

December 2020

BOMPAS & PARR


# IMMINENT FUTURE OF FOOD 2021

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**GOING BEYOND THE  
REGULAR TREND REPORTS  
TO DRAW BACK THE  
CURTAIN ON WHAT YOU'LL  
BE EATING SHORTLY**



THE DISCOVERY OF A  
NEW DISH DOES MORE  
FOR THE HAPPINESS OF  
MANKIND THAN THE  
DISCOVERY OF A STAR

Jean Anthelme Brillat-Savarin



We have reached the end of 2020, possibly the most difficult year globally that we have seen within our lifetime. This year, we have launched multiple reports surrounding the pandemic and its effects, but we are now pleased to be writing our fourth release of Bompas & Parr's Imminent Future of Food Report, taking our continuing radical creativity and optimism forward into 2021.

As with our previous reports, this report is differentiated from other 'trends' reports by steadfastly refusing to comment on existing patterns, and identifying the smallest of seeds being sown that suggest a distinct, interesting and evolution in culinary, cultural and behavioural terms. This approach reflects a wider strategy that drives Bompas & Parr's projects – it's one that attracts commercial partners, government agencies and artistic collaborators as it leverages the studio's capacity to consider and develop nascent ideas before they have already reached critical mass.

Our work regularly brings us into contact with psychologists, biologists, technologists, artists and other disciplines who work at the cutting edge. Just like last year's report, which focused on implants, the gut, dream inducing petits fours and other predictions, we will be monitoring the months and years ahead for signs of wider adoption of these and our 2021 trends.

## A report that goes deeper

# Why go beyond trend reports?

This sort of report is increasingly relevant. The speed of the food cycle is increasing exponentially. Regular trends reports may have more qualitative and quantitative data, but by the time they are published, the trend is probably over. You certainly won't gain much traction from it, should you explore your own variant.

While the fake meat trend of two weeks ago may make the write-up, those wishing to appear innovative should steer away – any subsequent version will look derivative. Instead, we hope this report serves to inspire others to some original thought that interpret these findings and predictions in their own way – that it becomes a goad to creativity in its own right and can help shape the zeitgeist in a more meaningful way rather than being more simply a journal of record.

# 2021 Predictions

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Order, Order

Vehement Foods - IAPS

Sheep Spa

Common Bio-Hacking

Nihilist Baking

Food as the Attraction



PREDICTION I  
Order, Order

# Order, Order

Entropy is a measure of the number of possible arrangements the atoms in a system can have - it is a measure of uncertainty or randomness. When we eat, we experience entropy in the mouth - beautifully arranged food from our plates ends up in a state of disorder within the mouth, as flavours work their way across the palate of the tongue and into our digestive systems. Take for example dauphinois potatoes - delicate thin slices of potato arranged in layers on the plate, that are then broken down in the mouth, their layers falling apart one by one in a disorderly fashion.

What if we could use the science of entropy to effectively rearrange food atoms within the mouth to produce new textures, flavours and even move from sweet to savoury, with a few bites? Or even keep those layers of potato in tact when eating dauphinois for a remarkable taste experience.

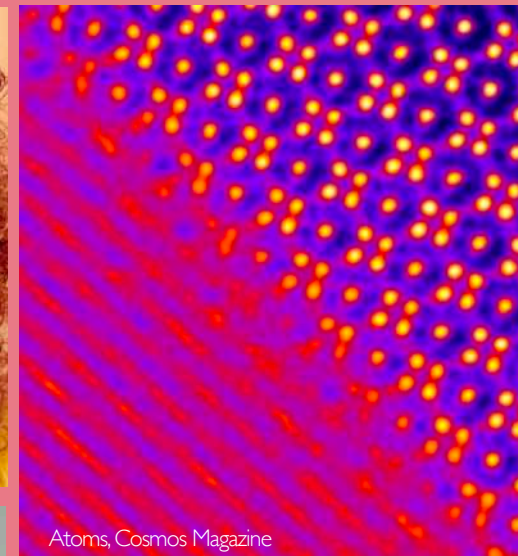
## Textural forms through greebling

If we combined this thought with the art of greebling (where cosmetic detailing is added to something to make it appear more complex in design), we could make for intriguing and orderly surface patterns of food in the mouth. The Bismuth Crystal is one that shows the best example of this - a man made form that is created through different temperature points - by heating and cooling Bismuth, geometric iridescent shapes are formed. If we can alter the temperature inside our mouth, we could create Bismuth style candy, within the mouth. Or even create beautiful pastries with delicate, geometrically formed layers - imagine using the techniques from established French pâtisserie recipes, combining this with greebling, to create a well structured mille-feuille that remains in tact through eating.

**Our verdict:** Watch out for dynamic Bismuth Candies and greebling introduced to pâtisserie in the future that change their geometric form yet do not fully melt when eating for true sensory palate assault.



Bismuth, Wikimedia



Atoms, Cosmos Magazine



Dinara Kasko





**PREDICTION 2**

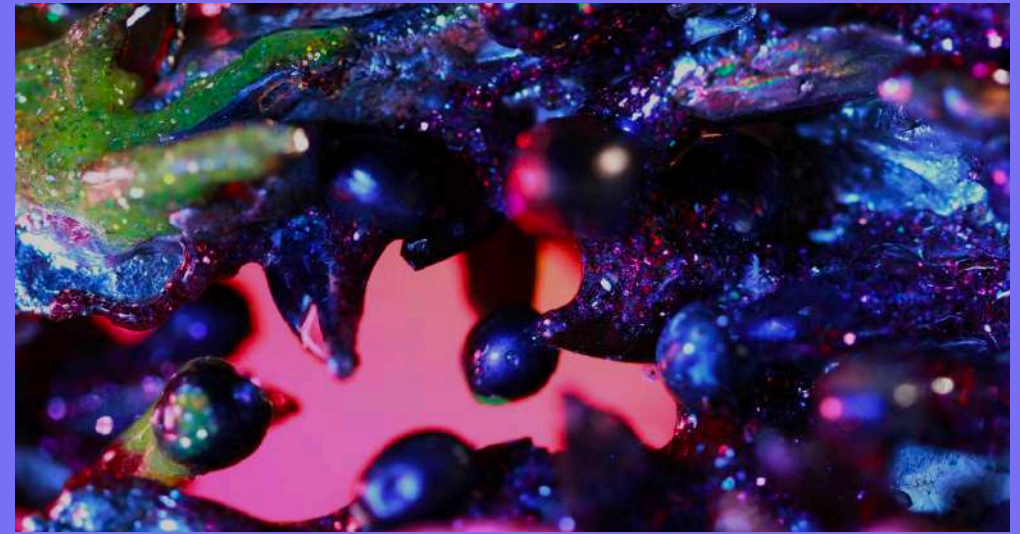
**Vehement Foods**

# Vehement Foods

Vehement Foods explores food becoming the spectacle, beyond rainbow and unicorn waffles and ice creams. Bompas & Parr imagines a future where food becomes dynamic, moving around the plate and changing its hues to evoke flavours and feelings in the diner.

In fact, we know it is entirely possible to change the flavour of food as you eat it, by altering its colour. One such tried and tested method by the team, is projecting colour through a transparent jelly. The flavour will alter depending on the colour that you see, hence proving that when eating, we eat with all of our senses.

The International Affective Picture System (IAPS) is a database of images developed by psychologists at the University of Florida to study emotion and attention. It comprises nearly 1,000 images ranging from everyday objects to erotic scenes and even depictions of mutilations and death. Participants are typically asked to rate how pleasant or unpleasant, calm or excited, and how controlled or in-control they feel. To date they have never been released. It proves that the way something looks can have a profound effect on the way you feel.



Whilst sounding largely achievable through synthetics, we also know that the natural world can produce shimmering, iridescent dyes, allowing us to further enhance the visual of food, and therefore further affect emotions of the diner. The Pollia Condensata fruit which is found in Africa features marble berries that are an intriguing iridescent blue colour, covered with a glossy cell matrix that reflects light equivalent to around a third the level of a silver-backed mirror. By utilising this natural wonder, we can create iridescent desserts that dance before your eyes - something that would be even more appealing to those with Tetrachromacy, a sight condition that means you see 10 million colours...that's 9 million more than your average person. What if we collaborated with Tetrachromatics to inspire the most visual foods possible, utilising food as a platform to display the as yet undiscovered way to replicate this type of vision.

A final thought on Vehement foods, is the integration of digital and social media methods to influence the food. What if your food could move or light up based on social media interactions. By linking up with a platform such as TikTok, a dessert could dance before your eyes. Imagine fractal desserts that evolve to music.

**Our verdict:** Vehement Foods will provide diners with spectacles on the plate, from moving fractal desserts to glistening and colour changing jellies, whilst also highlighting the wondrous condition that is Tetrachromacy.

PREDICTION 3  
Sheep Spa



# Sheep Spa

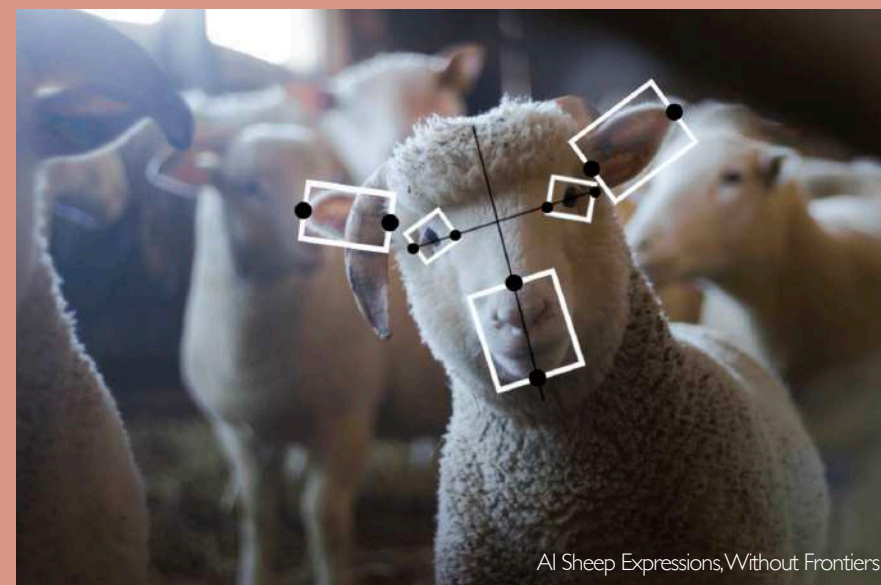
Producing meat for general human consumption is no longer possible to achieve sustainably and is heading us towards a food apocalypse. In the future, there will of course be lab grown meat available at a price, but it is still very unclear what effect this will have on the human body in the long term.

Bompas & Parr predicts that real animal protein will become a commodity as premium as truffles and caviar. Small producers will set up spa like facilities to breed, house and grow the beasts. Their development will be monitored constantly using scientific methods by animal specialists. They will be fed only the best diet possible, perfect for healthy growth until maturity is achieved and their wellbeing will be at the forefront of their daily routine. We imagine a future of spa-like set ups for all animal-based proteins, in order to protect the limiting abundance of nature.

Further more, we expect to see the overall happiness of these animals reflected in resulting meat purchases (beyond Happy Eggs, think Happy Sheep). The University of Cambridge is currently working with AI to determine if sheep are in physical pain, simply by analysing facial expressions of the sheep, so it can only be too long before AI can determine states of happiness.

This of course, all comes at a cost, but to consume real animal protein in the future, the costs of looking after animals and the planet will come before advertising, marketing and mass production, which only the elite will be able to afford.

**Our verdict:** The future will see enshrined animal spas produce the highest quality, happy meat. ...a seriously new take on free-range.





PREDICTION 4

Common Bio-Hacking

# Common Bio-Hacking

Our next prediction comes with three subsets - hacking the brain, hacking the digestive system, and hacking memories, all through culinary innovation. We predict that scientific and culinary developments will allow us to readily hack our internal systems through the use of foods and objective approaches to the mind.

## Faking Your Fasting

Intermittent fasting is a hugely popular way to lose weight, but also highly regarded to improve mental health. BDNF (brain-derived neurotrophic factor) is an important protein that is absent from people with depression - intermittent fasting can help foster BDNF production. When we feel hungry, it's not a message from your stomach, but from your brain. Scientists have identified the 2 main chemicals that communicate this message to the brain... now it has been identified that they can be intercepted. It is possible to eat a healthy diet, but trick the brain in believing that they are fasting and to subsequently produce BDNF, therefore improving mental health.

## Hot Sauce Saliva

Hot Sauce Saliva enables us to hack digestion for good nutrients. Activation of food (and the absorption of all the good nutrients) comes from chewing (but who has time for 100 chews?). Cover your food with hot sauce saliva filled with enzymes to help the chemical digestion of the food before it reaches your mouth. Happy tummy, happy mind.



Maurizio Di Lorio



## Total Recall: 2020

Following some studies done by Dr Julia Shaw, it has been found that it is entirely possible to implant a fake memory into the human mind. In 2015, Shaw was able to convince over 70% of participants in a study that they had committed a crime as a child, proving that memories can be deposited into the mind. The year of 2020 has been a huge year for missed memories, from birthdays, to weddings, to festivals. This prediction explores hacking the mind through elixirs to implant fake memories so you feel as though you didn't miss out on quite so much in 2020. Working with Shaw, Bompas & Parr would create concoctions from foods such as berries and nuts, that are known to have a positive impact on the brain, and combining them with a scientific approach to ingestion to ensure memory is affected. Think Total Recall for 2020.

**Our verdict:** The future of food will see products enhanced to aid digestion and brain health, leading to happier and healthier lives. By integrating science-backed research on bodily functions, we can greatly enhance well-being.



**PREDICTION 5**  
**Nihilist Baking**

# Nihilist Baking



Once you've gone across the abyss of multiple lock-downs, facing the peril of financial uncertainty, other people's unhealthy miasmas, and the rolling social, political and environmental doom, we predict a very imminent trend of baking beyond the void.

Say goodbye to copycat recipes and say hello to creatively liberated cakeforms that go beyond taste, sensibility and reason, evoking delight, disgust and emotion in one fell swoop. For years, the consumer has been ruled by a sense of purpose and meaning, making purchasing product a show of moral values. Nihilistic Baking sees a freedom from meaningful recipes, towards nonsensical bakes that inspire decadent creativity. You never know, this unbound sense of creativity could inspire the next greatest culinary inventions.

Bompas & Parr envisages explosive cakes, shaped in unusual ways and flavoured with the unexpected, and not always for Instagram.

**Our verdict:** Nihilist Baking will create a new sense of freedom... perhaps next year's Bake Off could see tasks set that include baking umami cakes that are visually unappealing, or there may not even be a task at all, just a tent filled with clouds of smoke, fireworks and putrid smells.

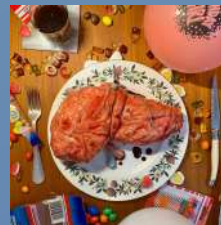


Image Sourcing: hbd.Cake, Instagram



## World's Worst Flavours?

With so much focus on great taste, what if we celebrated the World's Worst Flavours? Inspired by Jeppson's Malört, a liquor whose label once read *'Our liquor is rugged and unrelenting (even brutal) to the palate. During almost 60 years of American distribution, we found only 1 out of 49 men will drink Jeppson Malört'*, we envisage a host of new flavours being discovered through the search for the World's Worst Flavour.





**PREDICTION 6**

**Food as the attraction**

# Food as the Attraction



What happens to the world of attractions and entertainment in a post-COVID world? As the vaccine rolls out, Bompas & Parr have taken a look back at how we have dined over the years, and what is to come.

We start with an inspiration of Bompas & Parr - Alexis Soyer - a French chef who became famed for his generosity and entertaining cooking. He was the Jamie Oliver of his day. Soyer revolutionised the modern kitchen (championing gas cookery) while working at the Reform club, was commissioned to sort out the Irish Potato Famine with specially designed field kitchens and saved troops in the Crimea working alongside Florence Nightingale. He also wrote best selling books, manipulated the media and launched successful products like Soyer's Nectar, a lake blue lemonade sold as a hangover cure.

His greatest adventure came during the Great Exhibition of 1851. Soyer, the leading celebrity chef was offered exclusive rights to the catering for the Crystal Palace built in Hyde Park. He refused as influence from the temperance movement meant that alcohol was not allowed to be served with meals. Soyer didn't think you could have a civilised meal without booze. The contract went to Schweppes and a fortune based on carbonated (non-alcoholic) beverages was founded.

Soyer chose instead to create his own Great Exhibition of food at Gore House at the side of Hyde Park. He ambitiously called it Soyer's Universal Symposium of all Nations and it was effectively a food and drink themed Disneyland. It included an ice cave with

stalactites of real ice that had to be shipped in daily (at the time there was no refrigeration) alongside taxidermy snow foxes; a medieval banquet hall; a weather chamber where arcs of electricity fizzed across the ceiling imitating sheet lighting and a grotto that you had to plunge through a waterfall to reach. Entrance to the grotto was free but you'd get wet unless you hired one of Soyer's umbrellas for two pence or his small umbrellas with holes in for one pence.

The Symposium, though spectacular, was hugely overambitious and ended amidst massive financial complications. It did however bring mixed drinks and cocktails to the attention of London society. One of the few lucrative elements was the Washington bar attached to the Symposium. The blades of society could set into over 40 beverages which included some of Soyer's own inventions like the Soyer au Champagne.

French cuisine has been seen as gold standard, with French chefs pioneering innovative cooking techniques. The 19th and 20th centuries were instrumental in establishing French chefs in society - Georges Auguste Escoffier was famous for bringing time-saving assembly lines to the kitchen, Henri Gault and Christian Millau produced the Gault et Millau restaurant guide, and later, French chefs collectively introduced the idea of nouvelle cuisine to our plates. French cuisines theatrical cooking style involved hard work, rare and expensive ingredients and multiple cooking processes, all alluding to a beautiful meal that was worth paying the extra for. Eating out was a luxury and a social event of grandeur.

# Food as the Attraction

Sadly, over the last decade or so, we have seen the demise of French cuisine, as other foods became more popular and French Cuisine was seen as a little stuffy and old fashioned. Eating out for dinner was well established but restaurants with big money behind them started to prove popular, especially as they provided a contrast to staying in to eat - home cooked food was generally subject to easy, unambitious meals - chips, breaded meat and peas, or sausage and mash with gravy, if you were pushing the boat out. It became common to head out for dinner for special occasions. As more people realised that better food was attainable outside the home, more ventured out to enjoy their dinners at restaurants. Then in came the vouchers (3 courses for £12.95 at establishments that were once considered a treat) - as food became cheaper out and about, their once fancy veil lifted to reveal a new commodity - the voucher cloud cheap as chips dinner (at this point French Cuisine was a distant ship on the horizon). As food quality lessened (mediocre food out *and* mediocre food at home) other establishments looked at ways to turn around the problem and bring good quality food back.

Food market halls flourished and started selling great food at good prices, just without the restaurant setting. This also allowed for the emergence of more casual dining experiences, as our millennial audience grew older and couldn't hack the fussy setting of a restaurant. Food halls allowed for multiple cuisines to be stocked in one space and without the need for voucher cloud meal deals, as food is sold in disposable trays with shared seating arrangements and so can be delivered at a low cost.

However, as we all got used to squeezing into crowded spaces to enjoy Vietnamese noodles and Mexican tacos, the pandemic began, and we were all stripped of those luxuries - eating tropical cuisines with friends at food halls, booking into the latest pop-up restaurant that happened to be in a shed, and even a quick Monday night meal at the pub. Going out for food was no longer an option.

The pandemic was the catalyst we all needed to start eating better at home. And so began the advent of restaurant style settings in the home. According to John Lewis' annual report, there has been a 229% increase in purchasing pizza ovens for the home - demonstrating that the general public are looking to cook better at home. The pandemic has also seen the emergence of ghost kitchens - where kitchens only cater for delivery services, as takeaway food has seen a huge surge during lockdowns. We have also seen full dining experiences be sent out to homes, as consumers crave the

ambience of a restaurant - Hoste London provides meal kits that include beautiful candles, napkins and even playlists to emulate this effect in the home. Bompas & Parr's own DIY Decadence book also demonstrated a need for creative cooking in the home, as we all entered lockdown back in March, with people across the world entering weekly challenges to dress like their dinner or create an explosive end to their meal.

What this has clarified, is that food is essential in living a better life, with socialising being at the heart of this. Food brings people together through delicious taste and theatrical experiences. In the imminent future, you will see food and drink become the attraction, taking centre stage in planned days out with friends. Food is comforting yet provoking. It is extraordinary. As France's position improves geographically, perhaps now's the time to revisit French cuisine, and take inspiration from the incredible works of Alexis Soyer. Classics and great sauces conquer all. Toques all round and Taste Vins as the ultimate foodie fashion accessory.

**Our verdict:** Don't underestimate the power of food - food is once again emerging as an essential decadent show, and we very much believe the future is about French cuisine techniques - at home or out in the world, so long as it comes with a glass of wine.



# And finally...

## A side of vaccine, Sir?

With the news of the COVID vaccine being distributed globally, it has left everyone wondering just how we will vaccinate everyone.

Our thought? Integrating vaccine stations in restaurants - head out for a meal and receive a menu featuring sides of COVID vaccines. So you can enjoy your orderly potato dauphinoise, AI certified happy lamb shank, visual dessert and explosive cocktails, alongside a Pfizer special.



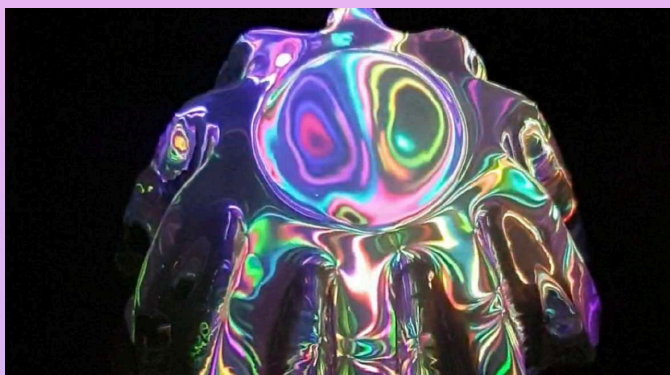
# 6 Predictions for 2021 & Beyond

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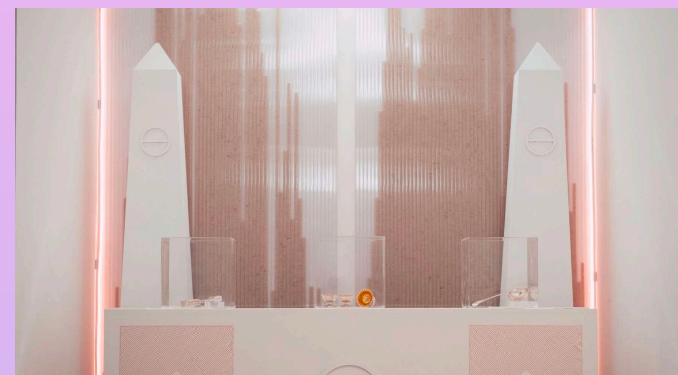
Order, Order



Vehement Foods



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Food as the Attraction





# Thank You

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For further details please contact:  
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