



TRENDS

SUMMER 2025 NEWSLETTER

**TRIPLE THE FUN!
A PUNCH OF COLOR
PLANT-BASED PEARLS
GLP-1 DIET TARGETS**



SUMMER 2025

AT A GLANCE



THE RULE OF THREE

Flights are back on trend—giving diners options and opportunities to experience more.



BOLD & BRIGHT

Go big with colors that scream "share me" on social media!



PLAYFUL PEARLS

These pops of flavor add unique textures, colors, and flavor notes to drinks, desserts, and more.



GLP-1 DIETS COME INTO FOCUS

Move over keto, paleo, and intermittent fasting...chefs are now catering to this new generation of diets.



ADD AN ELEMENT OF SURPRISE...
NATURALLY!

FLAVOR TRIOS

MORE BANG FOR THE BUCK

Customers want to experience more! Offering mix & match flights of flavor draws customers looking for customization, variety, and value.



- **Zaxby's** has extended operating hours and added a late-night Zappetizer Trio—a mix-and-match of three appetizers and three flavor-packed sauces—at participating locations for the summer.
- **Outback Steakhouse** offers the "Aussie 3-Course Meal" with three tiers of set prices; selections include choices for soup/salad, entrée, and dessert.
- **Chili's** has a dip trio deal that comes with chips and can be paired with their "3 For Me" value dinner combo.
- **The Melting Pot** has jumped in the game too with the "BFFF 3-Course" meal that translates to Best Fondue Friends Forever.

MAXIMIZE FLAVORS



APPETIZERS

BEET HUMMUS
FINGER LIME CAVIAR
PICKLED RED ONIONS
CHARRED SHISHITO
PEPPERS

SALADS

WATERMELON
RADISHES
CHERRY TOMATOES
BLOOD ORANGE
SLICES
GRILLED
NECTARINES

SIDES

UBE FOCCACIA
CHARRED
RADICCHIO
SPICY KIMCHI
RAINBOW
CARROTS

MAINS

EDIBLE FLOWERS
POMEGRANATE
ARILS
GRILLED GREEN
ONIONS
HERB PESTO

DESSERTS

STRAWBERRY
LATTICE
CRYSTALIZED CITRUS
ZEST
GRILLED PINEAPPLE
CANDIED KUMQUATS

BEVERAGES

ACAI SMOOTHIES
LAVENDER LEMONADE
BUTTERFLY PEA FLOWER
BOBA
HIBISCUS TEA

Add a shock of bold color to summer dishes to attract via social media. Create a wow dish that has diners saying "I want THAT!"

SUMMER COLOR PALETTE

SPHERES OF FLAVOR

Produce caviars, finger lime pulp, fruity boba, edible pearls...these ingredients and techniques lend color, texture, and whimsy to dishes across the menu. Easy to make or add, these pops of flavor can be the difference between good and *great*.



- Molecular gastronomy introduced edible fruit spheres that are most often made with flavors like strawberry, mango, passion fruit, and watermelon—but the sky is the limit with this technique.
- Adding fiery sauce can be cleverly done with hot chile-filled pearls that lend heat to tacos, tostadas, pico de gallo, and ceviches.
- Give protein dishes and salads vegetal notes with fresh herb "caviar" made with cilantro, basil, chervil, or parsley.
- Some chefs prefer to skip the spherification process and use natural finger lime pulp to add bright citrus flavor in green, pink, or yellow hues.
- Boba or tapioca pearls continue to trend in both beverages and desserts. These chewy orbs can be made in myriad flavors.

**DELICIOUS
SURPRISES!**



GLP-1 DIET DISHES

High-protein and produce-centric dishes have replaced low-fat and low-cal targets for an increasing percentage of the population—as GLP-1 medications have become the diet of choice for many in 2025.



LEAFY GREENS

KALE
SPINACH
COLLARD GREENS
ARUGULA

VEGETABLES

BROCCOLI
BRUSSELS
SPROUTS
CARROTS
CAULIFLOWER

BERRIES

BLUEBERRIES
BLACKBERRIES
RASPBERRIES
STRAWBERRIES

THE HOT LIST



- Social splurges
- Beef tallow
- Multiple sauces
- Celery leaf garnishes
- Flavor of the year: brown sugar
- Cheesy cocktails
- Ube
- More pickles!
- Fine dining Chinese
- Tiramisu-flavored everything
- Dirty sodas
- Chopped salads
- Mushroom shawarma
- Lavender lemonade
- Outdoor dining
- Dumplings
- Pistachios
- St. Germain
- Pandan

- Grilled summer melons
- AI menu brainstorming
- Specialty mocktails
- 90s/00s nostalgia
- Plant-based options
- Matcha
- Peak-season berries
- Compostable packaging
- High-protein ingredients
- Local &/or organic
- Tropical fruit
- Mental health-boosting foods
- International mashups
- Botanicals
- Japanese BBQ
- Mushrooms
- Girl dinner snack plates
- Cold noodle dishes
- Transparency



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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:

AP News
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Helman's Group
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New York Times
ProChef Smartbrief
Produce Bluebook
QSR Magazine
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