



MARKON®

TRENDS

SUMMER 2024 NEWSLETTER

**AVOCADO IN UNEXPECTED
PLACES**

TROPICAL SUMMER

HOT! HOT! HOT!

SPILL THE TEA

SUMMER 2024

AT A GLANCE



MOVE OVER AVO TOAST

Avocado applications are expanding to all parts of the menu.



TROPICAL HEAT WAVE

Cool down this summer with island flavors.



FIERY FLAVORS

Diners can't get enough heat in their favorite foods.



GLOBAL TEA TAKEOVER

Infused fruits, complex spice blends, and worldly varieties—customers are exploring new and exciting combinations.



CREAMY AVOCADO MOUSSE SETS THE STAGE FOR EASY SMOKED SALMON APPETIZERS.

AVOCADO EVERYTHING!

USE THIS FAVORITE IN NEW & DIFFERENT WAYS

The avocado toast trend proved a gateway to all things made with this nutrient-packed ingredient, including baked breads, crispy fries, pancakes, smoothies...even cheesecake and ice cream!



- Low carb and keto-friendly, avocado bread is easy to make and can be served as a breakfast quickbread, colorful sandwich wrap, or flatbread dipper for global dips like hummus and babaghanouj.
- Battered and deep-fried avocado fries combine crunchy and creamy textures for maximum craveability. Their neutral flavor make them perfect for a wide range of dipping sauces like spicy chili crisp, cooling ranch, or house-made blue cheese.
- Protein and healthy fats are popular with the wellness crowd. Pump up the numbers in smoothies and shakes with avocado chunks combined with ingredients like bananas, spinach, kale, blueberries, peanut butter, and honey.
- Avocados' creamy texture and mildly nutty flavor makes them ideal in smooth desserts such as cheesecake and ice cream, especially paired with lime juice, fresh mint, or honeydew melon.

GO GREEN FOR SUMMER!

SALSAS

Skip the tomato-based salsas and offer sweet and spicy versions made with pineapple, gold kiwifruits, kumquats, avocados, honeydew melons—all accented with fiery chiles, fresh lime juice, and plenty of cilantro.

BRUNCH

Pile breakfast favorites like pancakes, waffles, warm cereals, and French toast with caramelized bananas, mashed blackberries, and finely diced cantaloupe melons.

DRINKS

Give patrons a vacation in a glass with exotic flavors and textures, including passion fruit pulp, lychees, baby kiwifruit, horned melons, and watermelon purée.

KEBABS

Infuse tropical flavors into skewered meats and vegetables through citrus, coconut milk, or cilantro marinades. Serve alongside fruity sauces made with mangoes, raspberries, and mamey sapotes.

BOWLS

Whether the base is acai, sweet rice, or oatmeal, toppers like blueberries, dragon fruit, papaya, and guava add texture, color, and nutrients.

DESSERTS

Think coconut custards, pandan crêpes, and piña colada cheesecakes topped or filled with vibrant strawberries, passion fruit, star fruits, and pink grapefruits.

ISLAND FEVER

Showcase tropical produce ingredients all summer long.

CONDIMENTS ON FIRE

Hot honey, sriracha, gochujang, harissa, jerk seasonings, and chili crisp...customers are craving their favorite foods notched up with spicy dips and sauces. How are restaurants embracing this trend? Take a look! >>>>



- **Qdoba** serves a Cholula hot & sweet chicken bowl alongside cilantro lime rice, black beans, fresh pico de gallo, sour cream, and cotija cheese.
- **The Parish in Tucson, Arizona** kicks up their Carolina pulled pork pibil sandwich with habanero chile aioli and a refreshing side of papaya slaw.
- **Canada's Cactus Club** implements fiery flavors in several chicken dishes, including a Nashville hot, mini chicken sandwich with sambal mayo, Louisiana-style wings, and lettuce wraps with Szechuan glaze AND gochujang.
- **Buffalo Wild Wings** coats their wings (both chicken and cauliflower) in a blazing hot Carolina Reaper chile sauce. They pair it with crunchy carrots and celery served with creamy-cool dressings like ranch, blue cheese, and crema.
- **Noodles & Company** boosts the craveability of their Korean beef noodles with gochujang BBQ sauce, then top it with green onions, cilantro, cucumbers, and cabbage for balance.

**PUSH THE LIMITS
WITH FIERY,
GLOBAL SAUCES**

TEA TIME!

Gen Z is leading the way with passion for a wide variety of beverages, especially boldly flavored teas.

BUBBLE TEAS

POPPING BOBA
BROWN SUGAR MILK
THAI
TARO
RED BEAN

WELLNESS

ICED YUZU CHAMOMILE
NITROGEN-INFUSED
KOMBUCHA
COLD BREW
MATCHA

BOOZY TEAS

WHITE TEA &
WATERMELON
HIBISCUS & RASPBERRY
ROOIBOS & PEACH
BUTTERFLY PEA
JASMINE & BLACKBERRY



THE HOT LIST



- Avo bread
- Purposeful grazing
- Funky flavors
- Outdoor dining
- Mocktail menus
- Chewy ice cream
- King Oyster mushrooms
- Sophisticated hash browns
- Listening bars
- Savory mango
- Restaurant retail products
- Butter beans
- Dulse
- Large sharing dishes
- Adventurous eating
- Dragon fruit
- Untraditional coleslaws
- Labor solutions
- Burn away cakes

- Potato jeons
- Reusable take-out boxes
- Chawanmushi
- Yuzu juice
- Paper menus
- Seafood + citrus
- Bolivian cuisine
- Sprouted coffee
- Sober-curious customers
- Cardamom
- Certified Green restaurants
- Onion jam
- Australian finger limes
- AI
- Natural wines
- Caviar
- Limoncello
- Gooseberries
- Customization



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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:

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Perishable News
Pinterest

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QSR Magazine
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