



#### RESTAURANTS IN AUS

Industry revenue is expected to grow at an annualised 0.8% over the five years through 2022-23, to \$19.4 bn

Annual growth 19-24: **0.8**%

Revenue: \$18.7 bn

### CAFES AND COFFEE SHOPS IN AUS

Industry revenue is forecast to increase at an annualised 1.7% over the five years through 2023-24 to \$10.8 bn

Annual growth 19-24: 1.7%

Revenue: \$9.9 bn

#### PUBS & CLUBS

Revenue: \$17.8 bn

Annual growth: 0.7% growing

to \$18.5 bn

# what's trending?

INCREASED PUBLIC
AWARENESS OF THE
HEALTH RISKS ASSOCIATED
WITH A POOR DIET HAS
SHIFTED DEMAND TO
HEALTHIER EATING OVER
THE PAST 5 YEARS.

This shift towards healthier eating has shaped the industry, and healthier establishments have become more popular. This has provided an opportunity for operators to offer healthier meals and niche dietary choices such as plant-based meals, clean eating, paleo diet, superfoods, diary and gluten-free options. This consciousness presents an opportunity for restauranteurs, they have the opportunity to capture demand from this trend by introducing high-quality menus to consumers.

- Australians are spending \$13.6 billion on healthy eating.
- Healthy eating trends are costing Australians a total of \$13.6 billion extra annually, a Modern Food Trends Report suggests.
- 82% of Australians have changed their eating habits in the past five years, with 86% trying to be more health-conscious regarding their diet.
- Over one in two Australians claim to be eating healthier than they were five years ago.

- 14% of Australians plan to follow a plant-based, vegan or vegetarian diet in the next 12 months.
- ▼ 54% of Australians agree that plant protein is just as nutritious as animal protein
- 34% of Australians who have been eating more non-animal sources of protein vs. a year ago are doing so because they have environmental concerns related to meat production.
- Pubs, cafes and fast food operators are anticipated to improve the quality and diversity of their food offerings.

#### **EASTERN CUISINES**

All the spices and bold flavours have hit the mainstream in Australia.

The most popular cuisines right now are Lebanese, Indian, Thai,

Mexican and Japanese

#### GOOD NEWS!

All this cuisines have the perfect combination of ingredients to create healthier or/and plant-based menus.



POTATO WEDGES

A flavour-packed wedge with a sweet point of difference. The ridge cut provides great plate coverage as part of a meal or makes for an eye-catching side dish choice on the menu.

**McCain Sweet Potato Wedges** Product Code 100004868 Pack Size 6 x 1.13kg



Scan here for more menu ideas





WE SAT DOWN WITH CAROLINE GRIFFITHS, COOK, FOOD WRITER, FOOD EDITOR AND FOOD STYLIST WITH A KEEN INTEREST IN NUTRITION, BASED IN MELBOURNE TO GET INSIGHTS INTO HOW TO INCORPORATE HEALTHY, PLANT-BASED MEALS ON MENUS

#### How did your passion for food and nutrition get started?

I can't remember a time when I didn't love food. As a youngster, I would bake with my Welsh Nanna, and as a teenager I would cook our family meals and cater for my parents' dinner parties. A career 'in food' was always a given for me. I studied food and nutrition at the Royal Melbourne Institute of Technology (RMIT University) and have worked in the food industry ever since – from caterer to cookbook author, test kitchen manager and food producer for food shoots to recipe developer and food editor. I love the flavours, textures, beauty and science of food. The way it nourishes our bodies and brings us together with friends, family and community.

#### Where do you draw inspiration from when developing recipes?

I love to eat out, which is a great source of stimulus, as well as being a keen reader of food and food-related books, and a listener of food podcasts from around the world.

Observing what is happening on the internet is a great way to spot trends, as well as keeping up with the broader food media.

When I have a brief for recipe development I will always visit my local fresh fruit and veg markets and take inspiration from the fresh produce, intertwining it with new ideas and integrating trends.

Caroline loves to create recipes that are flavourful, wholesome, creative and achievable. Delicious and delightful without question.

#### What trends have you noticed are emerging in the health scene?

No one can fail to notice the rise and rise of plantbased eating. Even if you are not a fully committed vegan, excluding all animal-based products from your diet or a vegetarian omitting meat, many people ('flexitarians' and 'reducetarians') are including at least a few plant-based meals in their diet every week. Health concerns, worry about animal welfare and awareness of environmental factors are all contributors to this trend. The health scene naturally includes different food trends and the diet and lifestyles we follow. Low-carb eating, paleo, keto and intermittent fasting continue to be popular. Consuming more leafy green vegetable and lower-carb starchy foods, such as sweet potato is accepted as being better for you, along with including plenty of wholegrains and gut-friendly fermented foods like kimchi, kefir and kombucha. Ingredients that are gaining traction include young jackfruit (a tropical fruit that has a fibrous 'meat-like' texture when cooked and is wonderful at absorbing flavours). aguafaba (see below), various seaweeds and meat substitutes, not only made from soy, but also made from seitan (gluten-based) and pea proteins.

#### Why do you think sweet potato is becoming more of a staple/requested item in menus?

Sweet potato is perceived as a healthier alternative to its white potato cousin. It is high in vitamin A and a good source of vitamin C with more fibre, fewer total carbs and fewer calories. It is also full of flavour and really delicious!

## Is there any additional complexity into converting from cooking with animal products vs. plant based?

It need not be complex when converting recipes to make them suitable for everyone. There are so many brilliant and readily available plant-based alternatives that function in a similar manner to their more traditional counterparts. Replacements for animal fats range from coconut oil to olive oil, nut oils and rice bran oil (a favourite of mine for frying). I also love avocado oil. Aquafaba (the liquid leftover from cooking chickpeas and beans used as an emulsifying agent and egg white substitute) is one of my much-loved ingredients at the moment for making silky mayonnaise and meringues.

Honey can be substituted with maple syrup, agave syrup, coconut nectar or rice malt syrup, just to name a few. Milk can be replaced with any of the nut mylks, rice mylk, or my go-to right now, oat mylk. There are many excellent vegan cheeses on the market. Eggs as a thickening agents may be substituted with ground linseeds (flax) or chia seeds. Cheesy and umami flavours can come from nutritional yeast flakes and miso.

# In your perspective what percentage of menu options should be plant-based derive on changing consumer behaviours?

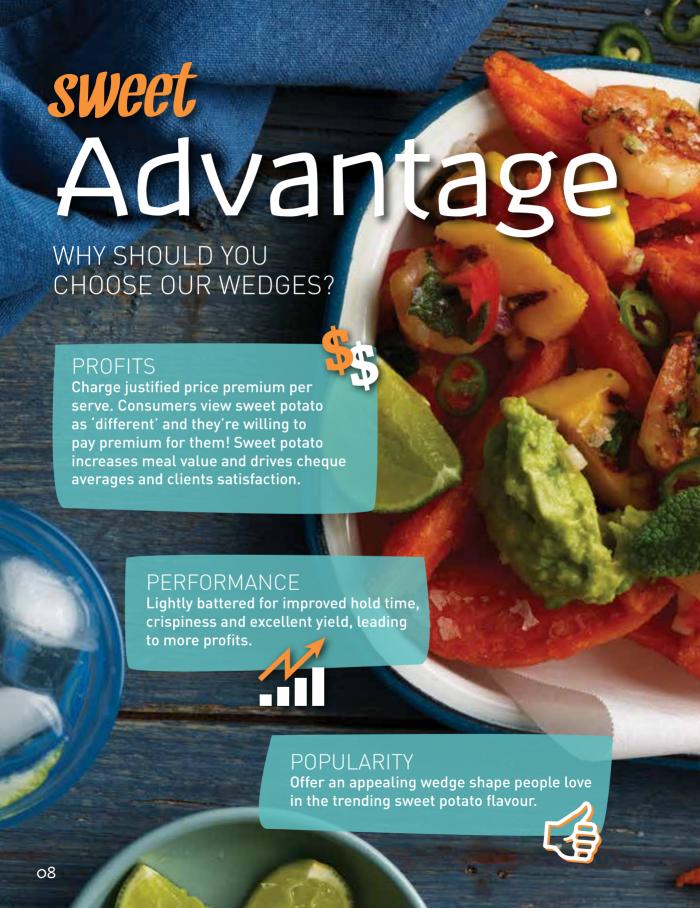
A few years back the vegetarian/vegan option on a menu was either a grilled vegetable stack with a bit of tofu if you were lucky or risotto primavera. It is wonderful to see that menus have expanded greatly! I've seen figures that suggest 25% of consumers are choosing vegan and vegetarian options from menus, so by my reckoning, at least 25% of the menu should be able to accommodate plant-based options. I like to think of these options as just really good food with great variety – that just happen to be plant-based. They're great for everyone.

#### What has been your favourite dish you've created with the wedges?

Ooh, that's a tricky one to answer. I do love the bowls, with their combinations of crunchy sweet potato wedges and the fresh, light ingredients, but I really also enjoy the comforting combination of the wedges with the caramelised roasted brussels sprouts with luscious cashew cream. Oh, and what about the chipotle aquafaba with the wedges — to die for!

#### What is the most outrageous/creative sweet potato dish you've seen/tried?

I've thought about creating a dessert dish with the sweet potato wedges. Freshly cooked sweet potato wedges tossed in cinnamon and star anise-spiced sugar, served with a delicious scoop of orange cinnamon ice cream and a drizzle of caramel or bitter chocolate sauce. Yum!





# keep customers coming

# back for more

SWEET POTATO AND SOBA NOODLE SEAWEED SALAD NOURISH BOWL

### Serves 4 Ingredients:

- **▼** 100g soba noodles, cooked and cooled
- 100g podded edamame, cooked
- **▼** 35g seasoned wakame seaweed salad
- ▼ Vegetable oil, for deep-frying
- 4 serves McCain Sweet Potato Wedges
- 200g smoked tofu, sliced
- Oil, for cooking
- ◀ 1 avocado, seeded, peeled and sliced
- **▼** 6 baby cucumbers, halved lengthways
- Pickled ginger, to serve
- ▼ Roasted black sesame seeds, to serve

Animal protein option:

add soy-marinated grilled salmon or shredded teriyaki chicken.

#### Black sesame dressing (makes about 250ml)

- **▼** 50g roasted black sesame seeds
- 50g white sesame seeds, toasted
- 20g brown sugar

- 80ml rice vinegar
- **▼** 20ml tamari
- **▼** 10ml sesame oil
- **▼** 100g egg-free mayonnaise

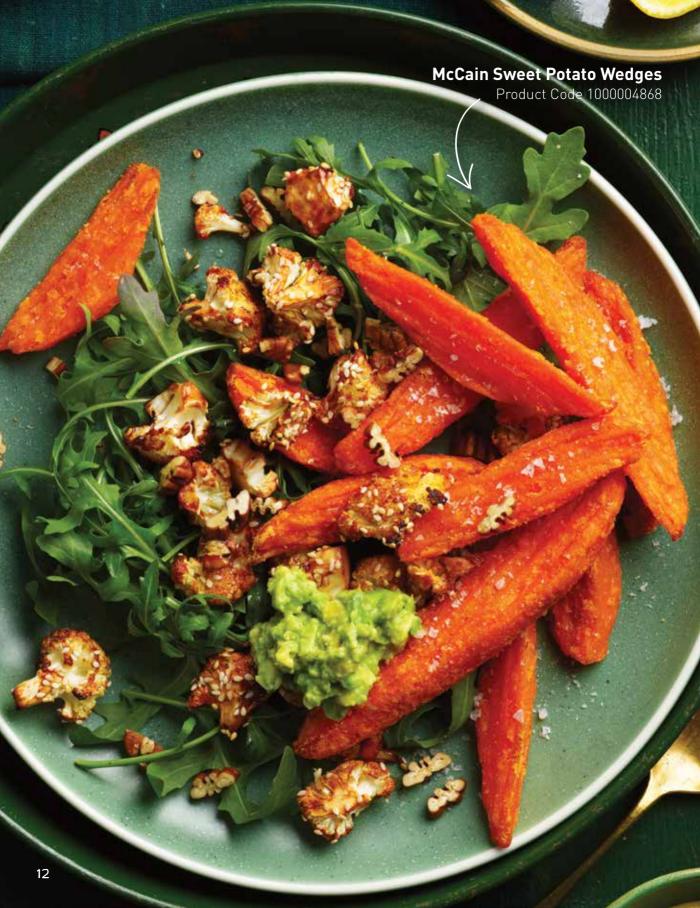
Tip

Keep it simple and leave out the black sesame dressing – drizzle with Vegan kewpie mayo as an alternative.





McCain Sweet Potato Wedges
Product Code 1000004868



# a healthier potato option

LOADED SWEET POTATO WEDGES WITH SMOKEY POPCORN CAULIFLOWER

#### Serves 4 Ingredients:

- 250g cauliflower florets
- 40ml smoky bbg marinade
- Olive oil, for drizzling
- 2 teaspoons sesame seeds
- Vegetable oil, for deep-frying
- 4 serves McCain Sweet Potato Wedges

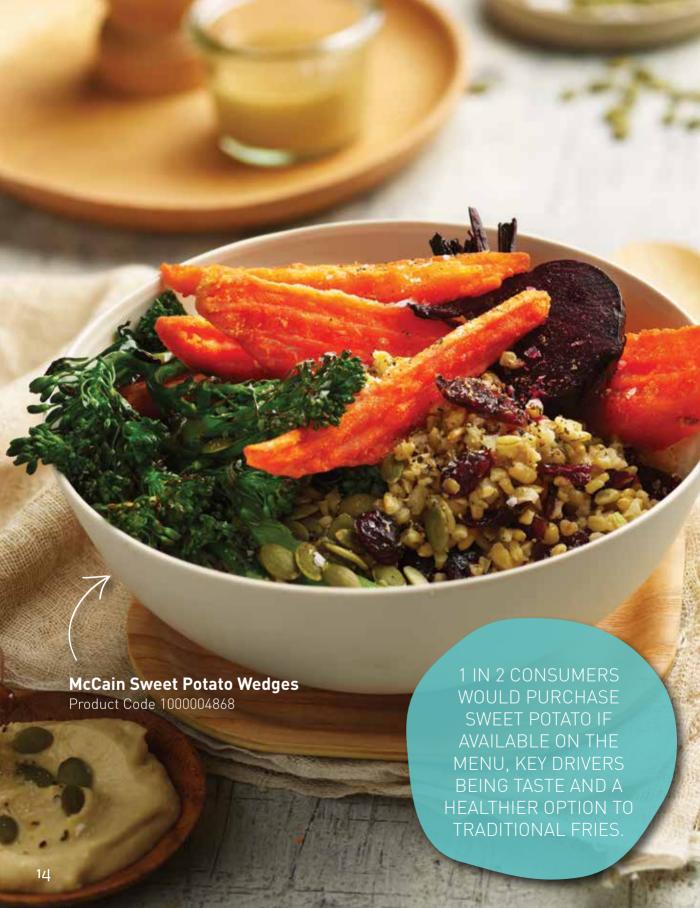
- 40g baby rocket
- 1/2 avocado, smashed
- Pecans, toasted and roughly chopped, to serve

Animal protein option: Add shredded BBQ chicken or grilled lamb cutlets

#### Tahini Maple Dressing (makes about 250ml)

- 120g tahini
- 40g maple syrup
- ▼ 80ml lemon juice
- 40ml mild olive oil
- salt and freshly ground black pepper

SWEET POTATO WEDGES INCREASE PERCEIVED MEAL VALUE – DRIVING SPEND AVERAGE AND CUSTOMER SATISFACTION.



# the possibilities are limitless

TAHINI SWEET POTATO BLISS BOWL

### Serves 4 Ingredients:

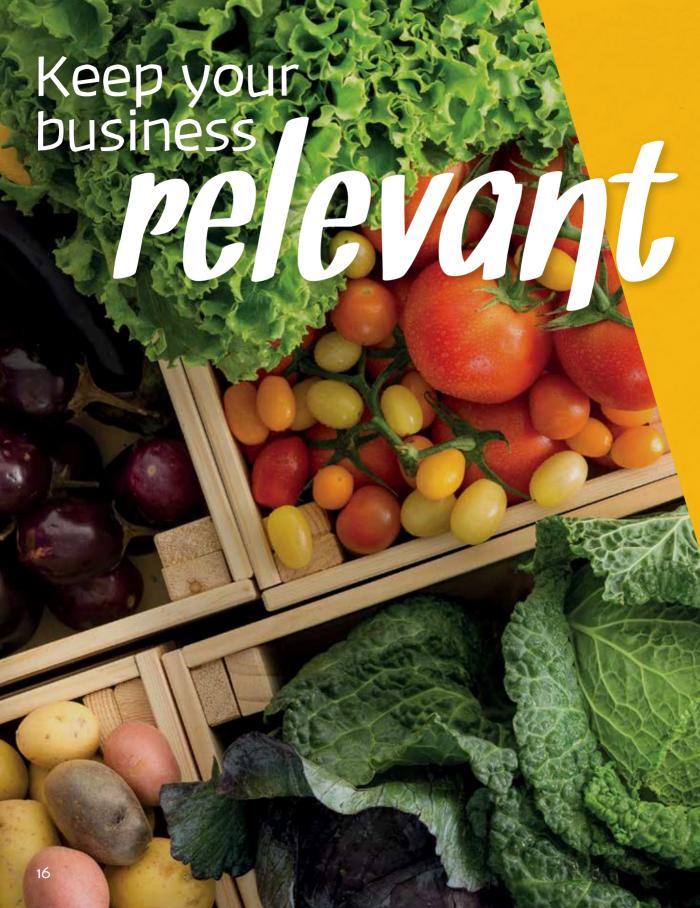
- 4 small beetroot
- Olive oil, for cooking
- 200g broccolini
- Vegetable oil, for deep-frying
- 4 serves McCain
   Sweet Potato Wedges
- ▼ 350g cooked cracked freekeh
- 40g dried cranberries or sour cherries
- Lemon juice, for seasoning
- ▼ 80g hummus
- ▼ Toasted pepitas, to serve

Animal protein option:
add shredded chicken to the freekeh salad or grilled lamb meatballs

#### Tahini and orange dressing (makes about 150ml)

- 60g hulled tahini
- **▼ 10g brown sugar**
- 40ml orange juice

- 20ml mild olive oil
- Pinch salt



Obesity is a major public health concern in Australia. According to the Australian Bureau of Statistics, approximately 63.4% of Australians are overweight or obese, with nutrient-poor foods contributing to more than 30% of what Victorians eat daily. Due to this, health consciousness is increasing year by year and healthier options on menus are a consumers demand.

It's no secret that going vegan has become a huge trend in the last few years, with the number of vegans raised by 360% in the last decade. And that number is only going up. With that in mind, it's not surprising that we're going to see a a lot more plant-based food trends. Some chefs are even looking for alternative protein sources with the "Wings to Stings" (insects) trend due to their high protein levels. Veganism has officially entered mainstream conversation. The number of initiatives embracing a plant-based lifestyle has a record-breaking participation. There is now a huge demand from consumers for plant-based options.

A plant-based diet is a diet consisting mostly or entirely of foods derived from plants, including vegetables, grains, nuts, seeds, legumes and fruits, and with few or no animal products.

Expand your culinary horizons with plant-based menu options. Choosing cuisines that are inherently vegan (or close to it) is perhaps the easiest way to make more plant-based dishes. Thai, Indian, Chinese, Ethiopian or Mexican are cuisines that are already vegan-friendly, the food and flavours will be the same and there's no change when you order or cook them, which will make it easier.

#### HEALTHY OR PERCEIVED HEALTHY...

Looking at all the health concerns consumers have they're looking to eat cleaner. Even if the food is not all that healthy, it needs to be perceived as healthy. Free range, chemical free, locally sourced are all important in transparency and authentication of the product.

# THESE ARE THE HOT NEW HEALTH FOOD TRENDS FOR 2020

Cauli-mania

- Fermented everything
- Pacific Rim foods
- Japanese flavours
- Vegan and faux meat
- Keto craze

Hemp

Superfoods

### MCCAIN SWEET POTATO WEDGES ARE NATURALLY CURED TO DELIVER NATURAL SWEET POTATO FLAVOUR

# the perfect partnership

SWEET POTATO AND CARAMELISED BRUSSELS SPROUTS PLATTER

### Serves 4 Ingredients:

- 250g brussels sprouts, trimmed
- 100g cooked chickpea
- 2 cloves garlic, thinly sliced
- Olive oil, for cooking
- 1 teaspoon coriander seeds, lightly crushed
- Vegetable oil, for deep-frying
- 4 serves McCain Sweet Potato Wedges
- ▼ Toasted pepitas, to serve

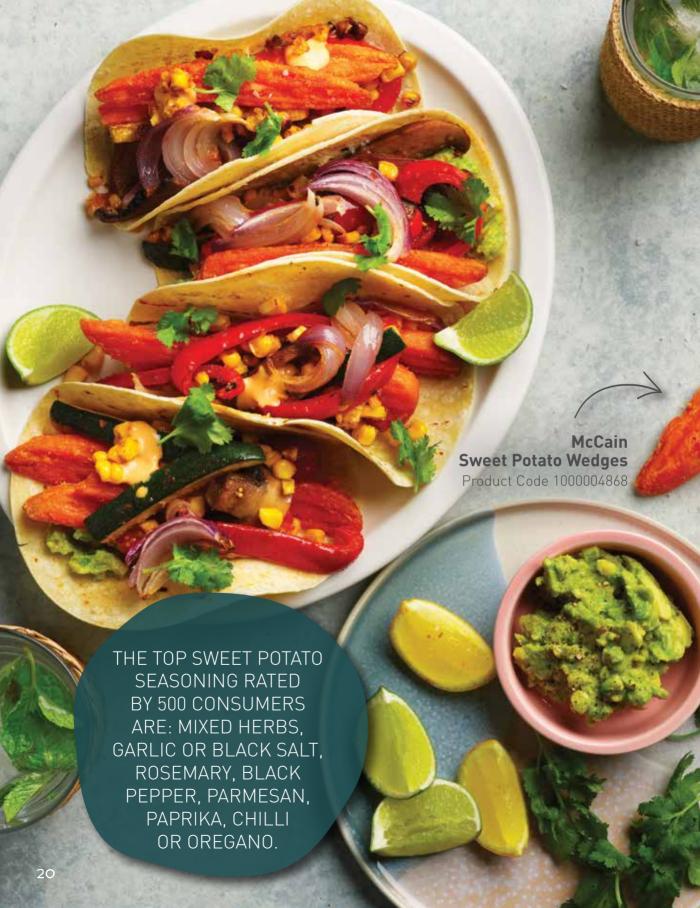
Animal protein option: grilled lamb backstrap or chicken strips.

#### Creamy cashew aioli (makes about 400ml)

- **▼** 150g raw unsalted cashews
- Olive oil, for cooking
- ▼ 1/2 onion, chopped

- √ 1/2 small clove garlic, crushed
- 30ml lemon juice
- 120ml mild olive oil, extra





# a fresh new spin On flavour

SWEET POTATO AND ROASTED VEGETABLE TACOS

### Serves 4 Ingredients:

- **▼** 100g cherry tomatoes, cut in half
- ◀ 1 red onion, cut into wedges
- 2 red capsicums, cut into strips
- ▼ 1 zucchini, cut into batons
- **▼** 1 cob corn, kernels removed
- 2 large portobello mushroom, thickly sliced
- Olive oil, for drizzling
- 1 tablespoon taco seasoning
- ▼ Vegetable oil, for deep-frying
- 4 serves McCain Sweet Potato Wedges
- 8 corn tortillas, warmed
- **▼** Guacamole, to serve
- **▼** Coriander, to serve
- ▼ Toasted pepitas, to serve

Animal protein option: add Mexican shredded pork, grilled chorizo or spicy beef chilli ragu

# there's always room

# for dessert

CHURRO STYLE SWEET POTATO WEDGES

#### Ingredients:

- Cinnamon
- Brown Sugar
- Caramel sauce

- ▼ Chocolate sauce
- Cream
- McCain Sweet Potato Wedges

WHAT DO CUSTOMERS SAY THEY LIKE ABOUT SWEET POTATO WEDGES?

- Different taste
- Healthier option to regular potato
- Sweeter taste
- Good nutritional value
- It's good when I want something different
- I like the sweet and salty combination of taste







# dare to be different

SWEET POTATO MUSHROOM BURGER

### Serves 4 Ingredients:

- 4 large portobello mushrooms, stalks trimmed
  - Olive oil, for drizzling
- 🔻 2 teaspoons balsamic vinegar
- 1/2 teaspoon smoked paprika
- 4 wholegrain burger buns,
- Vegetable oil, for deep-frying

- 4 serves McCain Sweet Potato Wedges
- 20g baby rocket
- Aguafaba, to serve

Animal protein option: add a beef pattie or grilled marinated chicken breast

#### Cashew mint pesto (makes about 400ml)

- 100g raw unsalted cashews
- 30g mint leaves
- 20g baby spinach

- Zest and juice of 1 lemon
- 120ml mild olive oil

60% OF CUSTOMERS EXPECT TO SEE SWEET POTATO WEDGES OR FRIES IN A VENUE ESPECIALLY PAIRED WITH BURGERS.

make a statement on your menu with our

# SUPPLIANT POLICY POLICY POLICY POLICY WHEN YOU NEED TO ADD A SPECIAL TWIST TO A DISH OR DELIVER A UNIQUE POINT OF

WHEN YOU NEED TO ADD A
SPECIAL TWIST TO A DISH OR
DELIVER A UNIQUE POINT OF
DIFFERENCE, THE MCCAIN
SWEET POTATO RANGE IS THE
PERFECT CHOICE. PACKED
WITH FLAVOUR, THESE
QUALITY PRODUCTS CAN
COMMAND A PREMIUM PRICE
ON THE MENU.

CUSTOMERS VIEW SWEET POTATO AS "DIFFERENT" AND THEY'RE WILLING TO PAY A PREMIUM FOR THEM.

#### McCain Sweet Potato Wedges

Product Code 1000004868 Pack Size 6x1.13kg

A flavour-packed wedge with a sweet point of difference. The ridge cut provides great plate coverage as part of a meal or makes for an eye-catching side dish choice on the menu.

#### McCain Sweet Potato Cross Trax

Product Code MCF05074 Pack Size 6x1.13kg

Perfect for delivering a unique point of difference whilst providing great plate coverage, McCain Sweet Potato Cross Trax are coated in a light batter that holds flavor and crispiness

✓ Gluten Free Formulation\*

## McCain Sweet Potato Straight Cut Fries 10mm

Product Code 1000004869 Pack Size 6x1.13kg

When you want to give a meal a surprising lift McCain Sweet Potato Straight Cut Fries 10mm are big on flavour and are versatile enough to be part of a dish or offered as a premium stand-alone item.

✓ Gluten Free Formulation\*





# Everyday done brilliantly

# Make a statement on your menu



# Make your kitchen work smarter





For more information talk to your McCain Foodservice Representative or please call our National Sales Office on 03 9514 4600.

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