

What Food Trends is your Restaurant Doing in 2011?

New food and dining trends are emerging all year long. From dining atmospheres to menu options to an increased use in technology, 2011 trends reach every aspect of dining. Restaurants and chefs must stay in tune in order to drive business and offer their customers an exceptional experience.

Here are some of the top dining trends for 2011:

- **Emergence of Unique Alcoholic Beverages**

Bartenders will be utilizing the kitchen more to create one-of-a-kind cocktails to impress their guests. Herbal ingredients and fruity flavors will spice up cocktails of 2011. For those who want to indulge without the added calories, low-calorie options will be available.



- **Pies to Make a Comeback**

Sweet treat trends are also predicted to change for 2011. As cupcakes rose in popularity the past year, pies are expected to make a comeback in 2011. Rachael Ray is among those who predict that delectable pie varieties will be a hot trend. Savory ingredients will be added to pie creations and bite-size options are predicted to emerge.

- **Adding Technology to the Dining Experience**



With constant advancements in technology, electronic menus and ordering kiosks will become a hot trend of 2011. Apple's iPad has already started to appear at many upscale restaurants and quick-service food chains. Electronic menus create an interactive experience for guests as they can feature numerous entrée pictures, highlight top beverage choices, or provide video clips featuring the chef. With electronic menu innovations, the possibilities for restaurants, as well as guests, are endless.

- **Increase in Social Media**

More restaurants will utilize social media sites, such as Twitter or Facebook, to post specials or provide coupons for customers. In addition, these media sites can become a vital resource for those working in the food industry and an educational tool for guests.

- **A Desire for Luxury and Deals**

As some restaurant-goers disposable income increases, so will their craving for more luxurious dining. Customers will return to high-end restaurants seeking unique entrées and an over-the-top dining experience. However, as consumers are accustomed to the deals of 2010, they will also desire discounts and specials.

- **Offering Healthier Options**

In the era of increased food safety regulations and health concerns, consumers will seek healthier and more allergy-aware options. Restaurants will begin offering more low-calorie variations as well as gluten-free entrées to meet federal requirements and better accommodate guests. Vegetables will also be the craze of 2011 and more options will be available on menus.



- **Korean Cuisine**

Korean food will become more popular in 2011 as customers crave new ingredients and flavors. It is predicted that Korean tacos will become an even bigger hit as the unique flavors satisfy many taste buds.

At Lakeside we are also predicting trends for 2011. As restaurants and hotels strive to enhance their atmospheres with elegant and innovative furnishings, pieces that are functional, durable, and versatile will be popular.

Here are some trends Lakeside see's in 2011:



- **Functional and Durable Portable Bars**

In the food and beverage industry, establishments will seek products that are durable, but have unique features that enhance the serving experience. Stainless steel bars will become more popular as they add a more modern feel to the environment and can take more wear than alternatives. Durability doesn't mean sacrificing on style! Lakeside's portable bar comes with an off-set panel that can match your chosen color or laminate.

- **Versatile Furnishings**

As restaurants are still taking cost-saving measures, but want to deliver a unique experience, multipurpose products will be popular in 2011. Versatile products will allow establishments to offer exceptional service, while saving money. Versatile furnishings will be a trend of 2011.

- **Food Stations will Continue to be a Trend**

In 2011, foodservice professionals will still seek food stations that can easily serve guests, but offer an easy cleanup. Made-to-order omelets will remain popular at brunch events and Bloody Mary bars will also be in demand. Restaurants and hotels will need attractive, portable food stations to better serve guests.

Restaurants must capitalize on the opportunity to capture new audiences and surprise loyal customers.



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