

2018/19

TRENDBOOK



PLEASURE | NATURAL | HEALTH | CONSUMER CENTRIC | QUEST FOR MEANING





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2018/19



Xavier Rossinyol

GATEGROUP CHIEF EXECUTIVE OFFICER



As CEO, how do trends inspire you and guide your business?

Today, it's all about individual choice. Consumers are increasingly in control of their decision-making and have an insatiable appetite for hyper-customization. Anticipating the individual needs of over 700 million passengers a year is a complex undertaking. Predictive analysis is key to allowing us to better recognize and anticipate their preferences. By applying this information, we can create outstanding new dining and retail concepts for the benefit of the passengers and airlines alike – from offering healthier meal options to predicting retail purchase patterns and driving ancillary revenues for the airlines. Technology offers us an incredible opportunity to drive profitable, on-demand catering and targeted retail programs to today's modern customer and passengers.

What is your vision of tomorrow's catering?

It's an exciting blend of technology and culinary innovation. We intend to be recognized in both areas. A distinctive and superior culinary offering is at the heart of what we do. By engaging Michelin-starred chefs to design and create menus that excite and inspire, we are elevating the inflight dining experience. Passengers will be in awe of the quality and use of fresh ingredients, or how we incorporate the latest cooking techniques and technologies. However, today's passengers also want us to understand and appreciate their lifestyles. By using predictive technologies, we can better understand and address their wishes by creating new, customized dining concepts that reflect their needs and desires - whether they be epicurean, health-driven or convenience. By working together with our airline customers, we can better predict and deliver exactly the type of inflight experience that passengers want and expect.

How is Studio Culinaire an asset for you?

Studio Culinaire is a key differentiator in the culinary vision of gategroup. By working together with our roster of Michelin starred chefs across our core business we are creating an unrivalled offering. Studio Culinaire is unique and a real game-changer – there isn't a similar group in our industry that compares! I would also like to acknowledge and recognize the tremendous contributions of the late Joël Robuchon who chaired the Studio Culinaire Servair since its creation. His contributions to raising the quality standards of inflight catering are unparalleled, and we fully intend to keep this passion alive.

“
Studio Culinaire is a key differentiator in the culinary vision of gategroup. By working together with our roster of Michelin-starred chefs across our core business we are creating an unrivalled offering.
”



Guy Martin

PRESIDENT OF STUDIO CULINAIRE SERVAIR



From the very outset, Studio Culinaire’s mission was to monitor trends, desires and experiences in the world of cooking, firstly from the perspective of the traveler, but also more generally, anyone with an appetite for “eating well”. It is therefore only natural that we, members of this think tank and world-renowned chefs, have set to work on this task with passion, curiosity and humility. Today, we are delighted to present to you our trend book, and with it the markers that guide all lovers of good food, for you to discover or rediscover. Our exchanges, observations and explorations, rich and passionate debates and poetic, geographical or cultural meanderings have allowed us to focus most of our reflection on five major trends: pleasure, health, naturalness, the importance of the consumer and the quest for meaning.

While transparency is an absolute prerequisite, cooks, craftsmen, food service companies (and airline caterers of course) must also meet the expectations of pleasure-seeking, mindful and demanding customers, in terms of their lifestyle and also the environment, without ever compromising on taste, health, well-being or pleasure. For each theme detailed in these pages, you will find the fruit of our labors and reflections, together with illustrations by experts, and initiatives carried out within the gategroup and also by other actors in the sector. We hope you will enjoy reading this book as much we enjoyed making it!

Pleasure

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Natural

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Consumer centric



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Quest for meaning

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Pleasure

To quote the late, great Paul Bocuse,
**“Classic or modern, there is only one type
of cooking, and that is good cooking!”**

For chefs and food lovers alike, pleasure is the ultimate driving force. Pleasure not only makes fine food more sought-after than any other, but also serves as a vital USP leveraged by restaurants and airlines too. Yet it doesn't come without challenge, and the conundrum lies in extending this “taste emotion” to as wide an audience as possible and making fine ingredients more accessible, while creating an unforgettable experience.



INTERVIEW

Michel Roth

From social status
to hedonistic
pleasure, from
technique
to emotion

TOPICS

The taste
of experience

TOPICS

Good
connections

THROUGH THE EYES OF

Michel Quissac
Kei Kobayashi

TRENDS

61%

of Americans prefer to
invest in an experience,
such as a meal in a
restaurant or another
activity, rather than
buying an item in a store

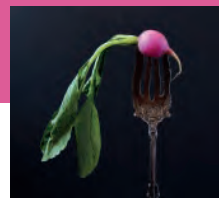
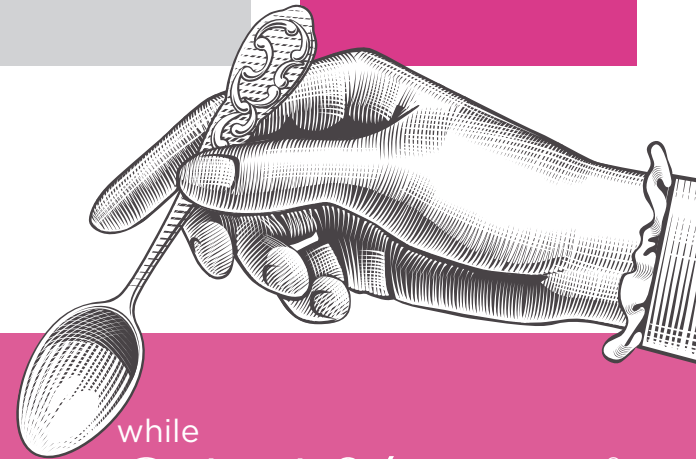
43%

of the French
populace believe
that food and pleasure
go hand in hand

while

81.1%

are prepared
to pay a premium for
a food item that
procures more pleasure



(Source: Quitoque.fr, Isa-conso.fr, restaurant.org)



Michel Roth, Roger Passet
(Chef Servair) and Michel Quissac
(Corporate Chef Servair)

Michel Roth

From social status
to hedonistic
pleasure, from
technique to emotion



MICHEL ROTH, MEMBER OF STUDIO CULINAIRE

Meilleur Ouvrier de France, Bocuse d'Or winner, and chef at Michelin-starred Restaurant Bayview, Hotel President Wilson, Geneva.

A distinguished and brilliant chef, Michel Roth embodies the determination of a chef whose sole raison d'être is rooted in the desire to make others happy. His food effortlessly occupies the ranks of the finest French gastronomy, riven with a resolutely modern touch.



Should gastronomy be more accessible?

This has been a hot trend for several years now and continues to gain momentum. In my view, fine food is all about exceptional moments, which doesn't necessarily mean exclusive. It is our role as chefs to move things along and engage with our audience. And we have this burning desire to bring pleasure to new audiences other than traditional fine food enthusiasts, and broaden our horizons and face new challenges. We want to create emotion at the dining table, a convivial moment shared, which should also be reflected in the food we eat. On a personal level, when I walk around my restaurant, all I really want is to feel that something has happened, that memories have been created.

Is the popularity of bistronomy a reflection of a more widespread interest in gastronomy?

I believe so, at least partly. But I think it also stems from our desire as chefs to be able to present our food differently, while never losing sight of that personal stamp. Bistronomy is also synonymous with warmth and welcome, complicity, authenticity and provenance. It's not just a passing fad; it's the deep-seated desire of a new generation, and we must showcase typical dishes and techniques, old and new, to this very audience. So at the moment for example, we are more likely to work with seasonal produce, prepared simply, authentically, and rooted in tradition, served with an original twist.

How can we convey this fine food emotion to travelers?

Being part of Studio Culinaire is all about communicating your personality through a signature dish, but also bringing something extra to the tasting experience. We work closely with our colleagues at Servair to ensure that passengers are having a good time savouring their food. We strive to emulate the classic restaurant experience in one of our establishments, despite the practicalities of being thousands of metres up in the sky.

The taste of experience

Gastronomic pleasure is no longer the preserve of the privileged and is fast becoming a popular passion for enthusiasts too, aided and abetted by the ever increasing media prominence of chefs. The barriers to sharing the joys of fine dining are lifting, which is no longer just a question of the social standing that haute gastronomie can procure, but pure, unadulterated hedonism.

So instilling pleasure and emotion in a dish, together with the perfect execution, is key.

It is the experience of home-cooked food, the sort prepared by our grandmothers and all the associated memories and symbolism. Cooking made for sharing; food to eat, of course, but also the whole singing and dancing food experience. It's about stimulating once more an appetite for the kind of food that brings pleasure to each and every increasingly demanding consumer. It is about authenticity rediscovered, usually underpinned by the social aspect of the "bistronomy experience", which continues to go from strength to strength.

9 out of 10

French consumers prefer a good meal to anything else

(Source: Dentsu Aegis Network & CBNews for FoodMorning#4)



INSPIRATION

Democratic Gastronomy, Danish-style

Democratic gastronomy is more akin to food hygge* and accessibility, with quality equally high on the agenda. And no finer example can be found than in Madklubben, where guests can enjoy a menu comparable to French bistronomy, showcasing reasonably priced, regionally-sourced produce (31.50\$ for a main). Their "Honesty tastes better" slogan underscores their commitment to deliver really great food, using quality ingredients, to as wide an audience as possible. Co-director, Lars Bartelsen, reminds us that their mission is "to make luxury affordable, in a great atmosphere with great customer service." Based on their success to date, it is a 3-way win.

* Refers to a Danish lifestyle concept described as a feeling of comfort and contentment, as well as indulging in all the good things and people in one's life.





THROUGH THE EYES OF Michel Quissac

Michel Quissac on board to taste
the creations of Studio Culinaire Servair



**TRACKER OF FLAVORS
AND DIRECTOR OF
PLEASURES, MICHEL
QUISSAC IS CORPORATE
CHEF AT SERVAIR**

He is responsible for promoting taste, quality, food safety and compliance. He is a great believer in encouraging Servair chefs to pass on and share skills and learnings, and he heads up a think tank tasked with defining the gastronomic identity of the Servair brand.

In-flight dining should be an experience in its own right, even if it can be challenging to create a sense of wellbeing and conviviality in the air. To counter this, we strive daily to create a multi-sensory experience for passengers, to appeal directly to the pursuit of pleasure. We serve healthy, flavorsome food, focusing on provenance, to reassure passengers, and more original, inspired dishes to appeal to their curiosity. And ultimately we aim to allow the ingredients to shine.

Another of my pet subjects, and a reflection of increasing consumer expectations, is a clear shift towards "local". Despite all the obvious limitations associated with an airline, in addition to predicting quantity, we strive to serve either locally sourced or locally processed ingredients, as often as possible.

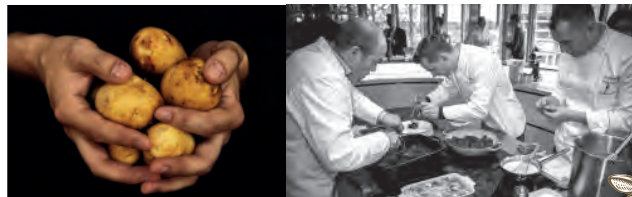


Good connections

Pleasure is all about interaction. The interaction between taste and vision for example, that makes how a food looks and tastes the two inextricable elements that drive our appreciation of the culinary experience. The seamless interaction too between man and nature's bounty, which according to UNESCO, is the ultimate definition of the gastronomic meal. And pleasure is also connecting food, provenance, quality and how it has been lovingly and respectfully transformed. Essentially, the connections that form between a chef and his guests that will shape the entire dining experience, without which the pleasure would never be complete.

60%
of French people
cook for pleasure

(Source: Ipsos/Kenwood, 2017)



The number of
cheese producers in
the US increased by

40%

from 2000 to 2017. American millennials continue to shun American cheese, (ie. processed cheese), the sales of which have been in freefall for the last 4 years. 18-35 year olds are now migrating towards more refined cheese and lobbying the sector to adapt accordingly.

(Source: Slate.fr)

Cook is in the air

Air France's love affair with much-revered chefs is nothing new, as already in 1973, fourteen chefs constituting the lifeblood of the Association de la Grande Cuisine Française, presided by none other than Paul Bocuse, began to put their famous names to a range of signature dishes. The partnership continued, and in 2009, a number of chefs from the newly-formed Studio Culinaire Servair endorsed First and Business Class meals. Initially led by Joël Robuchon, Guy Martin and Jacques Ledivellec, then joined by Régis Marcon, Michel Roth and more recently, Anne-Sophie Pic. In addition, every other year, Studio Culinaire enters into a special partnership with two chefs, who conceive a special in-flight menu and take to the sky with passengers, as was the case most

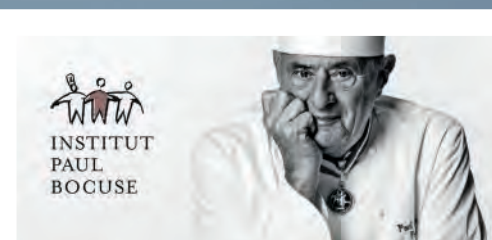
recently with chefs Arnaud Lallement and Olivier Bellin.

Economy class reaps the benefits too, with chef Jean Imbert developing a range of non-complimentary meals, which were very well-received. This collaboration with chefs, initiated by Studio Culinaire, enables Air France to offer passengers a unique taste of the French fine dining experience.

Food apart, the entire customer experience is designed to be memorable, from the ingredients and original discoveries, to the way the dishes are put together and the emotion instilled. Combining these skills with its airline catering acumen is the strength of Studio Culinaire, which in addition to its longstanding customer Air France, now supports many other companies in their quest for excellence.



Paul Bocuse





THROUGH THE EYES OF Kei Kobayashi

2-MICHELIN-STARRED CHEF, KEI RESTAURANT, PARIS

Firmly established in France, chef Kei Kobayashi has never stopped reinventing and transporting French gastronomy to new heights, exerting his signature virtuoso technique and unparalleled harmony of flavors and textures.

Gastronomy is an art in itself, entirely centered on the pleasure it can instill in its audience. And this audience is ever increasing, as the “barrier to entry” to the high-end restaurant experience is gradually dissipating.

To do this, we seek ingredients of the highest order, and work tirelessly to present them in the most perfect state. Since my early days as a chef, I have worked closely with local producers and select all the ingredients myself. What we know now as “slow food” constitutes the very foundations of our profession. After that, whether we are serving Michelin-starred cuisine or bistro, the only thing that matters in cooking, since time immemorial and until the end of time, is that the food tastes good.



The page features a background of fresh, vibrant green spinach leaves scattered across a white surface. The leaves are of various sizes and orientations, some showing prominent veins. A large, bold, black serif font spells out the word "Natural" across the center of the page. A teal-colored rectangular block is positioned on the right side, partially overlapping the text and the spinach leaves.

Natural

Reacquainting with the taste of nature and authentic flavors, particularly through fresh, “raw” and seasonal produce, is a popular pursuit for many consumers. Besides which, the widespread industrialization of food, whether animal husbandry or agriculture, is generating increasing levels of unease with regards to health and ethical questions. Under the auspices of “organic” or “Clean Label”, plant-based foods occupy a more significant place in our diets, within a more general context of long term dietary change. Are we soon to become the “Kingdom of the Vegetable*”? It would certainly seem so, particularly among the younger demographic, as long as their food tastes great and is not awash with pesticides. Let’s go back to our roots!

* Top 5 trends 2019, InnovaMarket Insight's

INTERVIEW

Anne-Sophie Pic
Cooking is
going green

TOPICS

**The plant-based
way**

TOPICS

**When the worlds
of industrial
volumes and
natural collide**

THROUGH THE EYES OF

**Bruno Goussault
Danielle
Nierenberg**



TRENDS

7 out of 10
consumers in the US
and UK want to know
and understand the
list of ingredients
contained in the food
they eat

(Source: Innova Market Insight)

15%
of young Germans
(16-24 year olds) are
vegetarian

(Source: Mintel)

Sales of plant-based
foods in the
UK increased by
8%
in 2017

(Source: Nielsen for the Plant Based
Foods Association and The Good Food
Institute)

37%
of the world's
population are opting
for a diet containing
less processed foods

(Source: Global Health & Wellness
Survey by Nielsen)





Anne-Sophie devotes her creativity to Studio Culinaire

Anne-Sophie Pic

Cooking is going green

Do you think that French gastronomy should be open to more “unusual” tastes, along with a greater proportion of raw ingredients in order to evolve?

I am convinced of it. I really enjoy working with unsung hero ingredients in my kitchen, or at least those not readily known by the general public. Above all else, gastronomy is an experience. It consists of entreating the food lover to venture from his comfort zone, discover new foods, look with fresh eyes and a different perspective. When I conceive a new recipe, my first source of inspiration is the raw ingredient, which always remains central to the dish. A series of taste combinations then ensue, which will enhance the main ingredient and take it to another dimension. From this starting point - the main ingredient - I am able to build the balance of the dish, and create harmony around the different flavor combinations.

Is French fine dining ready to evolve towards a more widespread use of plant-based foods?

What I find interesting about vegetables, is that they form a canvas on which to push the creative boundaries, given that they are an accepted part of our daily diet – like carrots and beetroot – that are easy to find, and even grow ourselves. As a result, you have to try especially hard to make them shine; and it takes real creative flair to reveal the intense aromas, without losing that natural character.

Are you seeing a demand for “natural” and “authentic” from your customers?

Absolutely, after a lengthy period where consumer expectations in terms of gastronomy leaned more towards “show”, I am now seeing a real transition back to natural and authentic. Nowadays, the restaurant is also a key forum to share information about how a product is farmed. Customers come to the restaurant for a global



ANNE-SOPHIE PIC, MEMBER OF STUDIO CULINAIRE

Chef at 3-Michelin-starred Maison Pic. World's Best Female Chef (50 Best Restaurant Awards), and winner of the Creator's prize at the Omnivore Culinary Festival 2018.

With her sensitive, subtle approach and highly personalized take on textures, a meticulous perfectionist with a keen eye for detail, she is one of the world's most decorated female chefs, with 7 Michelin stars to her name.

experience centered on the product. They want to know the suppliers, product provenance and how the food was prepared. This implies extensive staff training, and a more in-depth relationship between the chef and his preferred producers.

Why did you join Studio Culinaire?

Becoming part of Servair Studio Culinaire is an opportunity to meet other chefs, exchange ideas on the latest culinary trends, and explore how they are shaping contemporary cuisine. Studio Culinaire is a real creative hub where we can all share our vision of food and play our part in promoting the values of French gastronomy, even in the sky!

“

Studio Culinaire is a real creative hub where we can all share our vision of food and play our part in promoting the values of French gastronomy, even in the sky!

”



30%

of French consumers have increased their vegetable intake over the last two years, mainly as it seems more “natural”

50%

of whom want to increase their consumption of vegetable products

(Source: Ifop/Lessieur for the OCPOP)

30%

of US adults go meat-free at least once a week

(Source: Mintel)

The plant-based way

According to a 2018 study published on Nature.com, the consumption of ultra-processed products can lead to mental health issues such as depression. On the other hand, eating plant-based products can lead to a sense of general wellbeing, especially when raw and unprocessed.

A vegetable-based diet is fast becoming not only good to eat, but good for your brain too. This idea of balance, not just in ourselves, but in the ecosystem where plants are grown, is a trend gathering increased momentum. Chefs strive to elevate vegetables, to reveal new flavors in this new playing field. Notwithstanding the risk of rejection on the grounds of excessive “simplicity”. Because here again, the return to naturalness cannot be achieved without working on the taste and appearance of the product to satisfy the requirements of the most discerning gourmets. The “wow factor” is not only for carnivores!





THROUGH THE EYES OF

Bruno Goussault

"Sous vide" is a cooking technique using temperature control to preserve the flavor and texture of foods.



FOOD INDUSTRY ENGINEER AND DOCTOR OF ECONOMIC SCIENCE

Named one of the "100 leading visionaries of our time" by the Albert Einstein Foundation. Founder of the Centre de Recherches et d'Études pour l'Alimentation (Culinary Research and Education Academy), where he shares his knowledge and continues his research on sous-vide. His encounter with Joël Robuchon and Henri Gault steered him towards gastronomy, where he combines scientific learning with extraordinary cuisine.



Today, plant-based diets are a well-established trend throughout the world, as we become increasingly uneasy with regards to man's impact on the environment and the animal world. We are also more aware of the physical benefits of eating vegetables, and linked to this, cryoconcentration is a useful technique, and the most effective means of preserving vitamins, nutrients and potential mineral content naturally occurring in foods. It is also an amazing technique to prevent food flavors transforming, and preserving their natural character through freezing. It is however a very complex technique, and will have to be simplified considerably in order to catch on in the food services industry.

The chefs at Studio Culinaire are already passionate about natural flavors. Some rarely stray from "classic" recipes, while others migrate towards spices or unusual products, discovered during their globe-trotting. Elevating and capturing the true character of foods is always top of their agenda, rather than changing them with a cocktail of overpowering flavors.



In France, the purchase
of organic food products
increased by

17%

between 2016 and 2017

(Source: agriculture.gouv.fr 24/07/2018)



1 in 5
eggs sold

in France is organic

(Source: Fédération Nationale d'Agriculture Biologique)

33%

of dairy products
consumed in Denmark
are organic

(Source: European Commission)



When the worlds of industrial volumes and natural collide

Quality vegetables, more often than not organic, are increasingly common. Demand is constantly on the up, while climate change is set to cause a 2% reduction in yields by 2030.

This means that our models are evolving, notably in developed countries. Short supply chains are mutating to cope with greater volumes, in the guise of cooperatives which deal directly with retailers and buyers. Urban agriculture is a growing phenomenon all around us, already providing 15% of the world's food supplies. And organic agriculture is evolving too, to satisfy the need to produce more and better, notably through intermediate measures, such as ecologically intensive agriculture, while mindful of environmental concerns. These changes will enable us to boost the profile of plant-based ingredients and deliver the finest quality of flavor and nutritional content. Essentially, making more sense by using locally-sourced products, from sustainable food chains.

(Source: Alimentation générale, rapport 2018)

INSPIRATION

PARIS SACLAY UNIVERSITY
INVENTS THE MENU OF THE FUTURE

80% *plant-based*

Picture the scene, Christmas 2050, and what will your Christmas dinner look like? "Premium-quality, sustainably-farmed foods, and short supply chains. An 80% plant-based menu. No added sucrose, which is bad for you. Traditional china crockery, along with other biodegradable, even edible dishes. And lots of enjoyment," is the immediate response of Michelin-starred chef Thierry Marx. And predicting the foods of the future circa 2050 has been at the heart of his research in France's culinary innovation center (CFIC), and part of Paris Saclay University, since the end of 2012. From raw to sustainably-sourced ingredients, techniques to reduce

waste and save water, no stone has been left unturned in their studies, which focus essentially on combining "pleasure, wellbeing and health", while mindful of the challenges of the future, such as water scarcity. Research at the CFIC currently focuses primarily on cryoconcentration, which is a technique capable of concentrating flavors through freezing, or capturing liquid in edible film. "Some of the results can be carried across to the culinary world, while others are more suited to industrial uses." On the menu: gelification or spherification, with a view to making carrot spaghetti, cucumber macaroons or grenadine marbles.

(Source: Les Échos - 04/01/17)





THROUGH THE EYES OF

Danielle Nierenberg

RESEARCHER, SPEAKER AND ADVOCATE

President and Co-founder of Food Tank, a non-profit organization focused on building a global community for safe, healthy, nourished eaters.



There is a real urgency today to address sustainability issues. Consumers have increasing levels of awareness and want companies to respond to the demand for healthy, sustainably-produced food. Food that comes with a back-story and benefits producers, protects natural resources, and contributes to local economies.

If we want to change the food system, we need to engage producers, governments, the private sector and consumers, and create more dialogue and discussion about key issues such as climate change and food security. Chefs may act as important spokespersons in this fight and have long since been an important voice in the conversation around local, seasonal and natural food, by working hand in hand with farmers to develop relationships, and encouraging more diverse cultures. And they are leading the way by example, inspiring other food services and more casual restaurant segments.

Airline companies have a tremendous responsibility in educating passengers and creating awareness about the food system — passengers are a captive audience who can be educated through the food they eat in-flight. There is a real opportunity for airline caterers to feature sustainable, healthy foods and offer food that supports farmers and local and regional food systems in the countries where they fly. Millennials, Gen X and Gen Y want food with a story, that they can feel good about — they want to know where it comes from and how it has been produced.



Health

Consumers are increasingly aware that what we eat can seriously impact our health. A succession of food scares since the 2000s has made this a particularly loaded subject.

But change is afoot, and food is no longer regarded as fuel in the tank, but instead a vital element making up the cornerstone of our general health. Sugar, fat, pesticides, ultra-processed foods and additives are all in the line of fire. Not forgetting the impact on the environment and animal cruelty.

High-end cuisine has taken on new responsibilities, and is committed to making food lighter and enhancing its nutritional content, while taking a much closer interest in the wellbeing of its guests.



INTERVIEW

Régis Marcon
Senses
of nature

TOPICS

**Reading more
into our foods**

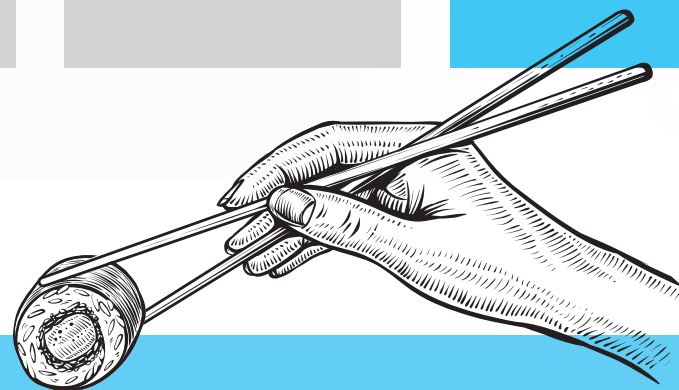
TOPICS

**Eating
to stay well**

THROUGH THE EYES OF

Gottfried Menge

TRENDS



Natural products – non-GMO,
free from preservatives or
additives and organic –
are on the rise around
the world and account for

29%
of all food items

(Source: Mintel, Global Food & Drink Trends, 2018)

84%

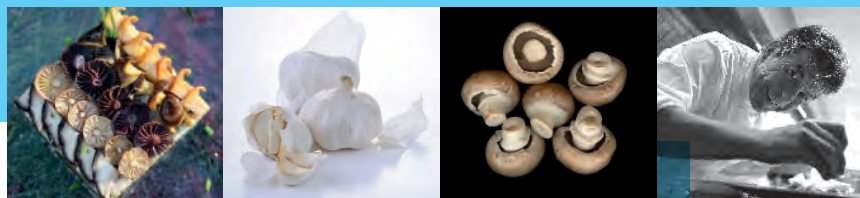
of French consumers worry
about the impact of diet on
their health

(Source: Néorestauration n°566, Septembre 2018)

4 out of 10

consumers in the US and UK
increased their intake
of healthy foods in 2017

(Source: Mintel, Global Food & Drink Trends, 2018)



Chocolate mushroom



Régis Marcon

Senses of nature

Your cooking-style focuses on working with nature and the benefits of healthy eating. Do you consider these elements to be vital to the future of gastronomy?

In reality, it should always have been vital. A chef is essentially the hand that feeds, for whom health and nutrition are extremely important. After that, it is also entirely possible to imagine a style of cuisine that is both delicious and good for you. At least this is my daily mission.

You are also committed to an environmentally-conscious approach in your restaurant?

Absolutely, and for a very long time. Our restaurant has been awarded the European Ecolabel for our use of environmentally-friendly materials and energy, as well as healthcare and cleaning products. Traceability has been at the top of our agenda for more than twenty years. It is the subject of our "Transparence" newsletter sent out to all our customers, in which we explain all our initiatives with regards to nature, nutrition and healthy eating.

Do you think chefs will have to review their practices and entire perception of cooking, in light of consumer expectations with regards to a healthy lifestyle?

On the one hand, we are now confronted in our profession with allergies and special diets. We need to adapt and be able to propose alternatives. On the other hand, I think there is a real gap in culinary education and training. Young chefs are not necessarily given the right tools when it comes to nutrition, despite this being a subject that should be mandatory. We cover it here in our school, as it's a subject close to my heart and I have always been keen to share learnings with my colleagues. It is important to understand the nutritional values of different foods, how to create a balanced meal, and the healthiest diet possible. We should perceive this demand for a healthier diet as a real opportunity, bringing greater meaning to what we do.



RÉGIS MARCON, MEMBER OF STUDIO CULINAIRE

Chef at 3-Michelin-starred Régis and Jacques Marcon Restaurant, Bocuse d'Or winner. With his unique and passionate personality, he alone epitomizes an entire branch of French gastronomy: more than just a particular style or era, his cooking-style essentially symbolizes nature around him and relates his journey thus far.



Do your beliefs permeate through to Studio Culinaire?

At Studio Culinaire, we are able to work in the not always familiar territory of airline catering. It's a challenge for a restaurant chef to work in this sector. We are learning, and we want to understand more about this way of working that has become so normalized. And from our side, we work tirelessly to enhance the flavors of food served in-flight and leverage our knowledge, particular relating to nutrition.

17% of French consumers follow a special diet, of which **53%** do so for health reasons

(Source: OpinionWay)

In the US, gluten free ready meals increased by around **8%** between 2016 and 2017

(Source: Euromonitor International)



Reading more into our foods

As it was made apparent at the latest International Food Exhibition (SIAL) in Paris, being aware of what we eat is a major concern taking a firm and lasting hold on global food culture. Primarily, it is a question of understanding what is contained in the ingredients and dishes the food services industry provides, an industry which has never before been confronted with such distrust. This is about making the right choices, which are leaning towards "free from" or "less" - including non-GMO, no additives, no preservatives, gluten-free, reduced sugar, less fat and reduced salt - and the often accompanying dietary regimes. Restaurants, indeed airline companies too, must come to terms with this change, without, of course, impacting on taste. While we are eating less, we are seeking improved quality and always more flavor!

Demand is also shifting towards improved nutritional content, with a surge in interest for more protein, fiber and vitamins. And naturally towards non-processed foods, and more natural, transparent and flavorsome dishes.

INSPIRATION

Aiming sky high with wellbeing

Singapore Airlines (SIA) and Canyon Ranch luxury spa and wellness resorts in the US have joined forces to entirely overhaul the long-haul travel experience by focusing on passengers' overall wellbeing. The concept focuses on a wellbeing menu developed by nutritionists and chefs, power-packed by probiotic and kombucha supplements to enhance passengers' physical comfort during a flight. Once on-board, passengers can access various sleep and relaxation techniques, together with stretching exercises recommended by specialist physiotherapists.

(Source: www.nytimes.com 15/10/2018)



THROUGH THE EYES OF Gottfried Menge

VICE PRESIDENT GROUP CULINARY EXCELLENCE

gategroup's Culinary Center of Excellence provides our airline customers with their own "culinary signature" and ensures consistency on a global scale in all Gate Gourmet kitchens. This philosophy is founded on our culture of culinary excellence and continuous improvement.

Together with our airline customers, we want to understand passengers' behaviors in order to better anticipate their culinary needs, including those related to health and nutrition. And while these two notions have always been associated together, never have they been so closely linked. This is as true on the ground as it is in the air.

We strive to offer meals crafted with the best products available. Our highly experienced chefs will design and develop menus which focus on inspiring meals created using locally produced seasonal foods. In many countries our teams work with farmers from across the region to produce in-season items which will be featured in the dishes. It's a true farm-to-table approach.

New technologies also play an important role in helping us conserve all the nutrients essential for good nutrition and passenger well-being, for example, sous vide. We are committed to reducing food waste whenever possible, for example by utilizing our pre-order system which allows us to select dishes in advance. It also allows us to analyze what appeals to passengers to a greater or lesser extent and to adapt our menus accordingly.



SERVAIR & GATEGROUP

Improving the nutritional content of in-flight meals

For Servair and gategroup, nutrition is a vital consideration when it comes to menu development and production. Dieticians work closely with our development teams as we formulate new recipes, focusing on boosting nutritional content, providing a strict health and hygiene framework, or simply developing new, "healthy" options. These experts are also important contributors with regards to providing special menus, and dealing with specific meal requests from individual passengers, usually linked to diets and allergens. At Servair, they also participate in tenders for food catering contracts in schools, hospitals and for the army, especially in Africa and French overseas departments and territories.

INSPIRATION

The new nutrition-related data services

Creators of the FoodPrint™ app, Nutrino uncovers the invisible connections between people and food to empower better nutritional decisions for better health outcomes. We each have a unique fingerprint, and we also have our own FoodPrint™. FoodPrint™ is a digital signature reflecting how our body reacts to different foods. It is contextually driven and provides personalized correlations, insights and constantly improved nutritional recommendations.

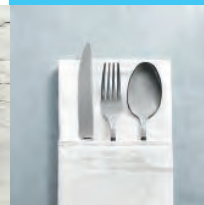
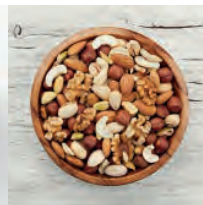
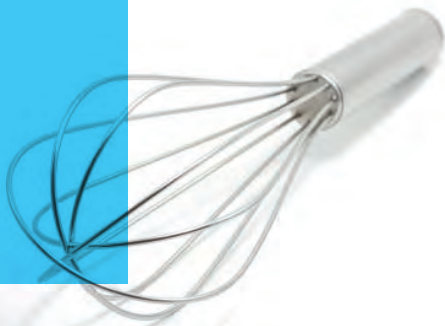
An individual's FoodPrint™ is based on two buckets of information: data on food intake and personal profile, including exercise, stress and sleep patterns. When we bring together these two vast buckets of data, we are able to make sense of them and see how they work together, in real time. The Nutrino engine recognizes that not only will two people respond differently to the same food, but a single individual may respond differently to the same food at different times.

FoodPrint™ uses predictive analytics and optimization theory to provide personalized and contextual recommendations for users and larger trends and insights about populations. Nutrino works with businesses and professionals to improve the success of their products and programs, for a better understanding of populations and eating patterns, and identify new areas of opportunity. Understanding a person's FoodPrint™ will completely change the way food decisions are made every day.

Eating to stay well

From superfoods to organics, eating well no longer cuts the mustard, and food must also help keep us healthy too, and deliver a specific benefit. According to INSERM*, poor diet contributes to the vast majority of chronic health conditions; research on the subject intensifies, and the media spews forth a constant information stream, triggering increasing levels of alarm among consumers with regards to daily diet. Personalized apps are now on hand to help those in search of the diet best suited to their needs, tailored to their general health, and soon, inevitably, their DNA. The Nutri-Score labelling scheme, adopted by European decree, presents a clear indication of the nutritional content on food packaging. The fact that the catering industry is not yet bound to this transparency in terms of the benefits and effects of the dishes they serve, is a major challenge impacting the industry, and which will undoubtedly steer innovation in years to come.

* National Institute for Medical Research





INSPIRATION

Superfoods

Also of note at SIAL 2018, superfoods are seeing rocketing success, and the trend is showing no signs of abating anytime soon. The increase in revenue in emerging economies, together with the increasing demand for antioxidants, signals that the future of superfoods is bright. A more concentrated, powerful cocktail of nutrients and antioxidants than others, superfoods can take the form of fruits, vegetables, seaweeds, pulses or even spices. Each has its own specific qualities, and therefore specific benefits. As a result of their exceptional content, they can have real health benefits on our physical and mental wellbeing, and may even help prevent chronic diseases such as cancer.



In 2017,
4 out of 10
consumers in the UK and USA
increased their intake of healthy foods

A trend which is set to see a
5.9%
year-on-year uplift until 2026



70%

of French consumers have
changed their consumption
habits in favor of more
sustainable products

(Source: Ifop & WWF)



INSPIRATION

UPPY people



Passengers traveling long haul can now minimize the effects of jet lag with a new rehydration solution by Swedish brand Uppy! Uppy! comes in powder form packed with electrolytes, minerals, vitamins and ginger, and once dissolved in water, will allow passengers to arrive rehydrated, replenished and more refreshed after a long flight. According to Uppy! founder Ollie Marköö, for optimum effect, a sachet should be taken every 3 hours during a long flight.

Uppy! is now available free for First Class passengers traveling Emirates.

(Source: www.hmgaerospace.com)



Consumer centric

From mass market to bespoke experiences on a mass scale, the food sector is rapidly transforming, driven by technological advancements in terms of information and machines.

Consumers are becoming more professional, have access to increasingly comprehensive information and ever widening choice. For an offer to stand out, it must be capable of generating a personalized experience, but on a mass scale.

Consumer experience, supported by food tech, is the new Holy Grail on which every actor in the food industry must focus his efforts.

INTERVIEW

Guy Martin
Quality
is central to
satisfaction

TOPICS

**One size
no longer
fits all**

TOPICS

Foodtech power

THROUGH THE EYES OF

**Jo Austin
Jons Hensel
Philippe Gobet**

TRENDS



By the end of October 2018,
there were

307 547 054

posts on Instagram feeds
with the hashtag "food"

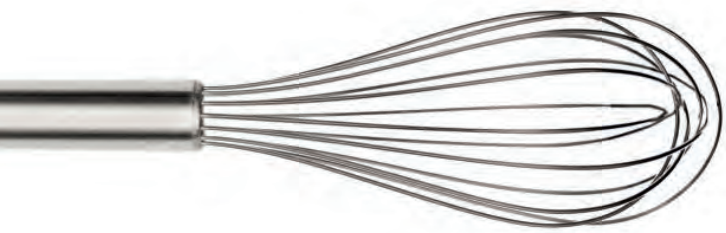
The 3D food printing market
is expected to expand at a
compound annual growth rate of

50%

during the period 2017-2024

(Source: Research Nester)





Oxtail Parmentier
with truffles - Foie gras ravioli,
truffle emulsion cream
Le Grand Vefour

Guy Martin

Quality
is central to
satisfaction

Customers want good food to be accessible everywhere and at all times. What are the implications on the way we are rethinking gastronomy?

It depends on each and every one of us. For those who were already committed to quality and transparency, and meeting the increasingly embedded expectations of our customers, it only serves to underscore the relevance of their efforts and commitment. As to those who still have a long road ahead, it will involve a great deal of hard work to improve the transparency of their offer, as this so vital. With regards to accessibility, for 20 years now a number of chefs have sought to move towards “simple” and “affordable” fine food. This idea is finally taking shape and widening its reach.

How can technology help consumers and be embraced by the fine food segment?

Cooking is all about the human touch. If this touch becomes repetitive, there is no reason why it can't be replaced by robots. Technology is carving its niche on the culinary landscape, and in other sectors too; it is a natural progression. Given the cost of the machines from a purchase and use perspective, I believe they are well suited to large food services companies where technology can be a useful asset. This is a developing phenomenon in the US and China, and should reach Europe in the non-too distant future. Gourmet food however is much more complicated, as here we are in the realm of the customized. For airline catering, for the premium classes, we serve a combination of customized and volume production, where the combined efforts of accomplished chefs and machines could be relevant.



**GUY MARTIN, PRESIDENT
AND FOUNDING MEMBER
OF STUDIO CULINAIRE**

Chef at 2-Michelin-starred Le Grand Vefour. Fuelled by a rich melting pot of ideas gleaned over the course of his travels, his inventive and joyful cuisine is inspired by classic recipes, resulting in delicious combinations and subtle flavors.





What new emotions and journeys of discovery must gourmet food deliver to customers in years to come?

Primarily, customers are looking for respect. In Business class, customers are increasingly “pro”, and know full well how to recognize quality. We should steer clear of shaving costs and - heaven forbid - lowering quality. Luxury is synonymous with rarity, artisan and the chef’s unique touch and vision. We need to provide information on sourcing, provenance, and explain why it is so good. Yet it’s not easy backing small, high-end suppliers when we are aiming for volume, and we need to constantly rethink our supply chains.



31%

of consumers state that delivery is the highest expenditure in food technology closely followed by agriculture

(Source: Kantar)

One size no longer fits all

Consumer experience is the new Holy Grail of the food industry, and many other sectors too. At the center of which is a customized approach tailored to the needs and desires of each individual. For industry players, this can be a real differentiator, now and in the future.

The notion of choice is becoming paramount which implies listening intently to customers in order to anticipate preferences and manage supplies accordingly. More than just feeding customers, we need to be able to provide an experience delivering pleasure, wellbeing and the unexpected, to add something extra special to their journey.

This involves “show” and innovative content too, such as experiential dining models like food courts, which offer the consumer extensive, quality choice, all brought to life under one roof.



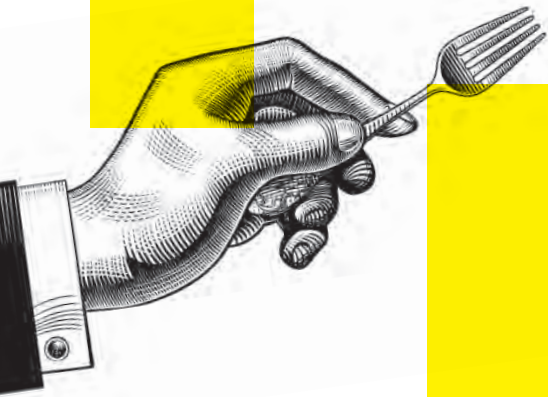
THROUGH THE EYES OF Jo Austin

JOURNALIST, ONBOARD HOSPITALITY

Airline industry specialist.

There is no question that the airline catering industry is taking food into an entirely new realm right across all classes. Airlines are increasingly aware that their reputation is also based on the meals they serve and on the importance of gaining a reputation for good food onboard. They are also working hard to keep up with the culinary trends on the high street in order to fulfil the passengers' expectations.

There are several markers of the industry's evolution, starting with personalisation. The personalized nutrition industry has been growing at an incredible pace over the last two years and is predicted to see double digit growth for some years to come. Passengers want to feel that they are in charge and can personalize their choices and technology is making this possible with pre-order systems that ensure everyone can have what they want. Another major trend is health and well-being, for oneself and for the planet. People think about nutrition, allergens, physical and emotional benefits. The meal must meet their dietary requirements and taste good as well – and if they are buying it, they want good-looking and sustainable packaging. Local footprint for food is increasingly important and chefs and caterers must promote the fact that they are buying locally.



Anne-Sophie Pic - Blue lobster and summer fruits, plural beetroot





THROUGH THE EYES OF Jons Hensel

CHAIRMAN OF GATEGROUP'S
INNOVATION CENTER

We are currently dealing with increasingly well-informed, highly savvy passengers and any gaps in their knowledge are immediately accessible at the touch of a button on the device they permanently carry on their person. Now is the time to be completely transparent with our customers, not only because it is essential for our planet, but as we are left with no choice, since authenticity is more important than ever and cannot be faked.

We are committed to extending the on-board culinary experience beyond merely serving high-quality food, to making it enjoyable too. Rather than considering our on-board clientele as passengers, we want them to feel like guests. We are determined to transform the all-round on-board experience. To this end we are critically evaluating our company status quo and deciding where we want to go next. The future is tech, and environmentally-conscious too. We are striving to find the perfect balance between these two vital elements, whilst offering passengers both enjoyment and the unexpected.



GATEGROUP & LATAM

Absolutely One, a high-flying service for economy class



The initiative came to light further to consumer research carried out by gategroup and Latam, which highlighted the fact that passengers expected more in terms of portion size. As a result, gategroup has worked with Latam to offer an innovative new service that improves the on-board meal experience in its economy classes. The principle is simple and involves serving a gourmet meal on a plate, just like in a restaurant, rather than serving several different foods on one tray. The beautifully presented meal comes with a sweet snack too. Available on-board or to pre-order, customers can choose from three main courses, which rotate frequently, offering an overall selection of 300 recipes. The initiative has been well received by passengers and on-board crew alike.

“

*We have
never eaten
so well as
now.*

”



THROUGH THE EYES OF

Philippe Gobet

EXECUTIVE CHEF AT L'ÉCOLE
HÔTELIÈRE DE LAUSANNE

Meilleur Ouvrier de France.



Faced with new technology, and with social media networks at their zenith, everything we eat is driven by image, and the media platforms to which we are subjected are specifically designed to elicit desire. Never before have consumers been so stimulated or awash with information as now, which in turn has sizeably inflated their expectations. This hyper-connectivity has also led to significant awareness among consumers, and made health an absolute priority; we want to eat food that is good for us, but also sustainable. And in fact chefs are spearheading the debate and exerting their sphere of influence across the entire food industry. We are also noting a similar trend with the rise of superfoods, and all the other wellbeing products which occupy a more significant place in gourmet food.

Another trend is placing the consumer at the heart of the meal rather than observing from the sidelines. Increasing numbers of high-end chefs offer to work with customers to elevate their food to another plane, by entreating them to season their food themselves from a selection of spices and condiments placed at their disposal. This way, the customer becomes the master of mealtime ceremony.

GATEGROUP

New Nordic by SAS

SAS is launching “New Nordic by SAS”, as part of a major review of its food and drinks services. As a food concept, its inspiration comes from the airline’s passengers and the Nordic food philosophy defined by local and seasonal ingredients. gategroup was in charge of developing the food offer, while deSter* came up with the innovative packaging. Every SAS passenger will now be offered a selection of taste experiences in new streamlined packaging designed specifically for conditions on-board. Essentially the food is made using fresh, local and seasonal ingredients sourced in the country of departure. The new design is unique to the industry and inspired by food-on-the-go culture. Pre-packed in a handy cube, lunch and dinner are even easier to eat, while passengers work, read or watch a movie.

(Source: Sasgroup.net)

* deSter provides customized catering equipment to exhilarate the onboard experience.



Foodtech power

An abundance of food apps is revolutionizing the food services industry and making nutrition an altogether personal affair. Food apps provide a gateway to a quasi-boundless and ultra-personalized choice, along with a treasure trove of information, including lists of ingredients to inform decisions on what we eat. Social media has elevated consumers into true ambassadors, and brands now entreat consumers to personalize their products - following the example of a well-known cola brand, or a not-insignificant chocolate spread - or even proffer the possibility to create personalized recipes.

Some restaurants even google their patrons to determine their likes and dislikes, and utilize the information to anticipate their preferences.

Quite apart from the radical changes initiated by information technology, other forms of technology are a real game changer too, such as food printing, a particular branch of 3D printing that facilitates the creation of simply staggering desserts or ultra-personalized foodstuffs, customized exactly to the needs of the consumer.



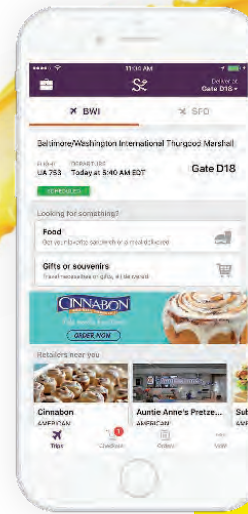
22M

food-related tweets on Twitter in 2017

(Source: Digimind)

6M

developers around the world are working on creating Big Data, AI or machine learning



INSPIRATION

The Airport Delivered

Airport Sherpa is enhancing the travel experience by bringing the best of airport terminal shopping and dining directly to travelers wherever they may be in the airport. Live at Baltimore Washington International Airport, the delivery service is coming soon to airports around the US.

To satisfy hungry travelers waiting to board their flights at the gate, Airport Sherpa has embraced the challenge of finding airport food solutions fast. "I knew great options were available at the airport, but I was never going to have time to figure out where those stores might be and have time to wait in line," explains Airport Sherpa CEO Patrick DellaValle, who co-founded the app after identifying the need as a business traveler himself. After downloading the Airport Sherpa app, consumers can upload their flight information and then browse an array of menus and place orders, along with any special instructions they may have. To keep customers in the loop, Airport Sherpa sends notifications at every stage of the process, with constant updates on when the order is collected, through to delivery at a chosen location. When it comes to customer preference between collection and delivery, DellaValle has seen an overwhelming trend, with three-quarters of customers stating they prefer delivery.

(Source: Momberger Aviation Catering News - 1082)

Quest for meaning



We have entered the age of sustainable consumption, which has been gathering momentum for several years now and has become an essential requirement for citizens, industries, governments and even chefs. Various pillars of sustainable development are also taken into consideration, steering us towards a more environmentally-conscious consumption, which is better for our health, the local economy and society at large. For those working in the food sector, chefs included, this implies embracing new challenges to bring meaning to this quest.



INTERVIEW

Massimo Bottura

Imagining and
creating
better food for all

TOPICS

**Backing
sustainable
consumption**

TOPICS

**Acting on the
environmental
impact of
the food industry**

THROUGH THE EYES OF

Boris Eloy

TRENDS

1 in 7

Americans are food insecure, yet

40%

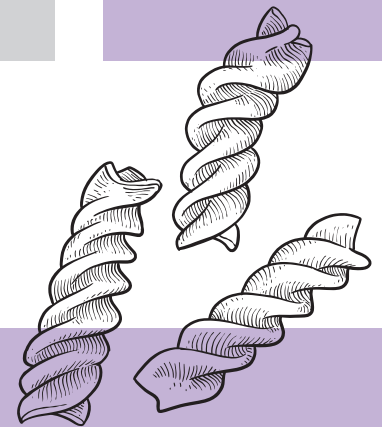
of food is wasted

(Source: Organic Food and Beverages Market - Zion Research)

82.3%

of French consumers
try to eat more responsibly

(Source: CBNews & Dentsu Aegis Network for FoodMorning#4)





Oops! I dropped the lemon tart
Burnt
Osteria Francescana

Massimo Bottura

Imagining and creating better food for all

In a world with limited resources, will “cucina povera” become the new food model?

Cucina Povera will definitely come back in fashion. One of the most valuable lessons to be learned from the Italian kitchen is to make the most of whatever is left and never throw anything away. Not a single crumb or bone should ever be thrown in the bin. Much more than nose-to-tail philosophy, Italian Cucina Povera is taking the best from each ingredient, at every stage of its lifespan. Recipes from our grandmothers and ancient cooking techniques will help us view our food cupboards in a different light, and make every ingredient a possible resource, no matter what it looks like.

Do chefs have a responsibility to show more solidarity and engage in cultural approaches? How can this positively impact consumers regarding haute cuisine?

Contemporary chefs exert a huge influence on the public, and need to use their voice to promote change. As chefs, we are asked to come out of our kitchens and listen to our communities: we have to think beyond our ovens and menus and help create better food for people. But to do that we need to work to promote a change of mindset. We want people to be more aware of what they eat, and how they eat. This is a unique opportunity to share our creativity, knowledge and experience: the expertise of a chef with more than 10- 20 years' experience in the kitchen is essential to shed light on the real value of food.



MASSIMO BOTTURA, MEMBER OF THE STUDIO CULINAIRE

Chef at 3-Michelin-starred Osteria Francescana in Modena, voted best restaurant in the world by “World’s 50 Best Restaurants” in 2018.

Innovating with local products and reinterpreting traditional Italian recipes, he is also the founder of the Food for Soul association to feed people in need and change attitudes about food waste.



Will social, environmental and animal ethics issues become even more influential in years to come? Will these factors influence consumers in their food choices?

Even just starting with simple acts in our homes, we all have to do something, because at the end of the day, we are all in this together. Making the world a better place takes culture, because culture brings knowledge. Knowledge leads to consciousness. And with consciousness, we are only one step away from becoming socially responsible. Culture is the key.



Backing sustainable consumption

To be able to take on these challenges, food sector professionals must also consider how products are sourced, and the way they contribute to the development of local producers. And support production methods that are more mindful of the environment, our wellbeing and biodiversity. Many commit to using organic produce, even in volume.

Unity through cooking is also reflected in the development of community restaurants and canteens, at a time when even in developed countries, a percentage of the population does not have enough to eat. These projects have been set up on a global scale by a number of charity associations, even by chefs in some cases, such as Massimo Bottura. It is also vital not to forget that sustainable development involves a cultural dimension too, and that travel is an effective means to respect and share different cultures. Learning about our community through the medium of food is a way to form more meaningful relationships, break down barriers and live together better.



INSPIRATION

Refettorio

After Milan, Rio and London, Massimo Bottura has opened a community canteen in Paris. Tucked away in the church crypts in the Foyer de la Madeleine, Refettorio opens its doors to the most vulnerable, immigrants and the homeless referred by various charities. Around a hundred free meals are prepared and served every evening, using unsold, surplus food. The founder of the Food for Soul charity invites a well-known chef to get involved every week, and concoct a meal using only foods donated by suppliers. Speaking about his project, which is managed by artist JR and CEO of French company Voyageurs du Monde, Jean-Francois Rial, he states: "It's not charity work, it's a cultural project to fight against food waste."

(Source: Ladepeche.fr 15/03/2018)

69%

of French consumers are ready to pay more for food to financially support farmers

(Source: WWF)



THROUGH THE EYES OF **Boris Eloy**

**DIRECTOR OF MARKETING, INNOVATION
AND NEW MARKET DEVELOPMENT
AT SERVAIR**

He promotes the group's brand and signature by capitalizing on its culinary identity.

Social responsibility forces every company to focus on the notion of meaning. But why, for who and how can we achieve this? The answer to all these questions, which our stakeholders – that's our customers, colleagues, shareholders and partners - are keen to know, has never been so important. Servair and gategroup, established in many countries around the world, are trying to find the answer, by sourcing locally wherever possible, forging partnerships with local charities or observing the seasonality of products in their respective kitchens. Yet working at one with the environment is also fighting against food waste, managing energy consumption, recycling waste and even coming up with eco-friendly packaging solutions. The subject is immense, but so too is the landscape of opportunities to work at one with the world around us. Just like the most intricate recipes created by our chefs, only by adding the magical ingredient of "meaning", can we truly appeal to the senses.

Nearly

1/3

of all food produced for human consumption - approximately 1.3 billion tons - is lost or wasted globally each year.

(Source: the Food and Agriculture Organization of the United Nations)





Acting on the environmental impact of the food industry

The fight against food waste, for reduced packaging and more effective waste management are all important considerations in a whole raft of new responsibilities that chefs and airline companies must take on board.

It is therefore important to provide, in addition to healthy meals and products, food and food containers which are not harmful to our planet and can help reduce our impact on the environment. This is a challenge which gategroup is keen to take on, by reflecting not only on the future of packaging, but also the development of pre-order, backed by their work on consumer preference analysis, which is already reducing the amount of food thrown away.



SERVAIR

Servair is committed to small-scale producers in Benin

As part of its work with Acting for Life*, Servair is setting up a partnership with AMAP, an association of local farmers in Benin, to supply locally-produced fruit juices. Founded in 2008, the association brings together 250 member growers - of which half are certified organic and carry the coveted African SPG organic label - who are responsible for a weekly fruit and vegetable production equating to 3 tons. Within the partnership, the association has committed to meeting Servair's rigorous standards of food hygiene and quality, and remaining responsive to fluctuating demand. Initially, AMAP will supply fresh fruit juice to Servair, mainly for use in its commercial restaurant sector. In 2019, the two partners will look to extending their partnership to fruit and vegetables too.

* A non-governmental organisation created in 1973 to help set up local organisations in Africa, South America and Asia that are capable of bringing solutions adapted to the challenges of socio-economic exclusion.

INSPIRATION

#SinDesperdicio



The #SinDesperdicio platform brings together an inter-American Development Bank (IDB) and some of the world's largest food companies to combat food loss and waste in Latin America and the Caribbean (LAC). IDB explains that the problem occurs along the entire food chain. In these countries 127 million tons of food is wasted or lost each year, while nearly 42 million people suffer from malnutrition.

The platform promotes four areas of activity: innovative projects, national and local public policies, knowledge, and responsible consumer habits. Several pilot projects are due to be developed in Mexico, Colombia and Argentina and subsequently rolled out to other nations.

(Source: foodbev.com 17/09/2018)



INSPIRATION

Virgin Atlantic and the Sustainable Restaurant Association make a good team

Virgin Atlantic has worked with the Sustainable Restaurant Association for five years to ensure its onboard food offering is not just high quality but also sourced sustainably.

This partnership with the SRA will see all its worldwide caterers evaluated against a consistent set of wide-ranging sustainability criteria. This partnership is part of its Change is in the Air sustainability program. The SRA benchmarks caterers in the three broad areas of product, planet and people.

(Source: blog.virginatlantic.com 05/04/2018)



GATEGROUP

LIFE Zero Cabin Waste

At a global level, air passengers generate an average 1.43kg of waste, which equates to an annual estimate of a colossal 9 billion kg. In recent years, airlines have increased their efforts to tackle the issue of cabin waste, but these efforts are fragmented and lack a comprehensive approach. Gate Gourmet Spain, together with its LIFE partners, has developed Zero Cabin Waste, backed financially by the EU Commission since 2016. It aims to create an integrated model to reduce, reuse and recycle waste collected on airplanes and lay down the foundations for other airlines.

Thanks.

Our sincere thanks to all the Chefs at Studio Culinaire for their valued input into our Trend Book, and their ongoing contributions to our laboratory of ideas.

Thank you also to all the experts who have taken the time to answer our questions and share their vision of the food services industry today, and that of the future.

Thank you to Marie-Pierre Membrives (Tastebuds) for her advice and valued contacts.

Finally, thank you to gategroup teams for their support.

Thank you also to Heidi Agency, for sharing their consistently fresh perspective on this fascinating subject which connects us all.

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