



# TRENDS

FALL 2024 NEWSLETTER

**HOLIDAY FAVORITES  
TATER TIME!  
“NEW”STALGIA  
MODERN STEAKHOUSES**



**FALL 2024**

# AT A GLANCE



## PARTY TIME!

Chefs are gearing up for the shift to heartier fall foods, including specials dishes for the upcoming holiday season.



## FOCUS ON POTATOES

Known and loved in nearly every global cuisine, the humble potato has become an ideal vector for testing new flavors with customers.



## LUNCHABLES? HOT POCKETS?

Millennials and Gen Z chefs are turning old-school snack favorites into new and exciting memories.



## STEAKHOUSE REWORK

These mainstays of fine American dining are adding in more global flavors and different cuts of meat to meet modern customer expectations.



TURN YOUR CUSTOMERS ON TO NEW  
FLAVORS THROUGH  
FAMILIAR POTATOES.

# DELICIOUS CELEBRATIONS

## JUMPSTART FALL HOLIDAY SPECIALS

Although the traditions may be the same, the menus don't have to be! Treat your guests to authentic recipes made with seasonal Markon First Crop (MFC), Ready-Set-Serve (RSS), and Markon Essentials (ESS) ingredients—and your own personal twists!

Take a look! >>>>



- **Fruits:** MFC Apples, MFC Pears, MFC Green and Red Seedless Grapes, MFC Tomatoes, blackberries, blueberries, raspberries, figs, quince, pomegranates, cranberries, and persimmons.
- **Vegetables:** RSS Trimmed Green Beans, RSS Brussels Sprouts Halves, RSS Diced Celery, RSS Broccoli Baby Broccoli, RSS Broccoli & Cauliflower Florets, RSS Onions, MFC Fennel, MFC Trimmed Leeks, MFC Carrots, MFC Mushrooms, MFC Potatoes, pumpkins, winter squashes, parsnips, turnips, and kohlrabi.
- **Lettuces & Greens:** MFC Artisan Romaine, RSS Bistro Butter Blend, RSS Harvest Crisp Blend, RSS Heritage Blend, RSS Shredded Kale, RSS Chopped Collard Greens, RSS Triple-Washed Spinach, and RSS Wild Arugula.
- **Herbs:** MFC Sage, MFC Thyme, MFC Rosemary, MFC Marjoram, MFC Oregano, and MFC Savory.

## IT'S TIME FOR FALL FOODS!

### MEDITERRANEAN

Greek-Style Hasselbacks with  
Lemon & Tzatziki

Nicoise Potato Salad  
with Capers & Olives

Croatian Mashed Potatoes with  
Sweet Onion & Collard Greens

### ASIAN

Chili Crisp Hashbrowns

Potatoes Benedict with  
Gochujang

Baked Japanese Sweet  
Potatoes with Furikake

### MIDDLE EASTERN

Shakshouka with Diced  
Potatoes & Eggs

Waffle-Cut Fries Tossed in  
Za'atar

Shawarma-Garlic Mashed  
Potatoes

### AFRICAN

Moroccan Harissa  
Hasselbacks

Suya-Spiced Wedges

Potatoes with Tomato-  
Berbere-Infused Broth

### EUROPEAN

Roasted Apples & Potato  
Latkes

Potato Dumplings with  
Lingonberry

Potato Salad with  
Caraway Seed

### LATIN AMERICA

Spanish Potato Tortilla with  
Chimichurri Sauce

Crispy Smashed Potatoes with  
Salsa Macha

Cuban Mojo Viejo Potatoes

# SPUD SEASON

The beloved potato is an ideal  
springboard for introducing  
exciting, global flavors.

# “NEW” STALGIA

What's old is new again. Millennials and Gen Z are reimagining popular foods from the late 80s and 90s—taking them to the next level, while keeping the core retro ingredients for warm and fuzzy feelings.



- **Appetizers:** Hand-held starters like potato skins can be upgraded with thickly cut potatoes, artisan cheeses, pulled pork, chunky guacamole, and plenty of peppery green onions.
- **Salads:** Caesar was the king of salads throughout the 90s, leading to today's alternative versions using different greens (such as kale and butter lettuce) and adding toppings that include roasted chick peas, sliced avocados, cornbread croutons, and soft-boiled eggs.
- **Main Courses:** Casseroles were to the 80s what bowls are to today. Cheeky chefs are reinventing recipes like chicken enchilada casserole, green bean casserole, and turkey pot pie with much more produce, better quality cheeses, upgraded meats, and fresh herbs.
- **Sides:** Crispy tater tots have made a healthier comeback through baking instead of deep frying and/or by substituting the potatoes for RSS Cauli Creations.
- **Desserts:** House-made Rice Krispie treats and flaky Pop Tarts filled with real fruit (think blackberries, blueberries, raspberries, MFC Strawberries, MFC Apples, and MFC Pears) are fun replicas full of feel-good childhood memories.

**MODERNIZE YOUR  
FAVORITE FOODS FROM  
THE 80s & 90s**

# BEYOND CLASSIC CHOPHOUSES

Meat-focused restaurants are taking cues from global formats, menuing beyond the well-known cuts and incorporating modern sensibilities like nose-to-tail cooking and incorporating global flavors in the form of sauces, rubs, and exciting vegetable side dishes.

## DIFFERENT CUTS

LAMB LOLLIPOPS  
OXTAILS  
KUROBUTA PORK CHOPS  
BAVETTE  
BEEF CHEEKS

## GLOBAL ACCENTS

FURIKAKE  
LINGONBERRY  
BULGOGI SAUCE  
SPICY COCOA RUB  
MEXICAN MOLE

## SIDES

FONDANT POTATOES  
ASIAN MUSHROOMS  
BROCCOLINI  
FRIZZLED LEEKS  
ROASTED SHALLOTS



# THE HOT LIST



- Pear margaritas
- Pumpkin chili
- Berry meat glazes
- Dumpling cacio e pepe
- Tanghulu fruits
- Sophisticated pork & beans
- Hash brown toast
- Vertical farms
- Texas toast
- Snack salads
- Sparkling hop water
- Prunes
- Street corn arancini
- Cottage cheese
- Fin-to-tail cooking
- Turkish breakfasts
- Customized guacamole
- Zero waste cocktails
- Mainstream chicken curry

- Regional Americana
- Hot(ter) honey
- Fall floral garnishes
- Updated banana pudding
- Korean twisty potatoes
- Natural wines
- Raw carrot salads
- Dirty sodas
- Greek bowls
- Salep
- Chamoy pickles
- Extreme mashups
- Comfort fusion
- Cute food
- Seasonal sustainability
- Haw flake flavoring
- Ground-to-glass ingredients
- Battered fries
- Pawpaws



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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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