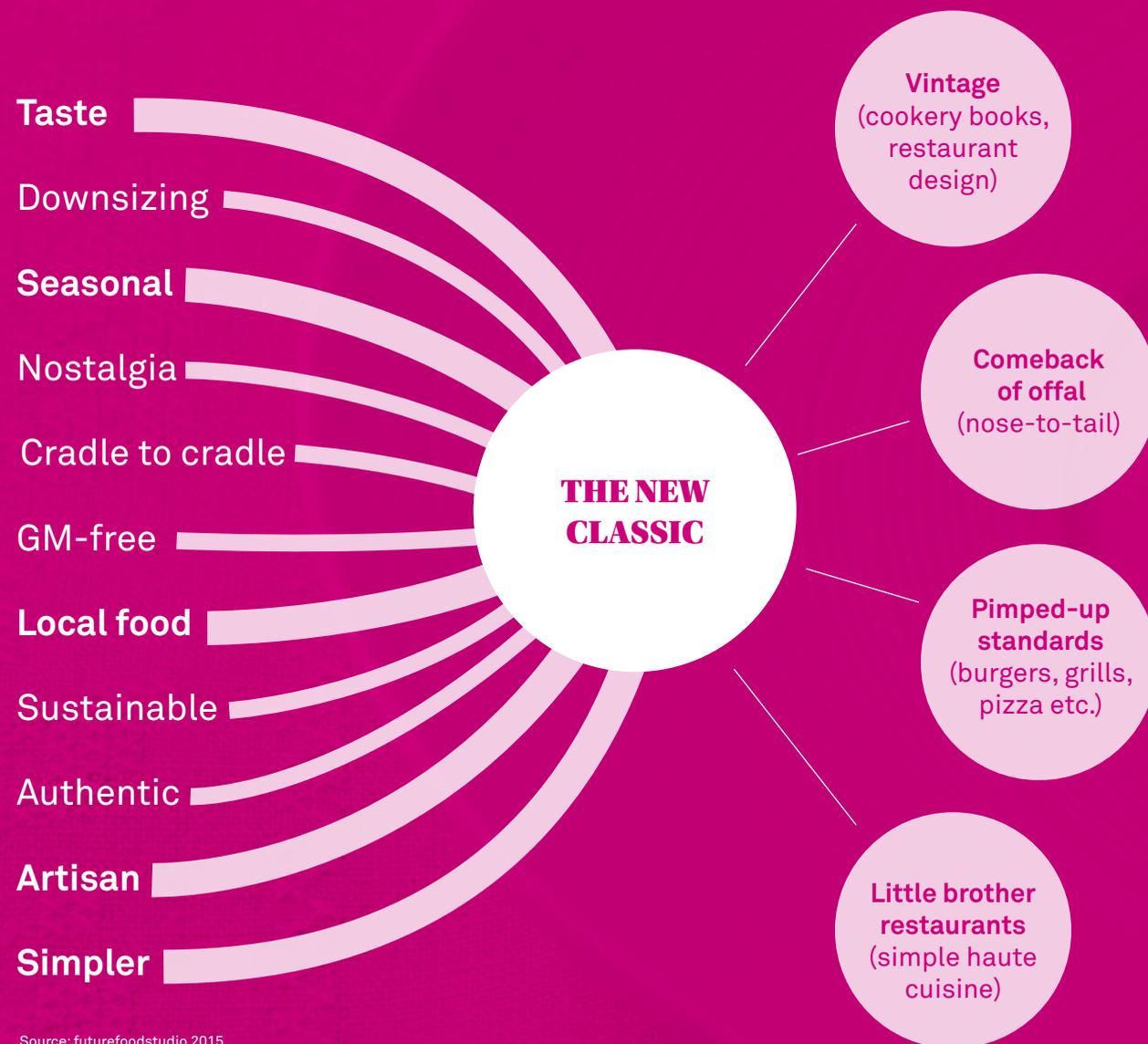
The gourmet journal Falstaff waxed lyrical about “Hedi Klingers Familienküche” – a wonderful collection of recipes from five generations of Austrian pub culture – and had this to say: “Traditional, personal and with a special charm of its own, which resonated with a feeling for the good old days.” Tim Mälzer brought out his own “Heimat-Kochbuch” (Homeland Cookery Book) at the end of 2014, preceded in 2012 by Dominik Flammer and Sylvan Müller with “Das kulinarische Erbe” (The Culinary Legacy) about Alpine food and Christian Petz with “Die neue Wiener Küche” (New Viennese Cuisine). Katharina Seiser’s “Immer schon vegan” (Always Vegan) can be best placed in this category too (even though “vegan” appears in the title). In her book, the food journalist and successful cookery book author assembled a collection of traditional recipes from all over the world. While these recipes do not represent any single ideological dietary concept, they have never used animal products – regardless of any moral considerations. The book can therefore be counted among the proven cookery classics.

Should cookery book authors and health platforms on the Internet declare fat to be a new superfood and elixir of life (e.g. “Keine Angst vor Fetten!” Mähr 2013), then the products suitable for other trendy diets would of course not just disappear: From Alnatura to Hiel, Vegavita and Zwergenwiese, vegan lard (marketed in Germany as “Schmelz”) cannot be excluded from any range of spreads. Fans of Ayurvedic cuisine have a suitable fat product in ghee, clarified butter from India. According to the principles of traditional Indian medicine, it is a rasayana food, i.e. it promotes vitality and longevity.

The new classic –

Innovative boost to the restaurant trade from a return to traditional cuisine

Values and desires → Trend → Manifestations





Calf liver reinterpreted
in Landhaus Bacher

Photo: Landhaus Bacher/Luzia Ellert

“New classic also means that animal fats such as butter and lard are creating a furore again and offal is finding its way once more into our everyday and gourmet cuisine.”

Three cheers for inner value!

Everything comes back into fashion, as they say. The renaissance of traditional cuisine on the menu also means a return to recognising “inner value”. Heart and lungs, udder and kidneys, spleen and brain have long been considered as “the nasty bits” and banished from mainstream cuisine, in which only breast and leg, fillet and (some) minced meats set the tone. Now offal is making a culinary comeback as part of the new classic trend. Although it has always been considered by many gourmets to include the best tasting parts of an animal, and there is an extensive store of sophisticated recipes to draw on for its preparation, offal still presents a challenge to the majority of consumers. On the other hand, the ongoing discussion about the respectful treatment of the animals that we breed and keep for eating and the zero-waste movement have made us more conscious of throwing away as little possible, including animal-sourced foods. As a result, traditional dishes such as Austria’s “Beuschel” (finely chopped lights with heart and other offal), Swabia’s tripe-based “Kutteln”, sliced spleen and calf’s tongue are emerging onto the menu. Some inns and restaurants have

even specialised in celebrating offal cuisine: In his toque-winning Gut Purbach restaurant in Austria’s Burgenland, Max Stiegl regularly offers a 13-course offal menu (www.gutpurbach.at). In Fergus Henderson’s St. John in London – which is lauded once more in international gourmet magazines as part of the new classic trend – the menu has included lamb heart, calf bones etc. for over twenty years (www.stjohngroup.uk.com).

Increasing numbers of cooks are also rediscovering the advantages conferred on food taste and texture by including blood in their cuisine. In his search for an original recipe for “Bruckfleisch”, Thomas Dorfer from the renowned Landhaus Bacher restaurant in Mautern, Austria, (www.landhaus-bacher.at) came upon several historical versions that used blood as a binding agent in the sauce for this traditional offal goulash. He subsequently experimented with other ways of using it. Basque top chef Andoni Luis Aduriz serves a blood macaroni in his Mugaritz restaurant (www.mugaritz.com), Heston Blumenthal serves a blood risotto in the Fat Duck (www.thefatduck.co.uk), Robin Rea, the operator of the hip

London Rusty Pig mini-restaurant (www.rustypig.co.uk), makes pralines out of it. Austrian high-class chocolatier Josef Zotter uses fresh pig blood in his chocolate creations (www.zotter.at) and Fergus Henderson, the pioneer of nose-to-tail eating, raised a protein bomb in the form of a black pudding topped with fried eggs to the level of a legendary signature dish.

TIP The return to traditional recipes is more than pure nostalgia. New classic also includes contemporary reinterpretations of traditional dishes.

- The customer-friendly idea behind the little brother concept is that even gourmets often prefer to eat simply but well. The concept, of course, also works without “big brother” – assuming high-quality ingredients and careful cooking.
- Offal and animal fats such as butter, cream and lard are creating a stir again, but they are used more sparingly than in many traditional cookery books. Cream orgies are definitely not celebrating a comeback, but fillet and breast are facing competition from the long-wronged and neglected offal.
- With their growing consciousness of quality, guests are choosing a really good pizza over a lovelessly prepared involtini al limone, even though the latter sounds the more sophisticated dish – a principle you should also follow in inns offering Austrian or German cuisine.

BEST PRACTICE

Petz im Gusshaus Old cuisine in a new restaurant

With his book “Die neue Wiener Küche”, Christian Petz not only wrote the latest cookery book for the new classic trend, he also operated a corresponding restaurant: the Gusshaus. Although his dishes are based on recipes from traditional Viennese cuisine, their preparation, however, has been thoroughly brought up to date by the top chef. In the Gusshaus, he revives almost forgotten dishes and combines classics of Viennese cuisine with unusual ingredients – from Beuschel with octopus to cream soup with crayfish and green beans.
www.gusshaus.at



Photo: Gusshaus/Herbert Lehmann

Little brother concepts – Enjoyment away from the leading gourmet establishments

Tim Raue does it in Berlin, Heinz Reitbauer in Vienna, Chris Jaeckle in New York and many other top cooks do it elsewhere all over the world: They get themselves a second or third restaurant – “little brother” or “sister”, in which they offer their guests the best quality outside the great gourmet experiences they present in their main establishments.

Meierei im Stadtpark – Steirereck’s little sister

Heinz Reitbauer offers his guests warm Viennese pastries, hour-fresh strudel, traditional Austrian dishes, an excellent selection of cheeses and a new menu each day in a relaxed atmosphere in the basement of his gourmet temple (www.steirereck.at/meierei).

Döllerer’s Wirtshaus – Treat for the slimmer wallet

In addition to his “gourmet restaurant”, Austria’s top chef, Andreas Döllerer, also operates an “inn” in which he serves traditional treats from years gone by in a comfortable, relaxed atmosphere. The menu includes roasted pig head with paprika-cream and creamed gherkin or braised shoulder of Easter lamb with wild garlic spinach and Alpine cheese purée (www.doellerer.at/de/wirtshaus/doellerers-wirtshaus).

La Soupe Populaire – Tim Raue’s people’s cuisine

Take the best products, add uncomplicated dishes, simple vintage furniture and minimalist place settings – and you have people’s cuisine. Actually, it is not quite that simple, but in his second restaurant in Berlin, **multiple award-winning** Tim Raue, tries to breath new culinary life into classics of German culinary classics such as “Königsberger Klopse” (meatballs in a cream sauce with capers) and serve them at reasonable prices (www.lasoupepopulaire.de).



Photos: La Soupe Populaire / © bitzrow Berlin



Photo: Landhaus Bacher/Luzia Ellert

BEST PRACTICE

Zum gschupftn Ferdl Heuriger buffet 2.0

In many cases, the traditional Vienna “Heuriger” (or wine tavern) has degenerated into a tourist trap or merry meeting point for senior citizens. The revitalisation of this Viennese tradition with an urban flair is currently very much in vogue. In the centre of the hip Bobo district near the new shopping boulevard on Mariahilfer Strasse, marketing professionals Moriz Piffel-Percevic and Mike Lanner, two newcomers to the restaurant trade, have therefore set to work transplanting the Heuriger buffet into the 21st century. The typical Heuriger glass display cabinet is filled with organic products: “A good Hartwürstl, (dry cured sausage), ham, cheese, a proper bread roll spread with a super filling.” Every evening at Ferdl there is also “Schupfkrapfen” (a kind of filled pasta) served with meat, “Blunze” (black pudding) or vegetables. Regular musical events complete the modern Heuriger feeling. www.zumgschupftnferdl.at

BEST PRACTICE

Meat Boutique Half-hogs in the shop window

Meat is on display again – at least in high-class British butchers. Like exclusive clothing and jewellery, half bulls and pigs, legs of lamb, sausages and ham are displayed in the new premium butchers. In these meat boutiques, customers can watch butchers at work, or attend a butchery course for amateurs to learn the proper way to slaughter the animal, joint the carcass and make sausages. As well as his Barbecoa restaurant, Jamie Oliver also operates the Barbecoa Butchery. Allens of Mayfair, the oldest butchers in London, likewise offers butchery classes and Provenance has opened the “Village Butcher” shop in the chic London district of Notting Hill. Meat can also be ordered online from selected producers who rear their animals under strict organic criteria. www.barbecoa.com/butchery
www.allensofmayfair.co.uk
www.provenancebutcher.com

BEST PRACTICE

Gut Purbach Inspiring creations around the heart

Max Stiegl does not cook offal every day in Gut Purbach, but when he does, it is truly a feast. A couple of times a year, he invites everyone to try his by now legendary offal menu. He likes to use chicken hearts in ragouts, curry and wok dishes. Out of lamb hearts, he makes a hearty carpaccio, and, from time to time, horse hearts end up on the plates too. He places a piece of red-hot charcoal inside turkey hearts to cook them slowly or bakes them in a salt crust or hay. However, the Gut Purbach chef’s most extraordinary creation is without doubt his lamb heart parcelled in clay. Before applying the clay, he wraps the heart in grape vine leaves and then cooks the parcel on red-hot charcoal. www.gutpurbach.at

BEST PRACTICE

Dirty French *French cuisine redefined*

The cuisine at the New Yorker Restaurant focuses on the timeless dishes and traditional methods of preparation favoured by French bistro chefs and brings them back to life using contemporary cooking techniques and daring flavours. The duck à l'orange is given a new spin with oriental and Middle Eastern spices (ras el hanout). Instead of being prepared with almonds, the trout amandine is garnished with sesame seeds, recalling the great global influence of French cuisine, which is now at work on these original recipes.

www.dirtyfrench.com

BEST PRACTICE

Winterstellgut in Lammertal *Extraordinary revitalised tradition*

“A superlative from an inn,” enthuses the gourmet critic of the Neue Zürcher Zeitung. The Winterstellgut near Annaberg in Lammertal corresponds in every detail with what a guest would expect at an inn: Folksy and traditional on the one hand, but also a degree of refinement on the other, which lifts the heavy recipes of yesterday into the present day. The restaurant searches out the highest quality products from the region to further improve extraordinary dishes. The care that goes into the earlier traditionally prepared meals raises every piece of boiled fillet of beef or shoulder of lamb to the rank of a delicacy.

www.winterstellgut.at

BEST PRACTICE

Classically Nordic *Simple Scandinavian food*

Claus Meyer, René Redzepi, Rasmus Kofoed and a great many other representatives of new Nordic cuisine have turned Scandinavia into a new Mecca for international gourmets. What is offered in the Noma, Geranium and similar top restaurants is clearly not for every day consumption – not even for card-carrying gourmets. More and more Scandinavian cooks are returning to traditional recipes, using their know-how in the new Nordic cuisine to reinterpret them in line with the times. In the Fäviken restaurant in Stockholm, Marcus Nilsson breathes new energy into Swedish tradition, while in the Kuurna in Helsinki, chef Antto Melasniemi thrusts the tradition and simplicity of Finnish cuisine centre onto stage, without having to dispense with excellent products of great sensory quality. Melasniemi is likewise on a mission: “In the inns and on the markets in Scandinavia, the diner can enjoy simple and good cuisine that ought to be on the menus of bistros and other eateries anywhere in the world, just as it is in any other country.”

www.faviken.com,

www.melasniemi.com



Photos: Fäviken/Erk Olsson



Even more special – On the way to the We-restaurant

The standards expected of good cafés and restaurants today go way beyond their cuisine. The challenge for the restaurant trade in future lies in providing special menus and concepts for the new We-groups. Hyperpersonalisation is becoming an interesting niche.

People feel an increasing need for individuality, self-expression and self-fulfilment. They therefore consume many more products that accord with their own wishes, preferences and values. Customising – the personalisation of products or services – is nothing completely new to the restaurant trade. Guests in many restaurants have always been able to request modifications to the menu, choose different accompaniments or have specific ingredients left out because they do not like the taste or they are allergic to them. The trend has not stopped, even in the face of system catering. Restaurant chains such as Vapiano have even adapted their concepts to accommodate it. Nevertheless, the individualisation megatrend will make its effect felt much more in the food sector in future. This will take the form of distinct customisation coupled with a clear tone of new strategies within the wider community and is intended to make people's individual needs more generally appreciated and accepted. "We" is the new "I" in today's society.

Networking technology has granted more power to "me's" who collaborate with one another. In many fields of society and the economy, people are often seen getting together to try to reorganise themselves and their affairs in a complex world. Share and exchange, collaboration and community are now very popular. This is particularly clear in the restaurant trade. Whereas, for example, vegetarians were once made to feel they were the odd ones out when they wished to eat meat-free, in today's society of non-meat eaters their needs are satisfied without a second thought. They can also access websites and use apps to pass on their tips for vegetarian restaurants (or restaurants that at least serve a wide range of vegetarian or vegan food). Through (social) media networking, they now realise they are no longer strange people, but members of a consumer group who have to be taken seriously: they

are also prosumers whose wishes have direct consequences for the range of products and services offered.

From "customise me!" to "customise us!"

In today's food sector, offering personalised consumption and distinction could hardly be easier. Meanwhile, a wide choice of food is available on the Internet (muesli, juices, tea or coffee, marmalade, chocolate and jelly babies) presented in a seemingly infinite number of different ways. However, after the first attempts, in particular by online businesses, to make "infinite personalisation" into a brand characteristic, new forms of participation and collaboration are beginning to emerge. There are no longer several hundred raw materials and ingredients to choose from, but mainly proven combinations and mixtures that emerge from the "experience of the crowd".

The Internet offers the best conditions for networking with like-minded people with similar interests. The Internet offers ideal conditions for networking with like-minded people with similar interests. These self-confident interest groups are reshaping gastronomy in many areas. The restaurant trade is in turn trying to woo the thematically networked "individualised guests" with highly specialised niche products and services. Their aim is to retain vegans, allergy sufferers and free-froms, together with guests who want to adhere to strict religious food rules – much less on the grounds of religion than as a result of their desire to distance themselves from the cultural mainstream and strengthen their subcultural identity.

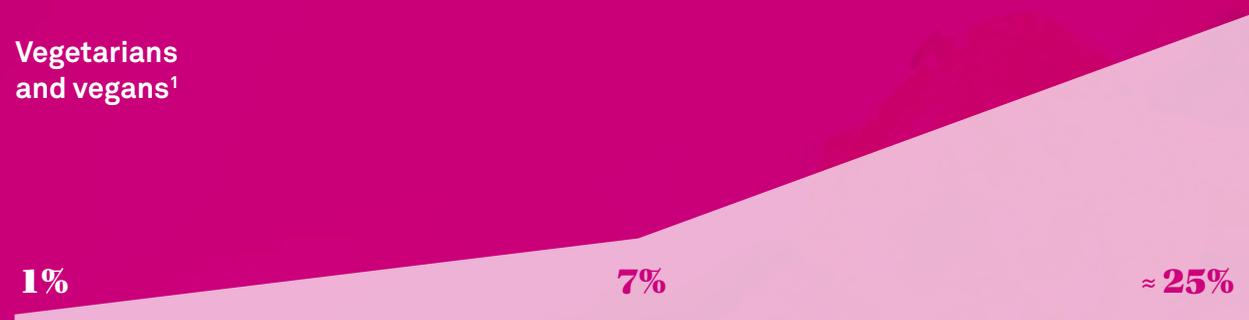
Unique together

Restaurateurs who take the wishes of their customers seriously and offer them exactly what they want – i.e. whatever the customer deems suitable for himself for

Allergy sufferers, vegetarians and haloodies: The new special guests

The challenge for the restaurant trade in future lies in providing special menus and concepts for the new We-groups. health problems, changing values and demographic shifts are transforming former niche markets into relevant markets for the restaurant trade in general in many countries, Germany included.

Vegetarians and vegans¹



Haloodies²



Allergy sufferers³



¹ Source: European Vegetarian Union (estimated values for 2030).

² Proportion of the Muslim population who eat according to the halal-haram principle. Source: Pew Forum on Religion and Public Life (estimated values for 2030).

³ Proportion of people with allergies. Source: Deutscher Allergie & Asthmabund e.V.; no statistical data are available for 1990. Estimates in medical literature predict a doubling of the number of people affected within two decades (estimated values for 2030).

whatever reason – have a good chance of gaining new regular customers and achieving success in that specific niche. The “need for individuality” is on the rise, even though it often expresses a wish to belong to a peer group, a lifestyle or ethnic group or a religious group.

Today, the best way of expressing this we-focused individualisation is to avoid eating specific foods and dishes. The reasons for this could be that the products are considered “haram” or are not vegan, contain allergens or other ingredients undesirable for other reasons (such as glutamate or flavouring agents) are imported from abroad or were – contrary to the wishes of adherents to the “Paleo” diet – not eaten in the Paleolithic period.

Of course, this trend towards hyperpersonalisation does not mean the end of standardised menus of one or other of the advanced culinary arts on the other end of the food spectrum. It does however, clearly demonstrate that differentiation in the restaurant trade will continue to increase and open up many more niches than can be subsequently filled. Long-term success is of course granted to those who believe in a concept out of conviction and not just follow commercial calculations.

“Consumers wish to express their individuality through demonstrative consumption or through the specific abstention from specific foods and therefore distinguish themselves from others.

Vegan for allergy sufferers

The new obligation to label food with details of the allergens it contains caused a major stir in the restaurant trade. Allergies and food incompatibilities are and have always been a great challenge to many cooks and restaurant operators. Looked at the other way around as well,

restaurant guests have also not had it easy either, especially if the guests are constantly given the impression that their needs are disrupting the operation of the restaurant. As happens to convinced vegans, they are still under pressure in “normal” restaurants to justify their requirements.

However, while the vegan lifestyle has resulted in a boom in special restaurants in recent years – from the simple bistro to vegan high-end cuisine – (see “Spiritual Food”, pp. 32-37), allergy sufferers have yet to enjoy their own cafés and restaurants. Increasing numbers of websites offer the diner orientation with tips for “allergy-friendly restaurants”, including: *Allergie-frei.info*, *Allergyeats.com*, *Allergyexplorer.com* and *Allergiefreiessen.de*. And last but not least, allergy sufferers often find that they are treated better and their wishes more often met in health-minded restaurants.

“Even more special: individualisation opens many more opportunities for specialised niche concepts.

Classical European dishes à la halal

It is not much different for people who wish to observe their religious dietary rules. Admittedly the Christian tradition of the meat-free Friday continues to be reflected in the menus of many restaurants, but although the number of Muslims is increasing in Europe, they are almost always forced to buy their food from Turkish supermarkets and butchers and, when they choose to go out for a meal, have to switch to ethnic Anatolian, Syrian, Pakistani or Indonesian restaurants to ensure the food conforms to the halal standard. Food labelling regulations in Germany, Austria and Switzerland frequently do not extend to indicating which products in conventional supermarkets and local restaurants are suitable for halal diets.

Most of all however, many Muslims have long since given up wanting to eat only the traditional dishes from their original homelands; they also wish to enjoy the rich diversity of European cuisine: Wiener Schnitzel (traditionally made with veal), Königsberger Klopse (without ground pork) or coq au vin (with alcohol-free wine).

Haloodies – Muslim gourmets

The success of the London Halal Food Festival, held every year since 2013, is evidence that Muslim foodies, who have made a name for themselves in Britain as “Haloodies”, will play a much greater role throughout the whole of Europe (www.halalfoodfestival.com). The festival was instigated by two Muslim academics who were unfortunately only able to eat in only dubious kebab shops instead of three-star restaurants like their non-Muslim friends (Power 2014).

Layla Hassanali and Shazia Saleem were not willing to come to terms with that situation. One of them published “Halal Girl About Town”, a successful food blog (www.halalgirlabouttown.com), in which she records the rapidly growing opportunities for eating halal in English restaurants. The other formed Ieat, a company that serves traditional English dishes such as cooked meats, in this case with halal certification (www.ieatfoods.com).

“You could go to a dodgy kebab place, but you couldn’t go to a high-end restaurant. It was like saying: “You are Muslim, and you can’t drive a Ferrari”

Noman Khawaja, Founder of the London Halal Food Festival

What was, for a long while, ignored as a “minority taste” and therefore only satisfied by retailers in Turkish or Middle Eastern ownership and completely ignored by gourmet restaurants, is now opening up new perspectives of more customisation as part of a general development, even for non-Muslim restaurateurs.

TIP The challenges for the restaurant trade of tomorrow lie in the new consumer groups that network very effectively on the topic of their special interests and wishes.

- Even if you do not operate a vegetarian restaurant, the need to offer an adequate selection of vegetarian dishes, prepared with as much care and attention as meat and fish dishes, is self-evident in today’s restaurant trade.
- Vegans are not the only type of guests with special wishes. Up to now, the growing Muslim middle class in Germany and Austria, who enjoy the diversity of European cuisine, but nevertheless would like to stay to the halal-haram principle, has been a neglected target group.
- Many food blogs, apps and online guides help guests find restaurants that take into account their special diets or dietary rules. Restaurateurs who offer culinary dishes suitable for allergy sufferers or for people who eat according to religious dietary rules can use this as an effective PR tool.



BEST PRACTICE

Allergiker Café Sweet food for everyone

“I am intolerant, but that makes no difference!” This is the positive message that the Allergiker Café for allergy sufferers in Vienna beams out to attract its guests. Margarete Rothaug-Pasteiner, the operator of the new café, lives with celiac disease (gluten intolerance) and has coped with intolerances for many years. She and her team have been serving tasty delicacies absolutely free of artificial flavours and flavour enhancers since summer 2014. Now everyone, including people living with diabetes, allergies and food intolerances, can feast without restraint in attractive surroundings that have been plainly coordinated in white and pastel colours to create a reserved ambiance. The café offers not only confectionery but also a seasonal menu that changes every day. The items are free from gluten, lactose, soya, walnuts, peanuts, hazelnuts, flavouring agents and additives. The menu also lists egg, histamine and fructose-free dishes. A colour coding system lets the diners know what each item contains.
www.allergikercafe.at

BEST PRACTICE

Premier Harmonie Vienna *Allergy-friendly sleeping and eating*

The new 4-star boutique hotel operated by Best Western in the trendy Serviten district is one of the first hotels in Vienna to have three certifications: for sustainability, allergy-friendliness and organic products. As guests would expect, the allergy-friendly hotel operates according to the ECARF standard and takes account of food allergies and intolerances in its culinary offerings: gluten and lactose-free bread, muesli, cured meat and cheese products are just as much part of the breakfast menu as soya milk and yoghurt, celery-free broth and many more foods.
www.harmonie-vienna.at



BEST PRACTICE

Ecco *Eating healthy, vegan and fair*

“Mindfulness” is an important social trend. What effect does food have on the human body and spirit? What economic and ecological effects does the cultivation and manufacture of food leave in its wake? Nicole Löhnert, Managing Director of Ecco, wants to find good answers to such questions. She strives to explore this theme in her new restaurant, which she self-confidently promotes with the subtitle “Die neue Art der Gastronomie” (The new style of gastronomy). Vegetarian and gluten-free dishes have a permanent place on the menu at Ecco. Other dietary restrictions such as histamine or fructose intolerances are identified in dialogue with the guest.
www.ecco-restaurant.de

BEST PRACTICE

Vedge – Vegan enjoyment for omnivores

According to gourmet critic Trey Popp, the Vedge in Philadelphia is not only the best vegan restaurant in the USA, it is also without doubt one of the best restaurants in the USA. The ambition of chefs Richard Landau and Kate Jacoby is to cook vegetables and grains so well that carnivores do not waste a thought on missing out on meat. To increase the joy of eating, they offer dishes in small quantities served only in such a way that everything on the table can be sampled – following the principle: separate bites double the delights.
www.vedgerestaurant.com



BEST PRACTICE

The Halal Guys *New York loves a different taste*

The Halal Guys has become a long-established New York institution. It has built up a popular brand in the USA with four food carts, two restaurants and a catering company. People wait in long queues, not only to eat halal, but also because the food produced by the Halal Guys just tastes good. Now the business is about to bloom with franchise partners outside New York too.
www.thehalalguysny.com

Conclusion

RESTAURANT TRADE

- *The return to traditional recipes will be an even stronger influence on the restaurant trade in the coming years. Even if creativity and uniqueness continue to be the primary demands placed on top restaurants in future, the contemporary interpretation of regional culinary traditions will become a decisive success factor for “centrally positioned” restaurants.*
- *The growing quality consciousness of the guests and the desire for a new “down-to-earthness” demands more master craftsmanship and less art from cooks. Sustainability in the kitchen is not only a question of power-saving devices, but is also expressed in the sensible use of animal and vegetable products that are not just limited to the “finer” parts.*
- *The new classic in the restaurant trade is reflected as much in the menus as it is in restaurant concepts that breathe new life into classic food formats. Pure nostalgia is not the solution – not even in the design. A young public wants a relaxing atmosphere free from the rigidity and excessive formality of their grandmothers’ era.*
- *Today, individual guests organise themselves around their shared interests and wishes. This applies above all to allergy sufferers and consumers who, on religious or moral grounds, follow specific diets or dietary rules. This development opens up interesting niche markets to many in the restaurant trade who can offer suitable products and services.*

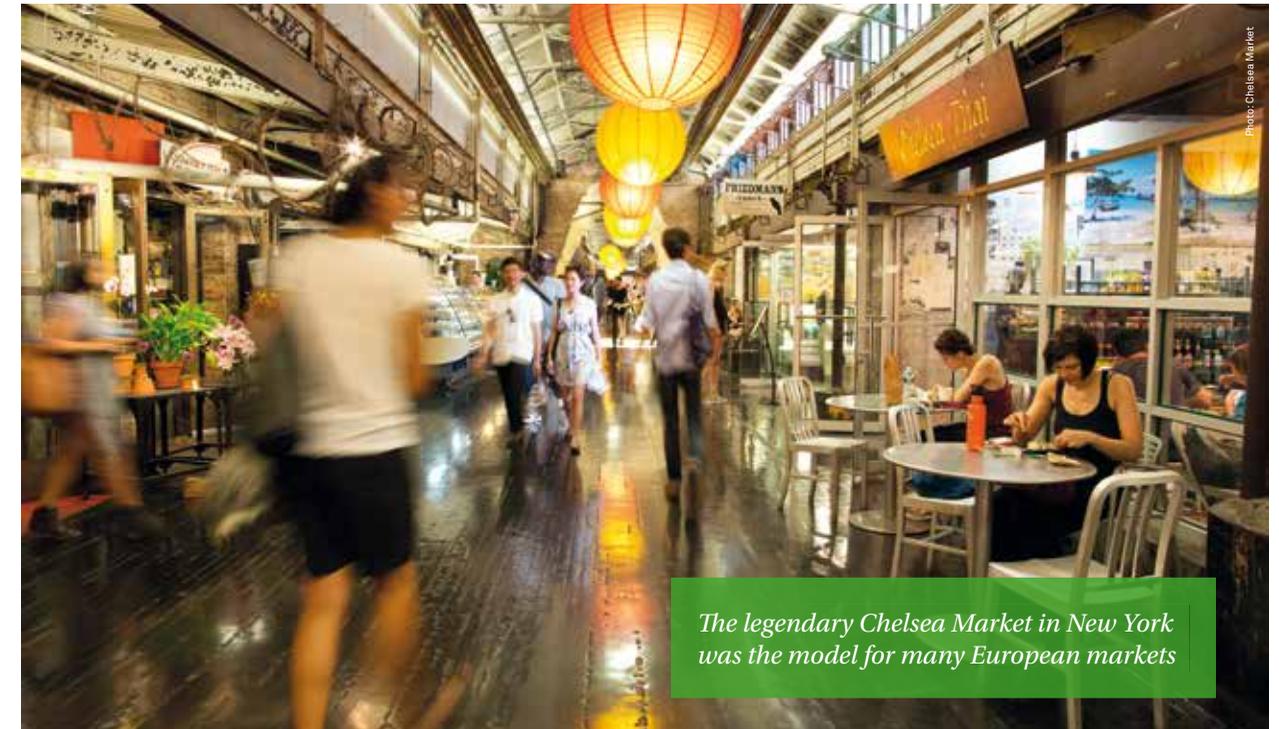
RETAIL

INDUSTRY-
FOCUS

*How the
renaissance of
the markets
is revolutionising
the food trade*

At first glance, it might seem absurd, but the last thing that our modern supermarkets give their customers at the point of sale is the joy of eating and sensory experiences.” At least according to our provocative and rather cutting hypothesis expressed in “Food Report 2014”. In the article, we analysed why supermarkets that are organised on the principle of a larder, i.e. following the logic of category management, are now a phased-out model: Namely because it no longer fulfils the expectations of contemporary consumers have of these businesses.

Over a period of time – at least on the level of the flagship stores of many retail chains – something has happened: Styling has become more atmospheric and increasingly more like market halls that, together with the re-evaluated street markets all over the world, are experiencing a new boom. This has happened because many customers no longer want shopping to be primarily a quick, inexpensive replenishment of food at the lowest possible prices, but desire more personal service and the celebration of an enjoyment-oriented sense of living.



The legendary Chelsea Market in New York was the model for many European markets

I. STREET MARKETS– The comeback of the agora

In Europe and North America, we are experiencing a renaissance of street and weekend markets in the second decade of the 21st century. Admittedly, some may have deteriorated to the level of a tourist attraction or food Disneyland, but others have grown to form new hotspots for foodies, hobby cooks and a new generation of gourmets. In the last ten years alone, the number of these markets in the USA – mainly in the centres of the big cities – has doubled to over 8,000 (USDA-AMS, Marketing Services Division, 2014). The trend gives the “big-business supermarket” those mega shopping malls on the edges of cities, their marching orders and boosts seasonal and regional shopping at substantially smaller suppliers who

work much closer with farmers. The effect is so strong that the big players are even trying to rebrand themselves as regional and “farmer-friendly” institutions. Some – such as the US retail chain Sprouts – go as far as calling themselves a “farmers’ market”, even though they are as far from being a farmers’ market as Burger King is from being a 5-star restaurant. Critics refer to this as “farmwashing” (like greenwashing).

In central and northern Europe, the new blood of the food markets cannot be ignored – on public streets, private land or in revitalised historic or newly erected market halls. In Vienna, the visitor numbers at the 22 markets operating since 2008 have risen by over 10%, the range of goods has multiplied and the quality is much better (Magistratsabteilung 59, Markets Office Vienna). In Berlin as well, Markthalle IX (Market Hall IX) etc. in the

“Bobo scene” has become as much talked about as some clubs. In October 2011, precisely 120 years after its official opening, the old railway market hall opened its doors again. A traditional weekday market is held there on Tuesdays, Fridays and Saturdays with traders and producers from the surrounding areas in attendance. About four times a year, the Berlin Naschmarkt food festival, which was named after the Vienna Naschmarkt, is held in Markthalle IX.

Market halls as the new urban design icons

New markets often arise in the form of architecturally exciting market halls on reclaimed sites or as upgraded traditional markets with a significantly widened range of culinary products and services. Examples include the hip Torvehallerne in the heart of Copenhagen or the Markthal in Rotterdam. These markets are the stomping grounds of a completely new generation of consumers: These are urban foodies and young families from the middle classes, who wish to create clear blue water between themselves and their parents (the supermarket generation) in their food shopping behaviour. Whereas today socialising is the focus, for the supermarket generation effectiveness (i.e. quick, inexpensive replenishment of food at the lowest possible prices) was and still is the primary criterion when shopping.

The change (of image) of European markets has been accelerated by the spectacular success of the now legendary Chelsea Market in New York (one of the first modern food markets that could justifiably claim the new title “food hall”), the Oxbow Public Market which opened in 2007 in Napa, California and the Melrose Market in Seattle, operating since 2009. They succeeded in convincing the food-conscious customers of traditional wholesalers of the advantages of the markets. Shopping becomes a social experience. The numerous different suppliers are so close together that the shopper finds it easy to form an overview of the available qualities and prices.

The new markets not only make the abundance of fresh food and the proximity to producers attractive; they also create a direct connection with eating – usually on a high

level – primarily by offering myriad culinary services, such as the integration of street food. But markets deliver more still: The “marketplace” once again becomes an urban centre for festivals and gatherings – a modern form of the ancient Greek agora – which serves as a venue not only for buying, selling, tasting and eating, but also for communication, politics, laughter, learning and games.

“ *The renaissance of the weekly market owes a lot to a young, educated urban clientèle who have a completely different approach to food and cooking compared with that of their parents.* ”

The new awareness of life celebrated in street markets, at street food events and in food halls is also reflected in many contemporary publications. For example, Stevan Paul’s street food cookery book “Auf die Hand”, in which the author takes readers on a world tour of tastes and shows them how to make their own street food highlights such as pastrami sandwiches, salmon bagels and bánh mì quickly and easily in the kitchen: “fast food de luxe” for the home.

And last but not least: In these times of anywhere and anytime availability of food in classic supermarkets, the temporary, seasonal and limited range of goods on offer in the markets also create an aura of exclusivity. This is because a natural scarcity awakens the feeling of urgency and increases the impulse to buy, even without the incentives of special offers and multipacks.



Melrose Market in Seattle –
Revitalisation of an old building

BEST PRACTICE

Basel Market Hall – The perfect market hall experience

The old market hall in Basel has been shining in a new light since 2013. The concept is based on a diverse range of fresh products for sale beneath a 27 metre high concrete cupola roof. Street food and fresh food and drink are sold there every day. The evening market from Thursday to Saturday entices visitors with a bar. Regular cultural presentations, flea markets and a kitchen area available for private and public events complement the market hall experience.

www.altemarkthalle.ch



Photo: Basel Market Hall/Martin Zeller

BEST PRACTICE

***Grand Central Market
Revitalised food hall
classics***

The Grand Central Market in downtown Los Angeles is almost 100 years old. Until recently, it looked that way too. Then the Artisan Food Movement breathed fresh life into the traditional market hall and it became a good example of the “back to the market hall” trend. The most exciting players involved in this scene have set up their stands or cafés adjacent to old-established businesses. Now look at it: The Grand Central Market is now endowed with an unbelievable coolness factor.

www.grandcentralmarket.com



Photo: Grand Central Market /Amparo Rios

BEST PRACTICE

***Eat&Joy
Farmers Market
Monument to
Finnish food culture***

Finland is not blessed with an endless diversity of regional premium food products. However, the goods produced in north-east Europe often excel through their high sensory quality, freshness, and their traditional, organic preparation. Many small producers use Eat&Joy in the heart of Helsinki as the main market place for their goods. The name sets the tone: the market hall radiates waves of sensory pleasure. At first glance, this is not at all expected from the “ice-cool” northern Europeans.

www.eatandjoy.fi

BEST PRACTICE

***Torvehallerne
New Nordic shopping***

It's not a supermarket – it's a super market! Clean, geometric lines, steel and glass – the Torvehallerne in Copenhagen is a good example of a thoroughly modern Danish design. Built with great style, fitted out with love right down to the last detail. The 60+ stands are rented mainly to small businesses and producers. The philosophy of the market hall is to encourage close contact between manufacturers and consumers. As visitors would expect, the quality bar has been set quite high. Many products on sale are produced organically.

www.torvehallernekbh.dk



Photo: Torvehallerne

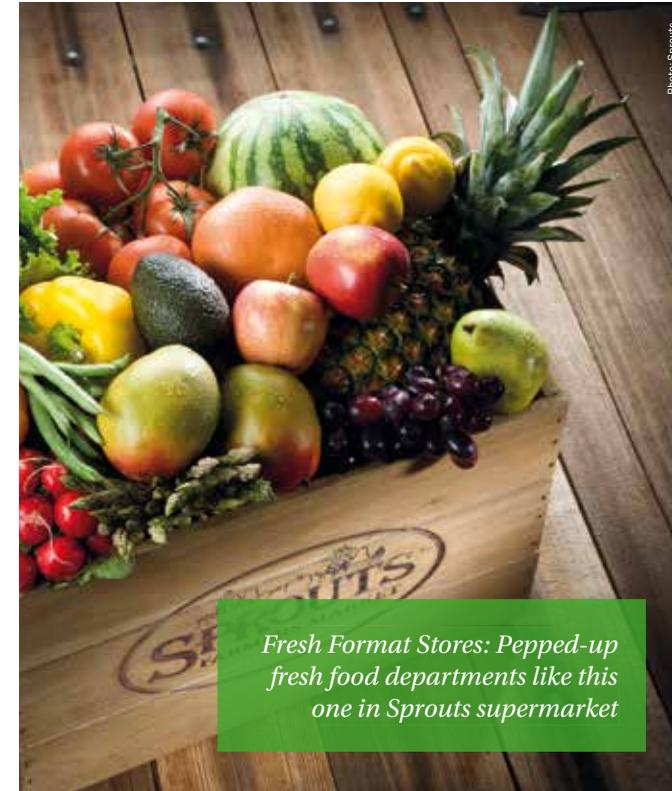
BEST PRACTICE

Markthal Rotterdam's new architectural jewel

The increasing attractiveness of the traditional food markets and market halls is reflected in their architecture. Like the new market hall in Rotterdam, they have become modern design icons and have great appeal to architecture fans, competing in this respect with the imposing market halls of the 19th century, such as Nagy Vásárcsarnok in Budapest or Mercado Central in Valencia. The architects who designed the Markthal Rotterdam incorporated 228 apartments in the two arched outside walls. The apartments directly overlook all that happens in market life and some offer generous views over the city. The basement contains an XL branch of the Albert Heijn supermarket chain. The development is intended to ensure that the citizens of Rotterdam look to the city for their everyday shopping and combine it with visits to speciality shops. A compelling idea, because this creates a win-win situation for both sides.

www.markthal.nl





II. SUPERMARKET HALLS – The hybrid supermarket of the future

The hype surrounding street markets, street food carts and the lively atmosphere in the new food halls has not gone completely unnoticed by the retail companies. The flagship stores operated by the large supermarket chains are successfully practicing the copy-and-paste principle and are increasingly adopting the market stand design to compete against the fancy market halls for the same customer segment, and avoid being left with nothing. Supermarkets may also become involved as co-operators in one of the new food temples, such as the Dutch supermarket chain Albert Heijn in the Markthal in Rotterdam.

In the USA, Fresh Format Stores has considerably increased its market share since 2011 and will show strong growth in the coming year too, according to business consultants Willard Bishop LLC. The range of goods supplied by Fresh Format Stores is similar to that of the average European street market. In other words, it sells fresh but not necessarily premium products. Woolworths in Australia follows a similar strategy with its market-oriented store design concept “2015 Market” and is beating the drum with a promise of bringing consumers closer to fresh food producers. Even though there may often be only a form of farmwashing behind many of these concepts, fresh food departments in supermarkets have definitely broadened their ranges. In terms of quantity and atmosphere, they are following the soft health trend (see “Food Report 2015”, pp. 26 et seq.), by encouraging customers with suitable offers, more fresh food, especially vegetables and fruit, to buy and prepare dishes themselves.

From larger supermarket to shopping experience supermarket

One thing is clear: A supermarket that wishes to distance itself from the “logic of the larder”, with rows of filled shelves that offer everything but a sensory shopping experience, can’t simply undergo a retro-design makeover to make it look like a street market. To be innovative and authentic at the same time requires the supermarket to arrange its products in accordance with the intuitive understanding of consumers with an interest in cooking. The Viennese design office EOOS makes this abundantly clear in its supermarket report: In the supermarket of tomorrow, the structural elements of archetypal producer markets will be translated into contemporary, interconnected and interdependent forms of shelving and arranged along an irregularly curved “high street” on which fresh and seasonal goods are sold. Minor streets lined with other goods branch off the high street.

Many designers all over the world are working on sophisticated concepts for graphical guidance systems and on new solutions for the arrangement and structure of product groups. When layouts are based on attractive street markets, the designers quickly come up against weak points in the range offered by many supermarkets. The aim should be not just to copy the design, present the vegetables in country-style wooden crates or have a wine department with brick cellar mock-ups. The movement towards designs based on street markets and market halls can only be finally and conclusively implemented if the range of goods is thinned out and the staff better trained. In other words, when authentic encounters with producers are finally allowed and the shopping experience does not lag miles behind a visit to a real market.

“ For the supermarket of tomorrow with a design based on street markets, this also means thinning out the range of goods on offer and allowing authentic contact with producers.

The supermarket needs to be consistently thought through to become a “super market” and its butchery and bakery departments reprofessionalised. The supply of regional and seasonal vegetables and fruit in a “super market” will be placed in the hands of the producers. This means they will have market stands made available to them, similar to the way some supermarkets outsource the operation of their restaurants to partners in the catering trade. The Austrian retail chain Billa practices this successfully in its flagship store in the centre of Vienna. High-class caterer Attila Dogudan, with its Henry brand, operates a restaurant on the ground floor of the store, very close to the vegetable and fruit department, and therefore supports the idea of a market as a place for meeting and enjoyment.

Star cook Kim Sohyi offers exquisite meals in the Merkur supermarket on Hoher Markt, Vienna.



BEST PRACTICE

Fresh Thyme Farmers' market American super- market (r)evolution

Healthy food and healthy values – this new American supermarket chain has a clear corporate mission statement: Its aim is to offer customers a range of goods that will make it easier for them to make better and healthier choices, and not least to consume less processed products. Fresh Thyme farmers markets combine the spirit of a weekly market with the range of goods offered by a modern corner shop, while moving away from the traditional US-American store design. The focus is on fresh milk products, vegetables and fruit, with the majority sourced from regional and general organic producers. More than half of the area is reserved for fresh products, including meat and fish. Each market has a “favourite” butcher for everyone (once again). The spaces within the building are designed to give the customers, wherever they are standing, a good view of the fruit and vegetable department.

www.freshthyme.com

BEST PRACTICE

Nosh Gourmet pleasures to enjoy every day

Like Fresh Thyme in the USA, this supermarket newcomer in New Zealand places great emphasis on offering a range of fresh products and focuses on consumers who do not restrict their shopping to fortnightly visits to buy tinned, frozen or prepacked products and non-food items. The supermarket also has an excellently stocked cheese department and its own butcher. The new store at Mount Eden in Auckland has an area called “The Melting Pot”, which has a lounge with many cookery books where customers can read, meet and chat, a demonstration kitchen and cookery school.

www.noshfoodmarket.com

BEST PRACTICE

Jumbo A combination of shopping, cooking and eating

The VBAT design agency has developed a new concept for the Dutch supermarket chain Jumbo, which was then first realised in the city of Breda. This concept was designed to combine food shopping, preparation and eating in a better way. The supermarket is divided into various specialist areas in which customers can not only buy fresh food but also learn how best to prepare it. In addition to buying the ingredients, they also have the opportunity to buy preprepared meals that can be placed in the oven for their final stage of cooking at home, or be enjoyed right there and then in the supermarket.

www.jumbo.com

Conclusion

RETAIL

— *Market halls and street markets are the new social meeting points and playgrounds for a new generation of consumers who prefer to celebrate an enjoyment – focused lifestyle, rather than simply shop for food at the cheapest prices.*

— *First it was museums now it is market halls – these are the new design icons of the urban middle class, avant-garde architectural monuments in the commercial battleground of the city, manifest symbols of a new eating culture.*

— *Street markets narrow the gap between producers and consumers. A seasonal and limited range of goods creates an aura of exclusivity. Service, not self-service, promotes the communication of product qualities, place of origin and ways of preparation.*

— *The new attractiveness of markets and market halls also inspires traditional supermarkets to prune their ranges, to reorganise around new layouts, redesign shelves and stands in the farmers' market style, and reprofessionalise the bakery and butchery departments.*

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