

rhubarb

— DELICIOUSLY DIFFERENT —



TRENDS REPORT 2019



TRENDS HERE TO STAY FROM 2018

THE RISE OF THE MOCKTAIL

The demand for mocktails and low-ABV cocktails, executed to perfection, is anticipated to soar this year. With the number of health-conscious consumers growing year-on-year, the Nojito and Mockmosa are becoming popular 'go-tos' at the bar.

PLANT-BASED PROTEIN

More almond butter, lentils and pumpkin seeds please! The rise of vegetarian and vegan diets have encouraged consumers to source their protein from less traditional sources. High in fibre and nutrients whilst lower in calories and fat than animal proteins, plant protein is going mainstream.

MORE MUNCH, LESS PLASTIC

Plastic from our food packaging continues to pile up day in and day out, and therefore less is most definitely more with packaging as we start the new year. Whether it's ditching the plastic straw for bamboo or opting for sustainable suppliers, businesses remain under pressure to help tackle this issue and gain consumer loyalty.

NO MEAT? NO WORRIES

Across the pond, vegetarian options in New York are eating into space for meat dishes, with plant based dishes replacing meat on the menu. Veggie tasting menus are also rising in popularity, with some becoming the preferred option. This trend has already reached London and Fenchurch has led the way with a very popular eight course vegetarian tasting menu!



2019 BUZZWORDS

GINGER

FAUX-MEATS

SUSTAINABLE PACKAGING

‘UGLY’ PRODUCE

VEGANISM

DAIRY-FREE

TRANSPARENCY

REGIONAL FLAVOURS

DELIVERY

GUT HEALTH

LOW SUGAR

RAW FOODS

SOUR

INSECTS

MOCKTAILS

INSTAGRAMMABLE



2019 TRENDS

THE ADVENTUROUS CONSUMER

As consumers continue to move out of their comfort zones and seek inimitable culinary experiences, experts believe developments to these discoveries in 2019 are key. These unique experiences are nothing new in the *rhubarb* world and the launch of Mamma Mia! The Party is set to transport guests from London to a lively Greek taverna filled with ABBA tunes, gorgeous Mediterranean food and lots of dancing!

ICE CREAM OF THE CROP

Ice cream has always been a much-loved favourite, but this year it is set to dominate the dessert world. From a pot of gluten and dairy free Halo Top on the sofa, to a pan 'n' ice pot on the go, it is predicted consumers will go crazy for the cream in 2019.

AN ABUNDANCE OF ALTERNATIVES

The almond milk and cauliflower rice advocates demanding replacement foods and ingredients are on the rise. Restaurants are now expected to offer a number of delicious alternative options for guests and in 2019, restaurants that can't offer the goods will begin to fall behind.

MILK, NO SUGAR PLEASE

Our love of tea has been adopted by our friends over in New York! Tea bars are popping up, serving thirsty customers everything from exotic blended brews, tea-based cocktails to the classic English Breakfast tea - whatever takes your fancy, there is a cuppa for everyone!



OPENINGS IN 2019

WILD

Tart London are set to open their first venue with an all-day restaurant, photography studio, event space for 350 and retail space. Wild will open this month and offers a range of healthy and not-so-healthy options, all photo friendly so you can share with followers on your Instagram...



ANGELINA

Opening in February, Angelina will bring an interesting combo of Japan and Italy together on Dalston Lane. Angelina promises to deliver a unique concept in which fresh indigenous ingredients and traditional techniques are combined. Angelina will host a hidden drinking den called Golden Gal that will seat six people with a no phone policy!



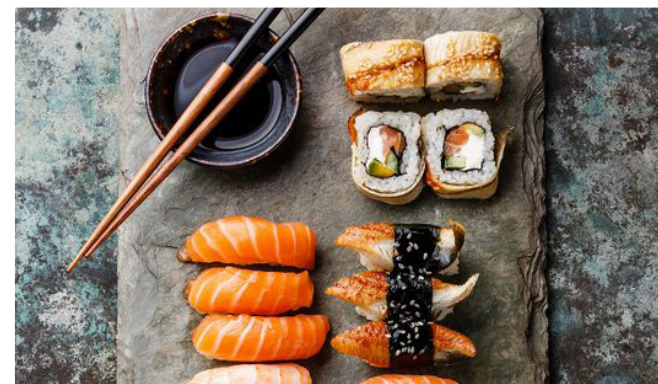
BOB BOB CITÉ

The “Press for Champagne” button has a second home! Bob Bob Cité is opening in 2019 on the eighth floor of the Leadenhall Building. Eric Chavot is confirmed as head chef and the new site can accommodate 190 guests across three dining rooms designed by Brady Williams. The modern French Russian menu, Press for Champagne buttons and huge selection of Armagnac has caused quite the stir with thousands of enquiries from thirsty guests!



HAWKSMOOR

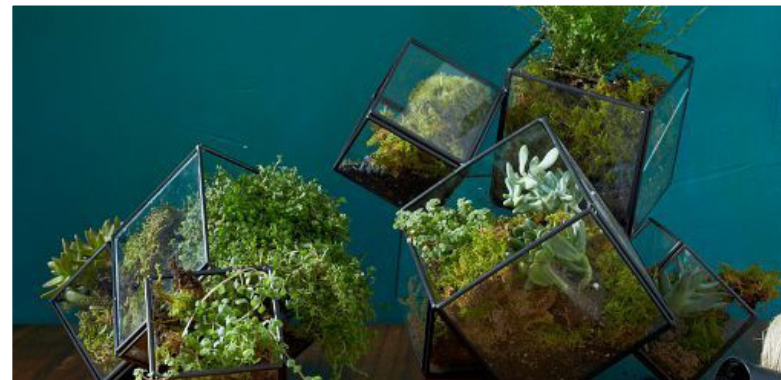
In 2019, the award-winning British steakhouse Hawksmoor will open a 180-cover, flagship in Manhattan. The site is in the former United Charities Building, NY and will include a 50-cover bar. The restaurant will serve the much loved Hawksmoor signatures which have given the chain its popular reputation in London.



LOOK AND FEEL FOR 2019

DARK GREEN

One of the standout colour trends for this season has been creeping in for the past couple of years and has finally arrived: deep, velvety, delicious green. From last year's tangy lime greens, the colour trend has developed, grown and deepened - becoming the perfect shade. The popularity of the colour has been strengthened by its connection to health and sustainability which remains at the forefront of everyone's mind for the foreseeable future.



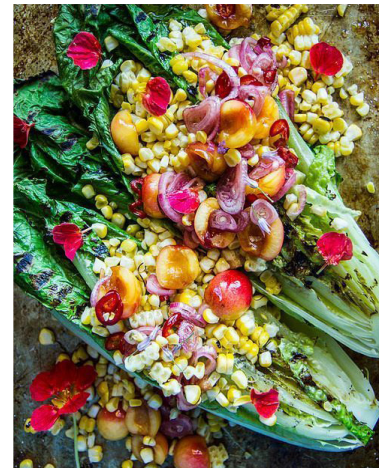
LOOK AND FEEL FOR 2019

NOMADIC/ BOHEMIAN

Re-living the 1970's inspired whimsical gypsy life, travelling endlessly to far-flung places and colourful cities rich in culture and history, 2019 gives us an insight into this style with modern updates.

We will see blending of extraordinary designs and wonderful colours with vintage and eco style, gypsy decor and glamorous gold and copper bohemian details.

Think brown, terracotta, gold and other colours in that family. Jewel tones like saturated purple, fiery orange and electric blue will be making appearances. The key to using colour is to think warm. White has no place in this trend..



RHUBARB in 2019

MAMMA MIA! THE PARTY

We are extremely excited to be the exclusive caterer for Mamma Mia! The Party, delivering a theatrical dining experience in London's iconic venue, The O2. From September 2019 guests will dine in the taverna's courtyard and enjoy *rhubarb* food and drink, singing and dancing to ABBA songs!

NEW YORK

March 14th, 2019 the first *rhubarb* venue in New York will open! *rhubarb* will operate a 5,800 square foot restaurant called Wild ink, a concept inspired by a chef's travel journal, where recipes and ideas are jotted down and cultures collide to create original and surprising dishes.

