

A chef with extensive tattoos on their arms is shown in a white uniform, focused on plating a dish. The chef's hands are visible, one holding a spoon and the other using a knife. The background is dark, and the overall tone is professional and artistic.

Culinary Inspiration

Exploring the Culinary Energies from
Around the World to Inspire and Innovate

BORD BIA 
**Thinking
House**

INTRODUCTION

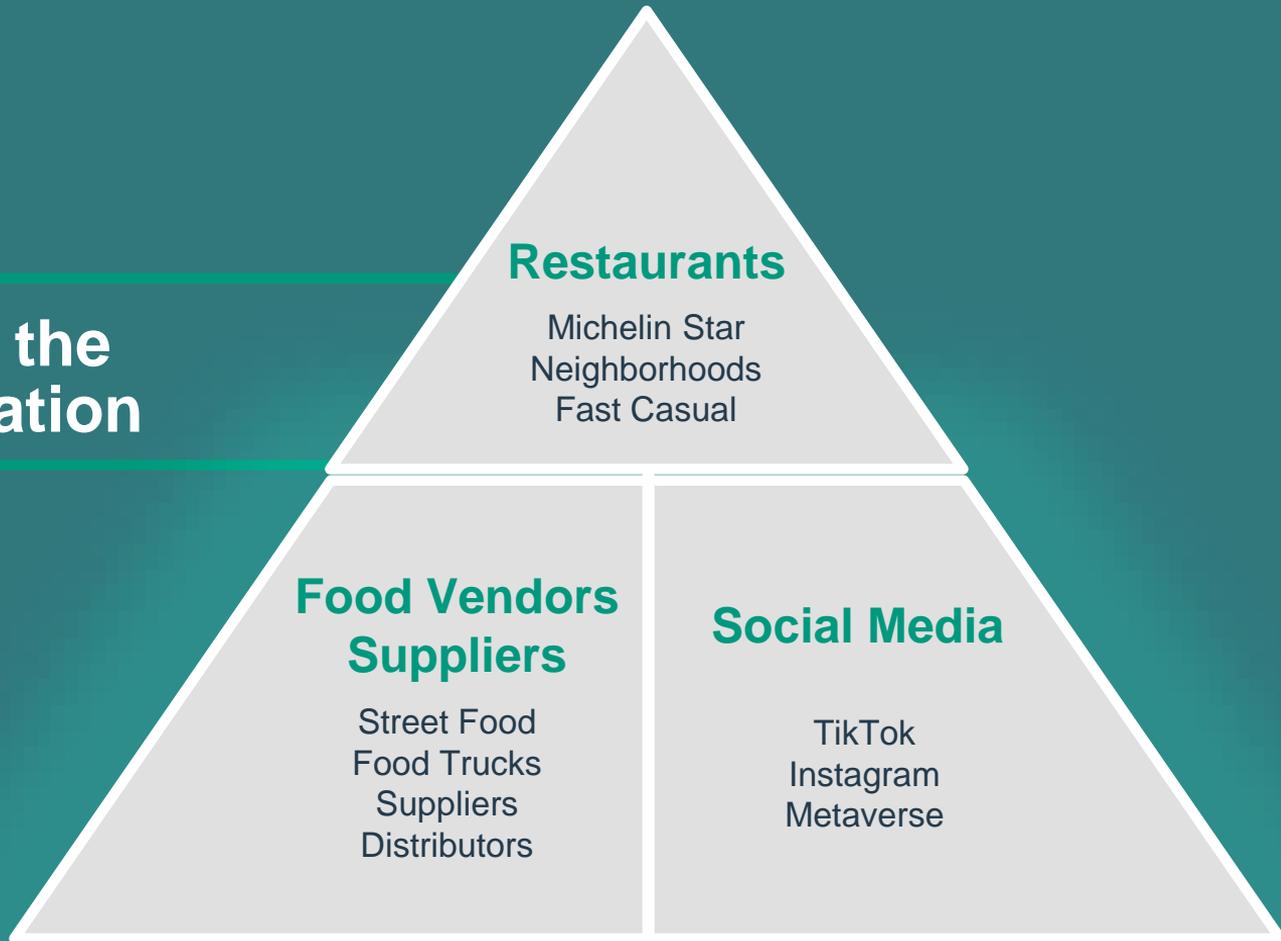
Welcome to Bord Bia's Culinary Inspiration 2022. We have collected and curated the main culinary energies and food trends from around the world that span from fine dining to street food, and the latest from social media. We outline the overarching themes that will impact product development, as well as explore new cuisines, chef techniques, flavours and ingredients.

We hope the direction will enable you to understand the culinary landscape and its influences on consumer choice, and to successfully innovate to meet the needs of today's consumer and their high expectations.

The material shared here is by no means the answer to every business question or challenge you may have; rather the insights and implications should both inform and inspire you.

We hope this inspiration allows you to get creative and differentiate your offer on the global stage. What you are seeing here is just a flavour of our work. We'd love to work with you, help you innovate and grow your business. Get in touch at info@thethinkinghouse.ie

Framing the conversation



ROOTS

FARMACY

SENSE-ABILITY

MINDFUL CHOICES

ENERGIES



SPARKS

NEXT GENERATION

EDUCATION &
ACTIVISM

HISTORY TELLING

LOCAL POWER

GROUNDED

HEALTHY BOOST

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TECHNIQUE THEATRE

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ROOTS ✨ ✨ ✨

There is an increasing energy among chefs who are proud to showcase their roots, creating dishes that celebrate their heritage and originality of cuisines.

Roots signifies a deeper exploration of the cultural and familial histories of the chef to more humble origins. Often returning to their own culinary ancestry as a personal statement, a journey where they stop looking only to established cuisines for inspiration and look closer at what they have in their home pantry and recipes passed down from generations prior.

They are unapologetic about staying true to local specialties and regional cuisines, manifesting into hyper-regional dishes with authentic, no compromise flavours, aromas, textures and tastes.

Chefs want to share culture through food, educating guests and influencing their choices to make a difference. The prestige of many chefs gives them opportunities to explore their passions, and many are concerned about the health of the global environment. They become champions of local agriculture, environmental well-being and racial justice; where education translates to advocacy.

ROOTS

NEXT GENERATION

Ethnic cuisine has moved on from introducing people to the broad styles and flavours associated with certain countries to a more local, authentic version – regions and micro-regions within countries. Cuisine has also extended beyond well-known national cuisines to countries as yet under-explored such as Sri Lanka, Iran or Lebanon.

EDUCATION AND ACTIVISM

Leading chefs find inspiration in heritage and tradition and see themselves as custodians of traditional dishes, flavours and techniques. They feel responsible for passing on a rich culinary heritage, educating their diners and often embracing the role of activist.

HISTORY –TELLING

The heritage and world experience of a chef is often woven into dishes, telling a story. Simple dishes from childhood, often named after a parent or grandparent, telling their own story through local ingredients. Dishes often familiar to people from the same place; or to others, an added personal touch.

**IN THE
WORDS OF
OUR EXPERTS**

"India's hugely diverse; it's like Europe, there are eight languages spoken and about 64 regional cuisines. The food they eat in Tamil Nadu in the south compared to Lucknow in the north is like the difference between French and Spanish food."

***Founder and Owner, JKS Restaurants
London, 4 / 6 Michelin stars***

"Truth about the origin, we want customers to know where the food comes from and the impact it has."

***Executive Chef of New York Hospitality
Group***



FARMACY

Farmacy as a culinary energy blends the many themes of health and wellness, sustainability, provenance and seasonality. A holistic approach is taken, demonstrating credentials rather than shouting about them. Everything revolves around the main ingredient when designing dishes - sourcing the best quality ingredients, working with the seasons, sourcing local where possible. Having nature at the core.

Health is an important aspect of this holistic approach, where a person's physical, emotional, social, and spiritual health, are all considered. While chef's inherent focus on nature is demonstrated through sourcing, ingredients and techniques, social media influencers are more prescriptive and obvious in their approach to food and health. There is a plethora of recipes, diaries and nutrition advice surfacing daily, often with new combinations of ingredients to boost physical and mental health.

The concept of the perfect balance is becoming increasingly important. People continue to want to enjoy foods that are indulgent, perhaps less healthy, but are more likely to give themselves permission if balanced against lighter healthier foods. The sensation of being comfortably satisfied as opposed to uncomfortably full after a meal is the chef's aim, so that the client leaves with a good feeling, a pleasant memory.

FARMACY

LOCAL POWER

Chefs are sourcing from nearby farms in an effort to provide the best quality ingredients while saving money, supporting the farmer and sustainability. Some are even growing vegetables and raising animals for their dishes in the backyards of their restaurants. Ingredients and flavours are exceedingly fresh, approachable and unintimidating.

GROUNDED

Deepening the connection between nature, culture, and the plate. Chefs today are focussing on the source of their ingredients, believing that nutrition, colour, flavour and aroma are at its best when derived from nature. They are respecting and choosing ingredients based on farming methods, areas such as soil health, and natural cooking techniques.

HEALTHY BOOST

Chefs are using natural ingredients and traditional techniques as part of a holistic approach to health; while social media influencers often simplify and make healthy, functional products accessible to their audience.



**IN THE
WORDS OF
OUR EXPERTS**

“It’s more important to work with small producers / farmers that try their best to create quality food ... using traditional methods that large food processors can’t achieve”

***Culinary Director, L’Atelier di Joël
Robuchon Dubai***

“We still have no idea how many bacteria are on our planet. As far as fermenting is concerned, only one thing is certain: we’re just at the beginning.”

Fermentation specialist

SENSE-ABILITY ✨ ✨ ✨ ✨

Chefs create dishes to awaken and stimulate all the senses – taste, smell, vision and texture – to enhance how their creations are experienced. They showcase their skill by amplifying all elements – flavours, colours, textures and aromas – to engage the guest and immerse them in a culinary experience.

Renowned French Chef Joël Robuchon described cooking as a process that involves awakening all the senses, creating an emotion through visual appeal as well as taste, touch and smell.

Fine dining is being elevated. Where once we went out to dinner and a show, dinner has become the show. We spend hours over it. We anticipate interaction and stimulation of the senses. The sensory qualities of food and drink are amplified. Memories are created.



SENSE-ABILITY

TASTE & SMELL

Chefs work to unlock the full potency of taste and smell. They boost flavour through herbs, spices and other ingredients, and enhance through preparation and cooking techniques. They work across a tastes, from savoury and salty to sweet, from bitter to sour. Chefs stimulate our palates by discovering and sharing flavours from around the world and expand our horizons by pushing the boundaries of taste and smell.

TEXTURE & FORM

Chefs showcase their skill and creativity by playing with form and texture. They surprise and delight guests by challenging expectations and delivering the unexpected. The composition of a dish involves the balance of contrasting textures. Often techniques are chosen to deliver a lighter finish, meeting growing demand for lighter, healthier foods.

TECHNIQUE THEATRE

The venue, ambience, presentation and sense of theatre combine to create a visually stimulating experience. Open kitchens showcasing skill and technique are proudly exhibited, breaking down the wall of fine dining, making it open, transparent and accessible. Engagement is personalised between chef and guest, and the design and delivery of bespoke experiences.

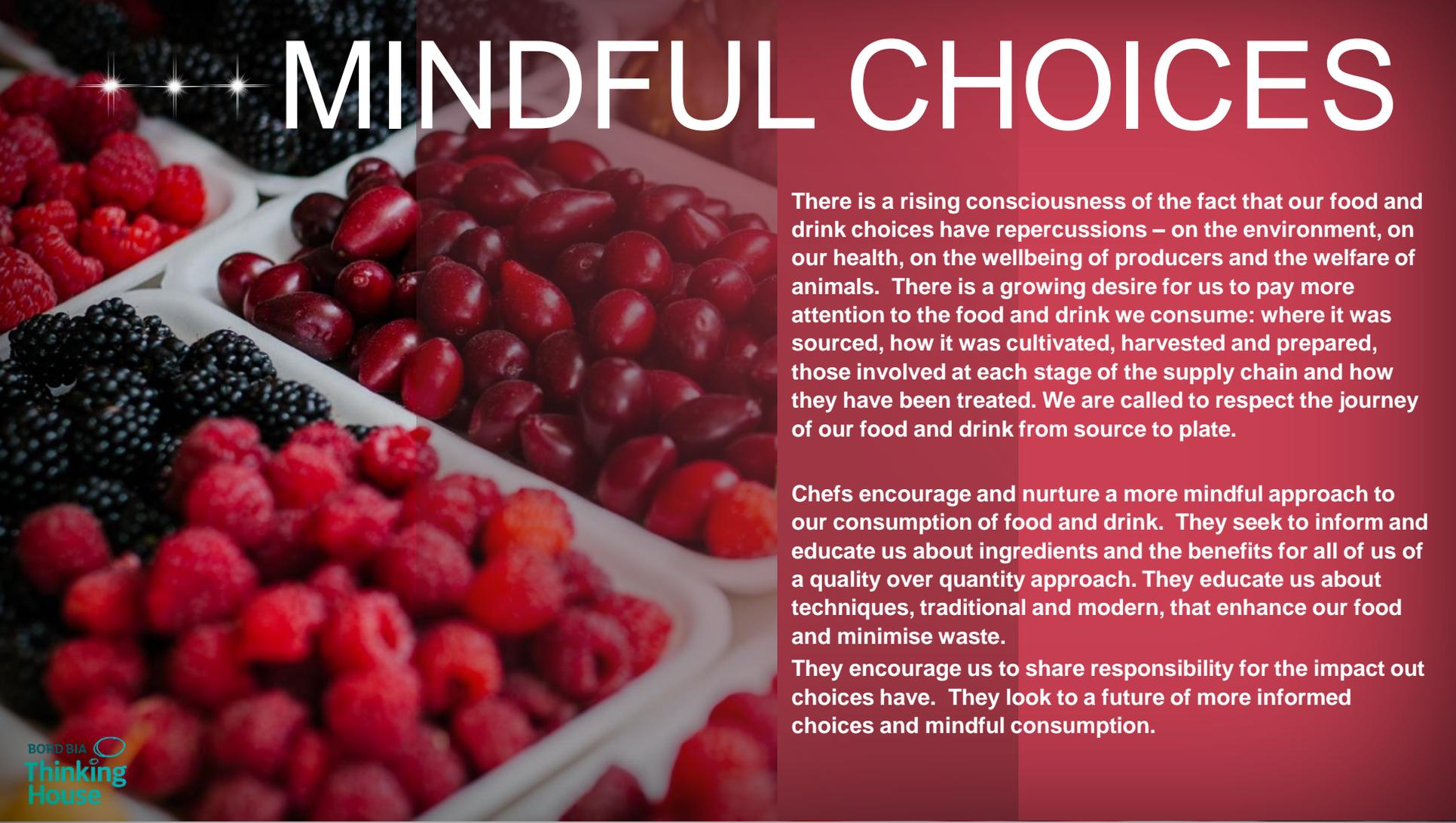
IMMERSIVE EXPERIENCES

Immersion promises the ultimate experience. In fine dining, guests are taken on a journey of gastronomic exploration and discovery. In an everyday context, home cooks strive to immerse themselves in an authentic culinary experience through ingredients they use and the techniques they apply.

**IN THE
WORDS OF
OUR EXPERTS**

The “visual aspect is key – how food is prepared, cooked, plated and served, all in front of guests. It forces honesty, integrity, there’s no room for tricks”
Head Chef, Burnt Ends Singapore

“People want their photo opportunity, their Instagram moment, footage”
Owner and Head Chef, Restaurant JAN, Nice



MINDFUL CHOICES

There is a rising consciousness of the fact that our food and drink choices have repercussions – on the environment, on our health, on the wellbeing of producers and the welfare of animals. There is a growing desire for us to pay more attention to the food and drink we consume: where it was sourced, how it was cultivated, harvested and prepared, those involved at each stage of the supply chain and how they have been treated. We are called to respect the journey of our food and drink from source to plate.

Chefs encourage and nurture a more mindful approach to our consumption of food and drink. They seek to inform and educate us about ingredients and the benefits for all of us of a quality over quantity approach. They educate us about techniques, traditional and modern, that enhance our food and minimise waste.

They encourage us to share responsibility for the impact our choices have. They look to a future of more informed choices and mindful consumption.

MINDFUL CHOICES

NO & LOW BEVERAGES

People are consciously choosing to consume beverages that contain no or low amounts of stimulants such as alcohol or caffeine, as they become more mindful of how beverage ingredients impact on their health and energy levels. There is a proliferation of high quality, healthier alternatives to alcohol and caffeinated drinks as a result, and a rise in lifestyle choices like 'sober curiosity'.

FULL UTILISATION

There is a growing desire for less waste, and a fuller appreciation of all that land and sea has to offer us. A newfound respect for the less fashionable, the rediscovered, the unexplored: lesser known varieties of fish or cuts of meat, a focus on quality over quantity, techniques to preserve food and minimise waste.

COMMITMENT TO PEOPLE

Those involved in the culinary industry raise awareness and support for causes to which they are deeply committed. The wellbeing of staff is paramount and many make a stand to demand more diversity and inclusion in the food industry.

PLANT BASED

The growing momentum behind plant-based diets is fuelled by concern for the planet, a desire for variety and experimentation and a rising interest in ways to nourish the body that avoid animal products. Vegetable and plant-based foods are becoming more mainstream, no longer the preserve of those adhering to strict dietary regimes but increasingly appealing to a wider audience as part of a varied diet.

IN THE WORDS OF OUR EXPERTS

“Protein prices are skyrocketing (lamb, beef, seafood) so you need to be willing to use lesser known cuts ...we use short-rib, tongue, tendon ... you need to be clever in how you engineer it to get more flavour from it.”

Founder and Owner, JKS Restaurants London, 4 / 6 Michelin stars

“The effort is in the time and labour it takes – cleaning, peeling, preparing and cooking. Although vegetables are cheaper than meat, labour costs more. Contrast this with a piece of wagyu beef which is luxurious but takes very little time or effort”

Culinary Director, San Francisco

A chef with extensive tattoos on their arms is shown from the chest down, wearing a white chef's coat. They are focused on plating a dish, using a spoon and their fingers. The background is dark, and the overall lighting is soft, highlighting the chef's hands and the food. The image has a teal overlay.

Culinary Inspiration

Get in touch for us to help you explore the Culinary Energies in more detail and help you innovate and grow your business.

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