

BOMPAS & PARR



IMMINENT  
FUTURE  
*Food & drink*  
2026

SEISE  
TALK

~~SENSE  
TANK~~

BOMPAS & PARR

The Future of Food & Drink is brought to you by Bompas & Parr's Sense Tank - the studio's consultancy arm that aims to disrupt thinking with a remarkable approach to storytelling.

# Consumption Is Culture

What we consume, where we consume it and how we consume is now inextricably linked to how we shape culture today. Since writing Bompas & Parr's annual Imminent Future of Food & Drink reports, we have seen food and drink become a signifier of what's going on in wider culture. Food has become a platform for talking about subjects from fashion to politics. What we drink on a night out, and therefore post on social media, has become a signifier of personality. Food is in film and film is in food...fandoms are shaping a need to pull food from the screen and on to our plates. What we consume is creating culture and culture is defining what we consume. It's a merry merry-go-round of food and drink based entertainment.

Bompas & Parr generate these reports through having a sharp eye across industries and culture, allowing us to pull from thoughts across the universe of tomorrow's ideas in order to shape what we believe to be within our near and far future. This report marks the first under our new consultancy arm, called Sense Tank - a strategic offering built to help brands navigate an age of rapid innovation, cultural volatility and sensory possibility.

Our approach for this report remains steady - Bompas & Parr go beyond the regular trend reports to draw back the curtain on what you'll be eating and drinking shortly. The studio does not write reports to regurgiate trends that have already been written, but rather to predict what might be happening in the future through a zeitgeist lens of cultural happenings and culinary prowess.

This year's six predictions have been written following a year of upheavals across technology and politics. The world is in a permacrisis and so seeking pleasure in what we eat and drink is becoming more important than it has ever been before.

AI is taking over technology platforms and simultaneously, what we read and write about. It's leading us to reconsider how we interact with people, brands and technologies.

This has led to a drive for emotionally fuelled interactions, be it with what you are shopping for or what you are eating. Emotion is becoming THE driver for creative responses to briefs - something that hopefully, AI cannot beat.

It's cultural moments like these that have helped put together the six predictions within this report. Written by experts in culture, food, the multi-sensory and experiences.



# Predictions



TV Dinners



Gastro Void



Boomer Drinking



Fresh Luxury  
Dystopia



New Night Sips



Beans On Toast

BOMPAS & PARR'S  
*Scratch 'N' Sniff*  
TV DINNER



# 1 TV Dinners The TV Campfire

# The TV Campfire

According to a survey from the IPA (Institute of Practitioners in Advertising) UK adults reported a 55% higher likelihood of feeling sadness when consuming video content on mobile phones compared to TV sets. In parallel, traditional TV viewing was associated with a 52% greater likelihood of feeling relaxed.

In a world of permacrisis, our phone addictions are making us sadder. Is it time that TV viewing was revived? Yes, it would be much better if we could all spend our time outdoors but in the colder months, sometimes an evening in front of the TV is the ideal remedy.

TV offers a friction filled viewing experience that isn't tailored to you. On a surface level, this sounds dreadful in a world where we are automatically delivered what we need and want in an instant - perhaps TV is the solution that has always been sitting in the corner of a room, to open our reality tunnels again (something we have spoken about in the Future of P-Leisure), to make us happier, and to bring families together again. A cultural campfire moment.

Re-enter - the TV Dinner:

The TV Dinner was originally created as a convenient, affordable solution for busy families. The first TV Dinner being a turkey meal sold in an aluminium tray. It was also launched because an increasing number of families were sitting down to watch TV together - it sold 10 million within its first year.

Fast forward to 2025. Our lives are busier and convenience still sits at the forefront of desires. If Maslow's hierarchy of needs was written today, convenience would sit proudly at the bottom of the triangle. We believe that the TV Dinner has the opportunity to take off again, but with a modern twist - healthier, adaptogen-filled, and story led. Our relationship with TV has already been changing - take Netflix's recent launch of Netflix House - a physical immersion into the TV worlds that have entered the consumers stream of consciousness. We are expecting to see what we see on screen in real life - the TV Dinner has the opportunity to bring TV IPs into the home.



An antidote to endless algorithmic feeds, watching TV with a TV Dinner will provide a friction fuelled joy fest that can be consumed together. Nothing new here, but if we look at the future of the TV Dinner that responds to consumer drivers around emotion, the tension between friction and automation, and the desire to experience fandoms (80% of consumers say that being part of a fandom brings them joy, MarketingDive, 2024), then TV Dinners start to look rather interesting.

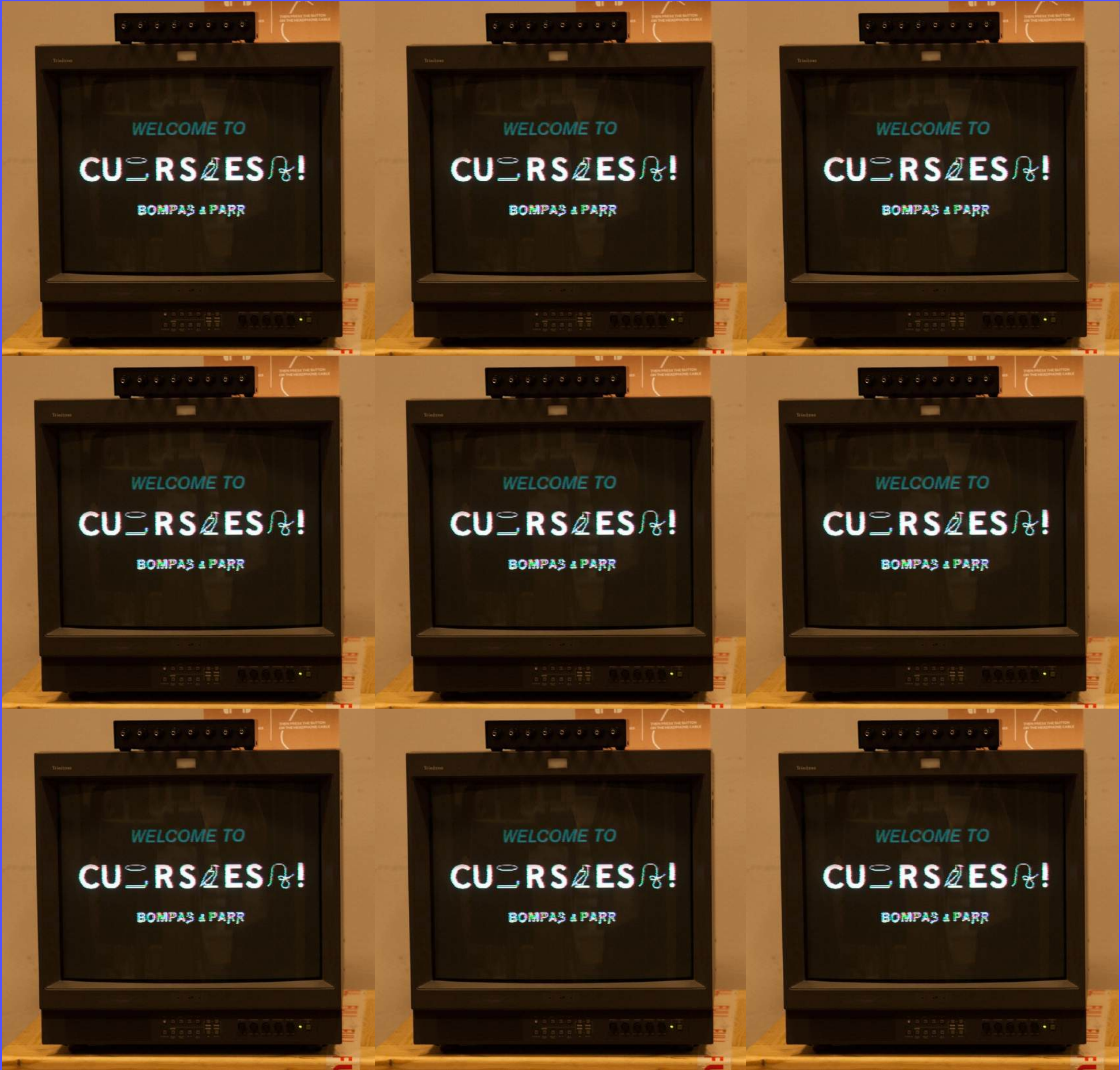
How will we see this show up across food and drink?

TV DINNER BOX SETS

What if Netflix started selling TV Dinners in your local Tesco, complete with foods to match a show (think Stranger Things retro inspired meals) . . .allowing for story -scapes to enter the home. Some consumers (in the US) are already willing to pay \$100 just for an Erewhon smoothie (a viral TikTok post saw an influencer create a custom made smoothie) - with the average celebrity endorsed Erewhon smoothie selling for \$20. So consumers are willing to invest in food based experiences that they can enjoy OTG or at home. Bompas & Parr have done plenty of research into ingredients that enhance a person's emotive state - we imagine an episode of Stranger Things being consumed with a TV Dinner designed to give you goosebumps. And to top it all off, to make things environmentally friendly, TV Dinner packaging would be made entirely edible through using algae binders, meaning no waste at the end of the show.

TV DINNER RESTAURANTS

What if restaurants started collaborating with media brands, creating dining experiences with restaurants lined floor to ceiling with TVs allowing for guests to book in to watch TV and have a great meal with it, all in a sociable setting? What if TV restaurants became the new cinema for shows, with premiere's hosted in Gymkhana or even in a TV lined local cafe? TV hugely shapes culture and so bringing TV into shared social spaces will create opportunity for a cultural zetigeist to happen.



# 2 Gastro Void

## Convenience, body hacks & deepfakes

# Ultra-hacking & The Gastro Void

Convenience, body hacks and deepfakes...these sound like the ingredients for a dystopian future outlined in a Steven Spielberg film, yet this defines the culture that we are living through in 2025.

According to WGSN, 90% of all online content could be AI-generated by 2026. A scary stat that also raises questions about what is truth and what is not - deepfakes will become ever present in the media and across our social platforms - but what about for food & drink?

Couple this with the fact that in the UK alone, 28% of people actively trying to lose weight stated they would be willing to use weight loss injections in the future, and we start to wonder what could happen to the food and drink served by restaurants in order to meet the demand of our ever shrinking stomachs. Will we say goodbye to the three course meal? Does a plate of food even exist, or are fibrous, filling textures replaced by liquid fakes?

The last decade has been defined by convenience. The 2010s saw the 'uber-fication' of pretty much any service you could think of - faster ways to get what you need in an instant - from taxis, to groceries to restaurant experiences (which were accelerated during the pandemic when restaurant businesses needed to find a way to get into stomachs, without the stomachs coming to them). With automation now being at the top of minds, from Amazon shopping to driverless cars, our need for convenience doesn't seem to be slowing. If food and drink are to become even more convenient, are we at risk of shortcutting the basic principles of cooking (the joy of sourcing ingredients, preparing a meal and serving an elegantly dressed table of friends), in favour of getting what we want, faster, but minus the calories so that we don't fill up our shrinking stomachs?

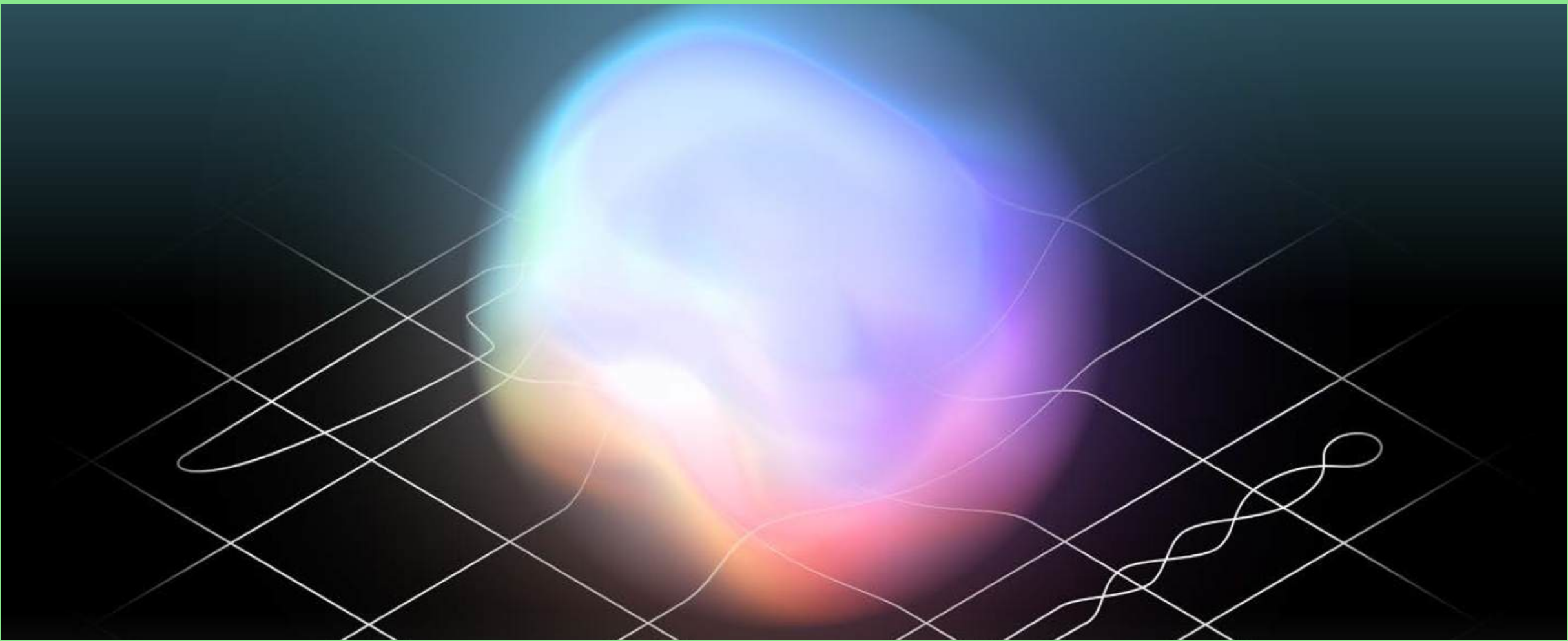


Culture is in an entanglement of potentially dystopian measures, all centred around human desires to look better, go faster and consume entertainment, no matter the source.

How will we see this show up across food and drink?

SIMULACRUM SOUP & CALORIE BYPASS

With Ozempic seeping through the veins of over a million in the UK alone, Simulacrum Soup is an idea that plays with the impression of food and drink. If we don't want to be filled up by foods and their calories, is the future about bypassing calories completely and creating the experience of eating or drinking. Chefs will pivot to studying the layers that make up a dish - the names, origins, authenticity, appearance, photos, smells and taste, while diving into the psychological and physiological aspect of eating, from mouthfeel to brain signals. The result will be a series of edible materials that deliver the feeling of eating, without the calories. So you can have your cake without eating it, yet experiencing the full pleasure of the stickiness of icing, the fruitiness of the jam and moistness of the sponge. This opens up further dialogue around sense hacking, with the best hackers being able to liken their material to a Michelin starred dish - will Chefs become tech experts and vice versa?



We foresee two sets of future ingredients bringing this to life:

MAX-HYDRATION SUB-FOODS

A trend in whole ingredients that deliver volume, hydration and texture satisfaction, intentionally quiet to reduce sensory overstimulation. Foods with a high water content to increase gastric fullness and prolong chewing. Subtle bitter notes will further temper appetite without creating binge-like overconsumption. For example, we will see the following ingredients used for Simulacrum dishes:

- Cucumber
- Daikon
- Kohlrabi
- Tofu
- White Fish
- Cooked Grains

These foods are chosen for stomach occupancy, prolonged chewing and very low calorie density. This is about self regulation over indulgence.

EDIBLE FILMS

People often want the sensation of eating without the consumption itself - Edible Films is a new concept in eating which involves edible films and mouth-coating textures that simulate the after-feel of one's mouth after having eaten a large amount of food. It creates a tactile residue. The edible film stimulates the saliva to thicken, creating a coating that lingers after eating fats or starches and has slight resistance to emulate a lot of chewing. A culinary version of nicotine replacement therapy.

### MUSEUM OF PRESERVED FOOD: A FEAST FOR THE EYES

If the way we eat and drink is at a real tipping point, thanks to the aforementioned drivers, then what happens to what we have already been eating and drinking? Will real plates of food only use be for the eyes? Will we visit museums to reminisce about real plates of food? Dishes from St John's will be preserved and beautifully displayed in cabinetry as the human stomach shrinks and we are able to satiate ourselves via Simulacrum Soup.

### ULTRASONIC INFUSION

In the vain of ultra-convenience and the gastro-void, we may turn to accelerated processes of production. Taking things that are ordinarily slow and speeding them up for convenience. Time has long been considered an essential element in the production of many of our favourite things to consume - cheese, charcuterie, fermented foods, aged alcohols etc. The process of exposure to elements, microbial changes, and development of flavours has long been relegated to the passage of time.

The modern era has produced many ways to accelerate food production, but experts will argue that often slow is best. But what if we can accelerate the ageing process? Ultrasonic cavitation is a process that utilises very fine vibrations to decrease infusion times. - what if this process was used to instantly make cold brew coffee for today's fast paced coffee consumer?



# 3 Disgraceful Drinking Boomer Drinkers

# Boomer Drinkers

According to research from Canvas8, in the UK, US, China and Australia, those over 50 years of age feel neglected by brands, with 82% agreeing that ads and other marketing initiatives include too many outdated stereotypes around ageing. We live in an age where life expectancy is continuing to grow (adults are living for 30 years longer than in 1900, National Library of Medicine), and this can only increase with people consuming less alcohol, exercising more and filling their guts with probiotics and nootropics.

Think of any drinks campaign, be it for sodas, wine or rum, and you'll likely see campaigns targeted at Millennials, Gen Z or Gen Alpha (who are alarming coming of drinking age!). Even whisky, something that has tended to link to stereotypes of older men, is now trying to target the younger market.

The Boomer generation, born between 1946 and 1964, making them 61 - 79, is often dubbed the forgotten generation - they're mis-stereotyped as being disinterested in anything new and old and frail. Take the BBC's latest drama *Riot Women* which sees 5 menopausal women starting a punk band to squash the stereotypes and to bring real life issues to the fore. This cohort are speaking out, and while they don't have as much collective spending power as younger cohorts, they are an untapped market. In the same Canvas8 article mentioned above, we hear, according to Carolyn Childs, that Boomers 'want to grow old disgracefully. They're thinking: I've done everything for everyone my whole life, now I'm doing something for myself, and I don't want to compromise on what I want'.

What happens when we start to shift target demographics to that of a Boomer? We must also remember that age doesn't define a person - when we look at Gen Z, we break that audience down into many sub, niche categories, from E girls to Gamers. The same needs to be done for the Boomer audience. By doing this, we can start to look at how we think about the future of the drinks market through a very different lens. What happens when a new spirit is launched and the target becomes those living in a retirement home, with their peers, and little to no responsibilities in life? This generation are here to enjoy life to the full.



This isn't about offering nootropic filled drinks to slow down the ageing process. A BBC article on ageing states that some studies have shown that as women age, they begin to care less about their appearance – with some labelling their facial creases as “badges of honour” shows that people want to age.

Our Boomer generation grew up through some of the most momentous cultural shifts in society. From living through the freedom of the 60s, to witnessing the changes that the microwave brought to households to sampling the first ever Babycham, which was the first ever alcohol to be advertised on TV in the UK. This generation is the generation of innovation, freedom and change and so it only makes sense that we offer up innovative ideas with a twist of nostalgia to them.

### How will we see this show up across food and drink?

#### NOT (RE)TIRED ALCOHOL CATEGORY:

We'll see alcohol brands shift focus for categories to pivot towards drinks served for Boomers. Think energy inducing cocktails for those who want to relish the night (see our report on Future of Nightlife for more on this) to reframed stubby sized beers that offer the joy of a beer but without the weightiness of a pint.

#### BABYCHAM REINVIGORATED:

The revival of classic beverages that have a nostalgic feel, aimed solely at this generation. From Babycham cocktails to Bols Apricot brandy infused desserts.

#### RETIREMENT HOME DRINKS TROLLEY

We've seen retirement homes designed by fantastic architects (take Willunga House designed by Reuben French-Kennedy), so why not look at the experiences within a retirement home? Retirement home residents deserve to experience the drinks activations that you might see in Central London, albeit skewed to this audience, so why not create beautiful drinks trolleys that can deliver the best in class of new drinks and their associated experiences, straight into the centre of retirement homes?



# 4 Fresh Luxury Dystopia

## A New Hi/Lo Culture

# Fresh Luxury Dystopia

Sadly, one of the biggest tensions in the consumption of food and drink is the problem with processed foods, versus their lack of nutrition versus their affordability. In UK adults, 57% of daily energy intake derives from UPF (Ultra Processed Foods), with an even higher proportion seen in adolescents (66%) (UPF Consumption Survey, Chavez-Ugalde, Y et Al).

Are we entering a world where true freshness is only for the HNWIs of the world? In Japan, there is a market for 'luxury fruits', where perfection and precision in growing innovative fruits has created a luxury market for fruits for HNWIs, such as square watermelons or the world's first ever cultivated white strawberries (Japan Living Guide). Here, consumers will fork out around £80 for a prized square watermelon. The innovative fruits are presented in beautifully wrapped boxes and displayed like diamond necklaces in a jewellers - anything showing signs of imperfection is taken off shelves. The fruits are grown to perfection, sometimes being pollinated by hand in order to ensure taste and nutrients exceed expectations. If fresh represents luxury, could we start to see this here in the UK, as consumers are in a constant search for newness, with innovation being top of mind?

Back in the 18th Century, Fresh Luxury was already having a moment. It was considered fashionable to get closer to nature, and so we saw the rise of dairies created for pleasure in the upper classes. Louis XVI enlisted Hubert Robert, a landscaper, to create a Pleasure Dairy for Marie Antoinette, in order for her to taste milk - a fashionable thing to do at the time. The folly was beautifully designed to hold dairy products. It boasted a fake grotto displaying the nymph Amalthea and featured plenty of white marble to meet the white aesthetic of milk.

In modern culture, fruit and veg has made its way into fashion, with a Marie Claire article suggesting that fashion's latest muse is that of fruit and veg. Loewe wove radishes and ginger into silk sets for its Autumn/Winter 2024 collection, and also put vegetable sculptures in store windows in Sak's Fifth Avenue, New York. Fresh produce has made it into high fashion and so it only makes sense that the future could see architects rethinking the Pleasure Dairy's of the 18th Century for today's HNWIs.



What defines fresh luxury?

- **Lack of human intervention in food** - Food is treated in a God-like fashion, being touched only by certified food handlers who must wear gloves, in order to prevent human bacteria intervening with the growth of food
- **Transparent food systems** - Knowledge is power and this means providing consumers with up to the minute information as to the journey of their fresh food, bringing a new meaning to ultimate provenance
- **Hyper-local** - Carlos Moreno introduced the 15 minute city back in 2016 the idea that residents can get everything they need to live within a 15 minute walk. We'll see 15 minute food thrive as consumers seek out foods that are grown within a 15 minute walk of their current location

How will we see this show up in food & drink?

HI/LO CULTURE REDEFINED

Hi culture will be the start of the food chain, low culture will be the end of the food chain. This might show up as the aforementioned Pleasure Dairy but made for the modern age. Architectural spaces designed by Frank Gehry's team to consume oat milk in, with premium ticket prices. At the other end, we'll see affordable recycling cafes where food made from other food is consumed - food status will be based on levels of human intervention, with lack of human intervention being considered the most premium.

HARVEST TRACKERS

Real time harvest tracking will become the new must have app, taking over Uber and Deliveroo. Allowing HNWMs to see exactly when the next apple drop will be in Harrod's, and being able to track which farm it came from, and how much (or how little) human intervention it has been through.

RAPTOR RESUSCITATION

As we lean more heavily towards whole foods, hyper-local sourcing and British grown produce, maybe this is a year that we start to look backwards. Chefs and growers are beginning to rediscover pre-industrial British agriculture. Ingredients once common, then abandoned are looking for revival. In this we see a renaissance for lost British ingredients:

- **Skirret** is a sweet, white root used in Tudor kitchens. It offers a flavour somewhere between parsnip and carrot, a sweet nutty like taste.
- **Sea Kale**, a coastal green, once protected due to over harvesting, may find a new life through responsible cultivation. It has asparagus like shoots and a beautiful mineral rich leaf aligning well with modern British coastal cuisine.
- **Alexanders** is a vegetable from Roman Britain, it has a bold, aromatic flavour somewhere between celery, parsley and black pepper. We could see its leaves for herbal pesto and seed heads as peppery seasoning.
- **Good King Henry**, a long forgotten spinach alternative. It's extremely hardy and provides multiple harvests, thriving with minimal care. This green could rival produce such as kale as the next heritage supergreen.
- **Medlars** are an unusual ingredient, requiring controlled softening to become edible, but this complexity makes them a chef's dream comeback. Its flavour is like spiced apple, date and cocoa. This makes it a perfect fit for ongoing trends of orchard fruits, seasonal desserts and fermentation projects.
- **June Berry**, also known as service berries, are small, deep purple fruits that offer almond tinged sweetness and work perfectly in preserves, baked goods and vinegars. As consumers seek native, climate-appropriate fruits we could see a rise in the British berry.
- **Lupin Berry** has already gained traction as a high-protein, low impact crop. Lupins could become a British grown rival to soy. The 'berry' itself is more of a nutty, legume-like ingredient that can be used from flours to plant-based dairy products.
- **Dulse**, a ruby coloured seaweed, praised for being part of Celtic culinary tradition. Naturally salty this seaweed has hints of bacon when fried and makes it an ideal candidate for snack-products, seasonings and plant-based innovation.

# 5 New Night Sips

## Rethinking the Night

# New Night Sips

Since the introduction of Gin Palaces, which informed what is now the traditional pub, to gastro pubs and now immersive drinking experiences, what we expect from a night out is changing, and this will inform what we drink in the future. The traditional pint measure was created to provide a standardised measure for selling beer, preventing customers from being shortchanged by tavern keepers. So if pints were created for taverns, what might be created for future nocturnal activities?

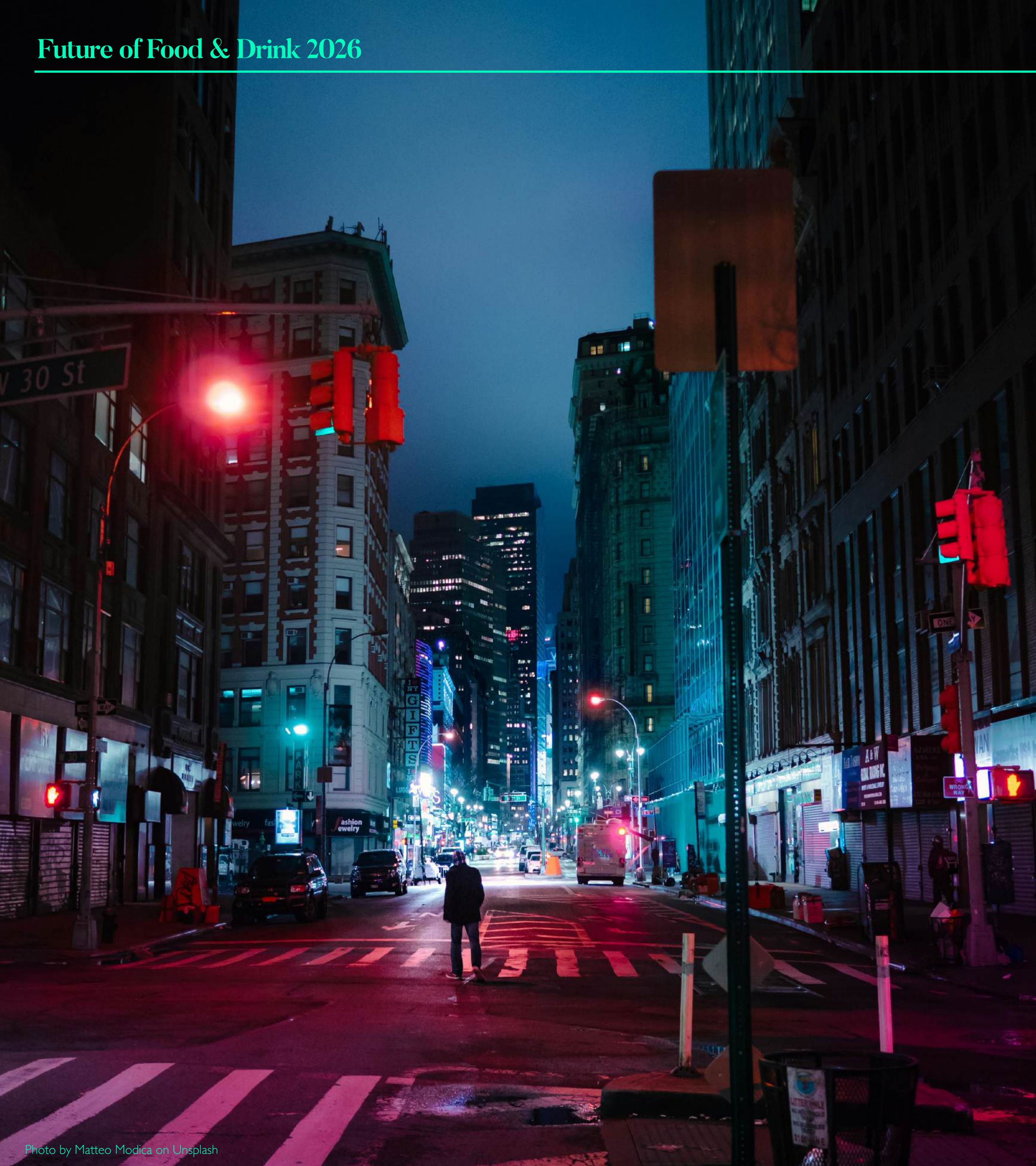
The imminent future of how we spend our evenings seems to be split into Storymaking or Storydoing. By that we mean...

- Storymaking: low fi experiences such as Lab54 where you write the story
- Storydoing: high value immersive experiences where you the story is already written for you

The diagram overleaf shows the very change we have seen and demonstrates the need to be thinking about the types of drinks that we consume in a different way.

Go further into our future, and as we see the work life balance shift, with more flexible working hours, and Gen Z / Gen Alpha adopting alternative nighttime activities, and we'll see an even greater need to redefine what we drink at night. According to booking.com, 62% of travellers are considering visiting dark sky noctourism destinations in 2025.

We also know that Gen Z drinks 35% less than Millennials at the same age, who are embracing 'sober curious' lifestyles. The way we drink and what we drink is changing, and so what we are putting on menus and where we serve it needs to shift in order to adapt to this changing audience.



# Change over time

The spaces that we drink in have changed dramatically over the last 30 years. Consumer drinking spaces once revolved around the pub, whereas now, the options are varied and centred around either storymaking or storydoing.



Photo by Sara Groblechner on Unsplash



Photo by Patrick Browne on Unsplash

## Traditional pubs & bars

Pubs for drinking - the 'boozer'.  
  
Mobile phones not present

## Gastro pubs

Pubs and restaurants merge and drinking belongs with mealtimes  
  
The start of mobile phones at the table



## Immersive Drinking Experiences

Play experiences e.g mini golf, experimental excellence bars E.g bar with shapes for a name and themed bars e.g Cahoots.  
  
Phones at the centre of the experience to capture the fun.



## Low Fi Drinking Experiences

Food halls and house themed parties  
  
Phones take a backseat to make way for authentic fun.

Highly polished immersive experiences

- High investment
- Story fuelled
- Social media bait
- **Story is already written for you**

TENSION

Low fi, authentic experiences

- Low investment
- Makes stories
- **You write the story**

So if the environments that we are drinking in are changing, then the drinks that we consume must change to keep up.

### What does this mean for food & drink?

#### HIGH FUNCTION COCKTAILS

Cocktails made for alternative nocturnal activities, from Vitamin A laced martinis that help with seeing in the dark for nighttime birdwatching, to Lion's Mane infused Old Fashioned's to help improve cognitive focus while playing a game of chess at night.

#### MICRO-DOSING ABSINTHE

Absinthe is said to open up the mind. With more and more consumers tapping into the trend of micro-dosing, what if we saw the way alcohol is consumed in a different way. What if you would micro-dose the most potent alcohols, like absinthe, to feel some of the effects, without the hangover? Would this ever be acceptable during working hours in order to open the minds for creative brainstorming?

#### INVERTED COFFEE: NIGHT FUEL

We'll see the 24/7 coffee shop which adapts and caters for people throughout the day, with coffees at night being served with higher caffeine content and adaptogens. Coffee will see a new night time market burgeoning as Gen Zs stay up late for activities like gaming and midnight yoga. We'll see innovation in how it's served, taking inspiration from energy drink cans that are already associated with gaming, or from blended juices that are associated with yoga.

#### DREAM JUICE

When talking about new ways of drinking at night, the mind often springs to alcohol. But what if we reframed juices for the night? Will we see supermarkets selling melatonin fuelled juice specifically made to help you sleep better? Or even juices made to inspire dreams?



# 6 Beans on Toast

## Creative Burnout & The Anti-Trend

# Creative Burnout & the Anti-Trend

For the last few years, the speed of creative output has vastly accelerated, thanks to the development of AI technologies, which in turn has created a human need for newness that hasn't been seen at this rate before. Think about nail art - everyday, the algorithm will deliver a new version of a brown nail, from donut nails to latte nails, tricking the consumer into thinking that they must purchase another shade of brown and wear it slightly differently to how they wore it before, in order to keep up with trends. This trend for ultra fast trends spans across all industries. In drinks we have seen adaptogen after adaptogen hitting the headlines. In food we have seen the fast turnover of pistachio based everything seeping across luxury markets through to supermarkets.

It almost seems impossible to switch on emails or social media without being hit with another new trend.

Food trends were once driven by local cuisines. You would visit France to taste delicious pastries, Italy for its pesto and Greece for its feta drenched dishes. Those countries would do it best and in the most traditional sense. Now that everyone has a camera in their pocket and the ability to share these cuisines to thousands within seconds, those foods have been studied, copied and mastered in other parts of the world, but with modern twists. Take for example the viral trend for baked feta pasta. This apparently started in 2018 in Finland, creating a feta shortage, before being posted on TikTok... and gained 600 million views.

The internet has bred what we are calling 'Internet Cuisine' - foods that don't necessarily have provenance but are well loved across the world. Their home is the internet and they were likely created with the visual frenzy of the internet in mind. We've shifted from heroing the hyper-local (according to Canvas8, in France, baguette consumption has dwindled to an occasional treat) to heroing the hyper global. This is not something new - but when you look at it in the context of what this is doing to everyone on a creative and physiological level, you start to see the monster that has been created...

Are we on the cusp of a creative implosion, as creatives are fighting to beat the algorithm? Matt Klein believes we are nearing the end of the (human) Creator Economy, stating that creators are effected by the algorithm, citing it as having “a serious effect on life”. Can humans keep on top of the strive for daily newness.? Ten years ago, trend analysts spoke about Gen Z as having an 8 second attention span, and how we would need to adapt to fulfil this trait. It seems now, that we have adapted so well, but have generated 8 second trends - sometimes interesting, but instantly forgettable.

Is a collective creative burnout approaching? During individual burnout, the remedy is to pause, switch off and nourish the body. Are we approaching a mass state of idleness as we all need to put a pause on both creating and following trends? Do we need a collective reset?

How will we see this show up across food and drink?

BEANS ON TOAST & THE ANTI TREND

We foresee a sharp turn in favour of the anti-trend. Beans On Toast is the anti-trend that speaks to creative burnout via the medium of a simple plate of beans on toast. Are beans on toast the future antidote for a mind that has been exhausted by endless scrolling? A back to basics approach to food that also speaks of nostalgia and coping mechanisms around kidulthood. An approach which feels genuinely authentic and no nonsense in an age of noise. Beans on Toast allows for the collective reset we all need.

However, a watchout - if Beans on Toast ends up on social media, with thousands posting their idle status through the visual of a plate of juicy, tomatoey beans - we could turn the anti-trend into a trend, with AI hooking its claws into the data and transforming Beans On Toast into a viral trend #beansontost, with copious variants. . .

Cynicism aside - there's something in the human need for the anti-trend.

Oh, and beans happen to be full of protein.

### INTERNET CUISINE: TRENDS OF TRENDS OF TRENDS

**SEMIOTICS WIN**

Reward of spectacle/novelty/hacks. Internet still very much rewards food that change colour, crunch, ooze, stringy cheese etc. Semiotics of flavour and taste

**BY PROXY**

Food has become a proxy signal for identity e.g. "girl dinner", "self-care", "optimising"

**AUTOMATED PLANNING**

AI recipe planning/recipe instruction. Outsourcing decision making - wider result of burnout

**ECONOMIC POLARS**

Showcasing either highly indulgent or spendthrift e.g POV Husbands super elaborate meals

**CONVENIENCE HACKS**

People love a hack e.g pesto eggs or putting chilli crisp on everything



Photo by Nik on Unsplash

# Glossary of Future Terms

## Cultural Campfire

The act of sitting together, in real time, without phones, to discuss and/or consume culture as a collective.

## Uber-fication

Making a service, process or consumption habit faster, usually via an app-based experience.

## 15 Minute Food

Ingredients grown within a mile radius, or a 15 minute walk. Hyper-local.

## Noctourism

Attractions that bring in visitors during night time hours.

## Reality Tunnel

A theory that, with a subconscious set of mental filters formed from beliefs and experiences, every individual interprets the same world differently

## Simulacrum

An image or representation of someone or something

## Storymaking

The art of creating your own story using your environment.

## Internet Cuisine

Viral food and drinks that have existed predominantly online. Likely shared Globally across TikTok and Instagram, with no fixed abode.

## Endless Algorithmic Feed

Social media feeds that never end and are influenced by the algorithm.

## Pleasure Dairy

From the 18th Century. Luxury architecture that houses dairy products to be consumed and enjoyed by the upper classes.

## Storydoing

The art of participation with a pre-created story, where the environment guides your narrative.

## Collective Creative Burnout

The act of creative minds having to down tools and reset due to the impact of accelerating technologies.

# Predictions



TV Dinners



Gastro Void



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Fresh Luxury  
Dystopia



New Night Sips



Beans On Toast

# Thank You

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For further details please contact:  
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