

## **FOOD & HOSPITALITY TRENDS FOR 2018**

### **MAKE BETTER DECISIONS FOR YOUR BUSINESS'S FUTURE**

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#### **1. Healthy Options Will Continue to Grow**

The move towards more healthy and wholesome food will continue into 2018 and beyond with consumers becoming more aware, educated and conscious about what they are eating.

#### **2. Food Delivery Services Will Continue to Adopt Customers**

This year, food delivery services were worth \$43 billion in the US alone and this figure is only expected to grow. One issue operators will need to be considerate of is the space required to manage deliveries and how to ensure it will not interfere with the customers who come into the restaurant for an experience that does not include tens of delivery people rocking up in helmets asking for orders.

#### **3. Foodie Events Will Thrive**

With more people investing in experiences over material goods, consumers of today are paying to be enticed, delighted and taken on a journey making food events a big hit for 2018.

#### **4. Cafés Will Go All Day Long**

2018 will see cafés losing the set 'breakfast-lunch' menu structure and moving towards a more fluid 'all day' menu that allows customers to eat big or small, at any time of day.

#### **5. Excellent Service Creates an Excellent Experience**

Staff quality and training continues to be a major problem for the hospitality industry and this will continue into 2018 with improving customer service being key to creating successful hospitality businesses.

#### **6. Going Cashless**

People are going cashless and 2018 will see more technology developments like Apple Pay arising that make purchasing more seamless than ever.

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#### **CONTACT US**

Phone: +61 (3) 9646 5177 | Email: [info@futurefood.com.au](mailto:info@futurefood.com.au)

[www.futurefood.com.au](http://www.futurefood.com.au)

## **7. Don't Make Them Wait! Reservations are Back**

2018's customers are reverting back to the traditional idea of reservations but they want to be able to make those reservations untraditionally and that is booking online.

## **8. Drive Business with Design**

A food experience is not just about the food we put in our mouths but also about how we felt, what we smelt and what we saw making placemaking a stand out to creating a food and beverage business that has a point-of-difference.

## **9. Sustainability is a Responsibility**

Conscious customers and educated operators know that sustainability cannot be ignored and is a social responsibility to uphold. 2018 will see more measures introduced for creating sustainability in the hospitality industry whether it be better recycling systems, more businesses adopting reusable containers, banning the bag completely and sourcing ingredients from local producers and providers to minimise the carbon footprint.

## **10. Women in Food**

Females in Food, Women in Hospitality, Fully Booked Women are all putting the spotlight on women in the industry with events, articles, networking groups and more being organised to promote the influential women making moves in what has been, a largely male-dominated industry. 2018 will continue this trend with more women showing themselves as the leaders in their field, creating, running businesses and supporting others to achieve success.

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