

George Hirsch's Top 10 Lifestyle & Food Trends for 2010

2010 - The Come-back Year

It's no secret that the recession has delivered a wallop to restaurants, farmers and most lifestyle & food related retail. So, what does this tell us about the near future? In 2010, there *will be* growth for companies that focus on quality goods and quality service. The past couple of years has been an opportune time for companies to develop better food and servicing options. Take for example the Gluten Free category- would there be so much attention given by marketers if they didn't realize that All consumers are important? This year you'll see a greater return to the slogan, **The Customer is Always Right**. Seems appropriate to me.

Age Management

Healthy well-being will be underscored in 2010-like never before. After all, our most valuable asset is our body, you only get one, no refunds or exchanges. Include a sensible diet. Eating good cake is OK, but savor that one slice. Exercise through doable recreation activities from golf, tennis to quiet walks with nature. Sorry, watching NFL on the sofa is a popular activity, but it doesn't get your heart rate up unless you follow the NY Jets.

The need to decompress and take multiple mini-vacation breaks like Spa-Cations or Culinary-Cations will find it's way to personal calendars. *Hey -know a celebrity chef you'd like to travel with?*

Where's it from?

A focus on ingredient origins; knowing the origin of the food becomes more important, once again. You'll see more identification on local foods heralding where the food product is proudly from. Take pride in all things local.

grown
local

Smoking on the Rise

Not tobacco. The good kind of smoke. Hickory, mesquite, and fruitwoods. Let's face it, the aroma of just the right amount of smoke wafting from your food is very comforting. It brings us back to our basic necessities; nesting, and caveman-like roots of authentic cookery. That's why BBQ and foods cooked on the grill is so popular.



Anything Pâte à Choux

Forget whoopie pies and cupcakes, they're so yesterday. I'm talking classic French pastry created by an Italian chef. In '10 there will be a craze of anything made with choux. It's easy, cheap but elegant, plus it tastes great and can be savory or sweet. Think, éclairs, cream puffs, profiteroles, French crullers, beignets, croquembouches, gateau St Honore cake, and gougères. After all what could give more pleasure than a pastry made with just butter, water, flour and eggs?

Know Thy Seasons

Eat peaches in January, that's great if you live in Chile. Bring focus to *in-season*, or sustainable localized food products. This kind of thinking will spotlight quality of consumption & purchases rather than lesser quality but readily available goods. Think about it, eat the peach that tastes peachy and not like it's been picked and stored for weeks before shipping. Let's face it, it's just not right eating a peach in New York during a snow storm.

If White = Seafood and Red = Red Meats, Then Beer =?

Remember that rule? While pairing wine with food is a long-established practice, matching specific beers with

food is now the buzz. I know plenty of brewmasters and chefs (including myself) that have been doing this for many years. I'm not referring to the hot dog with a Bud, but quality local craft made brews that supports the complexity of the food it is served with. Don't be surprised to find the *beer sommelier* suggestion for what should be served with Lamb Riblets. Also, gluten-free beer is another example of increasing awareness of food allergies.

Duck Before You See It Fly By

Confit in oil is right at the forefront of what you'll be seeing more on TV shows. If you see it on TV shows, then it's in magazines, cookbooks and before you know it, voilà, everyone is making it at home. Nothing new here just a fad that if you blink, you could miss it in 2010.

The same engineers who invented the deep fried turkey machines that burned down many homes operated by novices may look into making a confit-overator. You will see the term confit overused beyond duck for everything from pork bellies to tongue.

Confit (pronounced "Con-fee") is a generic term for various kinds of food that have been immersed in a substance for both flavor and preservation. Sealed and stored in a cool place, confit can last for several months. Confit is one of the oldest ways to preserve food, a speciality from southwest France.-- Larousse Gastronomique

Going Chic

Mac 'n' Cheese finds itself beyond the little tikes menu. Although, it is not new, as President Jefferson served it at a White House dinner in 1802. Since then it has been a staple in BBQ joints and steak houses and in those little blue and white boxes found in the grocery aisle. Update 2010, I'm talking more creative ways chefs will cook up America's leading comfort food by adding a whole variety of unique cheeses, or lobster, and even truffles. Remember you read it here first, you'll see flavored boxed versions soon.



Faster Faster

With today's smart phone and digital readers we're mobile and more instant than ever before. There is immediate access to information of recipes, food ingredients, and food tips. While shopping you can instantly get your **Daily Food**, check on ingredients you need for the recipe right on your mobile device. *Note: Please use caution, while shopping do not operate your grocery cart while reading your smart phone- you could run me over.*

Communal Home Entertaining

The surge in sales of HD TVs is a good indicator that people are nesting. Along with that- consumers are smarter on how they will be entertaining. They know they can get more enjoyment for their buck, at home. A rise in home



catering, take-away, and cooking at home will create a *communal* (everyone pitches in on the meal) way-of entertaining. So much has evolved with greater advances in home appliances and culinary awareness. As a result of communal home entertaining, the walls will come down in 2010 and there will be no barrier between indoor and outdoor entertaining.

It's going to be a great year- George