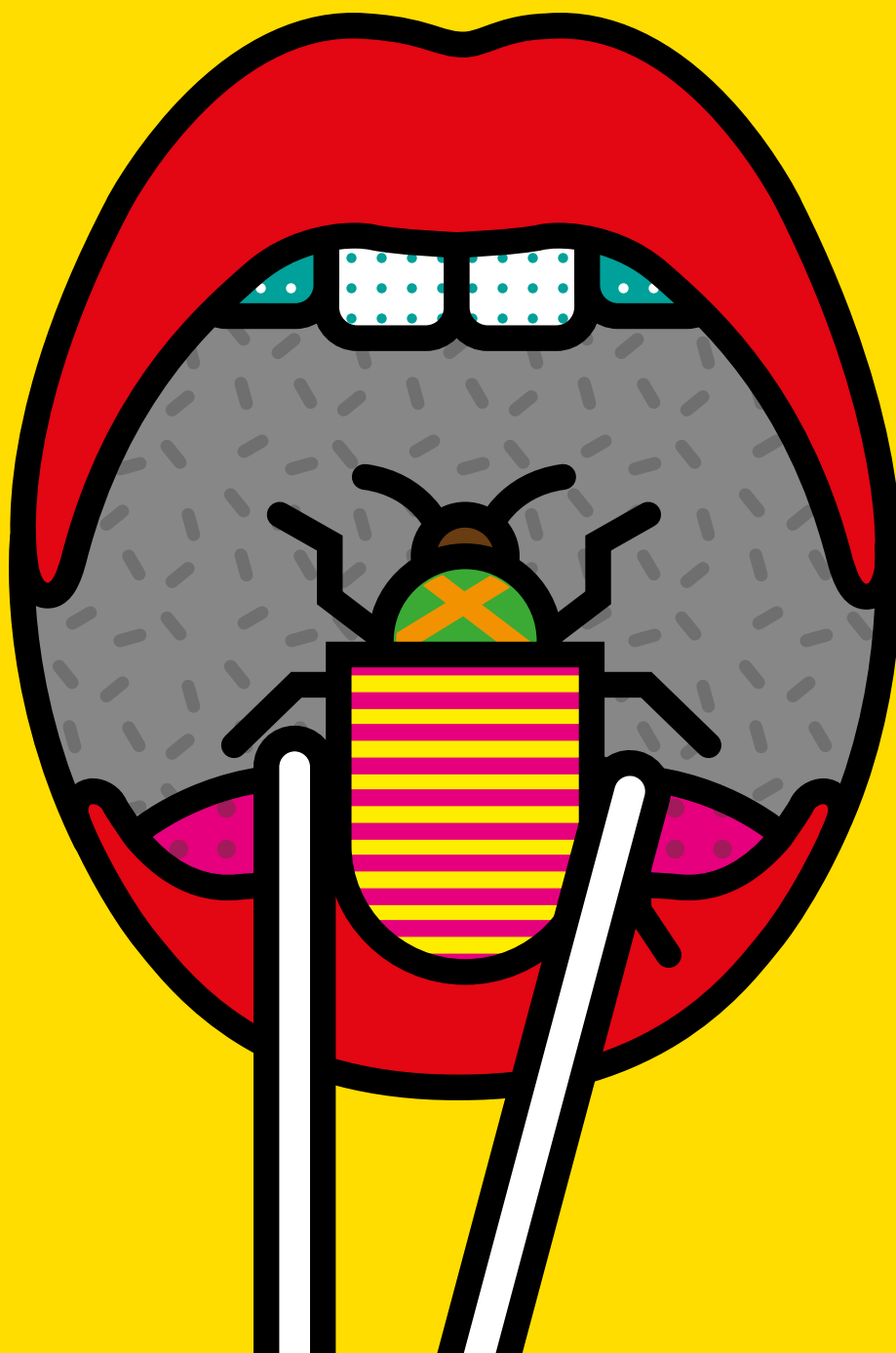


EUROPEAN FOOD TRENDS REPORT

Food is Eating my Life
Why Food is Becoming the New Pop

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Food is Eating my Life: Why Food is Becoming the New Pop

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Summary

For a long time, food was a clearly defined experience, usually celebrated in rituals of the community. The tasty dinner at the family table, the fragrant curry at the business lunch. For the average modern European, of course, it's no longer roasts and sausage sandwiches that are on the menu, but crisp salads, olives, cheeses, pasta. And of course organic, local, fresh and natural, and nevertheless convenient. But until now, eating was almost always presumed to be a social act of limited duration. When the pasta is finished, when the wrap is eaten, the act is complete and the focus of very busy people turns to something else. The Food Trends Report 2017 shows: this is now changing.

Food is finding its way into almost every area of our lives. It is a wellness experience and lifestyle, an orientation point in the formation of the identity of the modern self, a compass in the search for morality, and sometimes an ersatz religion. It is one of the hottest topics in the social media chatter of the smartphone society, an apex of the culture of fun, but also an investment opportunity and a catalyst for a life that is as comfortable and sustainable as possible. **Food is everything and everywhere!**

Two trends in particular stand out: food is health and food is high-tech.

Health has become a lifestyle. Food is not only expected to taste good and fill the stomach, but also to be conducive to inner wellbeing. People are giving thought to their digestion, books like "Gut: The Inside Story of Our Body's Most Underrated Organ" are becoming bestsellers. The stomach and gut are threatening to steal the brain's crown as the key organ. Digestive wellness is becoming a driver of many other nutritional trends. Genes and diet interact in complex

ways that are not yet understood. The better you know your body, the better you can treat it. Bio-hacking allows the self to play around with building the best version of itself. Superfood, nootropics and smart drugs can help in the process of self-optimisation.

Our lives today are shaped by high-tech. Nothing happens without the Internet, smartphones, computers and the Internet of Things. Where everything is increasingly networked, digitisation will not spare the world of food. Customer expectations are changing, and the entire architecture of the value chain is also being transformed. **The world of food is in a state of turmoil.** Value creation networks are emerging in which various different components are digitally linked, from drone delivery and 3D food printers directly in the homes of consumers to smart packaging offering customers an individual shopping experience through additional digital information on product content and production channels.

For companies, this means that the focus of the value creation network shifts to customers as these digital technologies give them more and more influence. Customer requirements are changing rapidly, niches for new business models are emerging. Only those who are quick to adapt to these changes by re-combining and creatively networking all elements of the value creation network can survive. The investment battle has begun; connecting centrally with as many players as possible is a must. Because the only winner will be the ruler of the information flows. **Data is king.**

High-tech also relates to products themselves. Consumers not only avail themselves of alter-native sources of protein from soya, nuts or

even insects, they are also increasingly turning to imitation burgers made from plant fibres. Mince meat from the laboratory, on the other hand, on which researchers are currently working, is still viewed with scepticism. There's already a cookbook with creative lab meat recipes: from steak in the form of a knitted scarf to meat lollipops.

The **Food Disruption Map** shows how these trends could spread through society. It reveals a relationship between technological progress and social acceptance: the more advanced a technology is, the more likely it will be accepted by society.

Regardless of how quickly these innovations find acceptance, we will not let go of our obsession with food. With their enthusiasm for social media, tech-savvy millennials have irretrievably revolutionised our relationship with food. Food is social, making it one of the hottest topics on blogs, Twitter, Instagram and YouTube. Food, hyperaesthetically stage-managed, is becoming ubiquitous. Food porn is a trend and food is pop. Food stars like celebrity chef Jamie Oliver or blogger Erin Anderson have long been able to keep up with Hollywood.

When food permeates every area of our lives, we continue to assign new functions to it. Food, health, tech-play, lifestyle, lynchpin of identity. What's next? Maybe we'll think nothing in 10 years of frying up an in-vitro steak or printing out a 3D pizza. One thing is certain: "Tell me what you eat, and I will tell you what you are" – truer today than ever before.



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