



MARKON®

TRENDS

SPRING 2025 NEWSLETTER

**GLOBAL DUMPLINGS
C-STORE OPPORTUNITIES
PLANTS!
HI-LOW DINING**



SPRING 2025

AT A GLANCE



FILL 'EM UP!

Dumplings can be customized with myriad flavors from around the world for just about any menu.



CORNER CONVENIENCE

No longer just beer and packaged snacks...C-stores are gaining ground in healthy foods.



NOSTALGIC WITH A HINT OF WOW

Diners love their childhood foods, especially when garnished with glam.



PLANT-FORWARD EATING

Vegetables are moving to the center of the plate as more Millennials and Gen Z report nutrient-density as a dining priority.



Eggplant masala is completely vegan and absolutely delicious.

WRAPPED UP FLAVOR!

BLANK CANVASES

Pierogis, gyozas, dim sum, samosas, empanadas, cepelinaï, and wontons...humble dumplings go by many names. These familiar comfort foods can be filled with just about any vegetables and/or meat, then accented with global notes, allowing chefs to get innovative!



- **Appetizers:** Indian samosas are crunchy on the outside, tender on the inside. Typically filled with mashed potatoes and other vegetables, the combinations are limitless.
- **Soups:** Xiao long bao (XLB!) are the trendy soup dumplings that burst in your mouth, while wontons enjoy a long history of comfort soup popularity.
- **Spicy:** Empanadas are flaky pastry pockets filled with meat and/or vegetables, especially chile peppers, onions, and garlic. Serve with fiery salsas.
- **Sweet:** German dampfnudel dumplings are made with cream, sugar, butter, flour, and yeast. Topped with fresh strawberries and vanilla sauce, they are light, fluffy, and can be adapted for many menus.

THE PERFECT BITE?



SNACKS

RSS AUTHENTIC
GUACAMOLE
CELERY & PEANUT
BUTTER
BLUEBERRIES
RSS BABY CARROTS

BEVERAGES

RSS ORANGE JUICE
RSS MARGARITA
MIX
RSS LEMONADE
RSS LIME JUICE

SANDWICHES

RSS WASHED &
TRIMMED ROMAINE
MFC TOMATOES
RSS SHREDDED
GREEN CABBAGE
RSS SLICED RED
ONIONS

FRESH PRODUCE

MFC STRAWBERRIES
MFC APPLES
MFC ORANGES
RSS RIO CITRUS
SALAD

BOLD FLAVOR

PICKLED ONIONS
CABBAGE KIMCHI
RSS GUACAMOLE
CALIENTE
RSS PEELED GARLIC

SALADS TO-GO

RSS BISTRO BUTTER
BLEND
RSS SHREDDED KALE
MFC ARTISAN ROMAINE
RSS HERITAGE BLEND

Move over retail grocery!
From snacking to grab-n-go
meals, convenience stores are
gaining market share as the
place to fulfill food needs.

CONVENIENT & FRESH

NOSTALGIA + INDULGENCE

Hi-lo dishes meet evolving customer wants while allowing restaurants to innovate. By blending luxury with comfort, chefs can create dishes that appeal to a variety of segments while making a name in a competitive market.



- Universally loved, potatoes can be baked, roasted, mashed, or fried. Add a dollop of salty, briny caviar to elevate this humble ingredient.
- Cauliflower is healthy and budget-friendly. Top with decadent truffle butter for an exciting side dish.
- Add chunks of lobster to what is arguably America's favorite comfort food, mac & cheese.
- Take typical street tacos to new heights with wagyu beef, huitlacoche (corn mushrooms), and a side of consommé. Load with colorful pickled red onions, guacamole, fresh cilantro, sliced radishes, corn, and diced chiles for maximum visual appeal.

CASUAL + CLASS

PLANT-FORWARD DINING

Whether flexitarian or vegetarian, the number of fruit- and vegetable-focused eaters continues to increase, making this market a budget-friendly opportunity to increase customer traffic in all foodservice sectors.



ITALIAN

ARANCINI
ROASTED VEG PASTA
BRUSCHETTA
CAPONATA

MEXICAN

LAYERED BEAN
DIPS
CAULI STREET
TACOS
ENCHILADAS
NACHOS

ASIAN

POTSTICKERS
VEGAN RAMEN
TTEOBOKKI
CHANA MASALA

THE HOT LIST



- Ramps
- Heirloom vegetables
- Functional foods
- Local sourcing
- "Kidulting" recipes
- Kumquats
- Savory coffees
- Cloud kitchens
- Complex pepper profiles
- No- or low-alc beverages
- Technology integration
- Sustainability
- Solo diners
- International snacking
- Global pastries
- Southeast Asian flavors
- Pikliz
- Orange wines
- Smoke & Char

- Satisfying salads
- Fermented foods
- Cottage cheese
- Summer squashes
- Ghee
- Cilantro cocktails
- Afro-Brazilian cuisine
- Batter-fried mushroom rings
- Value-focused LTOs
- Guava
- Seasonal menus
- Sourdough
- Crunchy textures
- Pavlovas
- Culinary upcycling
- Cacao
- Sea vegetables
- Ultra-spicy ingredients
- Passion fruits



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FRESH CROP

A weekly rundown of the fresh produce market including prices, supply levels, and quality.

TRENDS

Forecasts what is on the culinary horizon four times per year.

SOURCES:

Datassential
Flavor & The Menu
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Foodservice Director
Mintel
Nation's Restaurant News
New York Times
Produce Bluebook

QSR Magazine
Restaurant Business
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