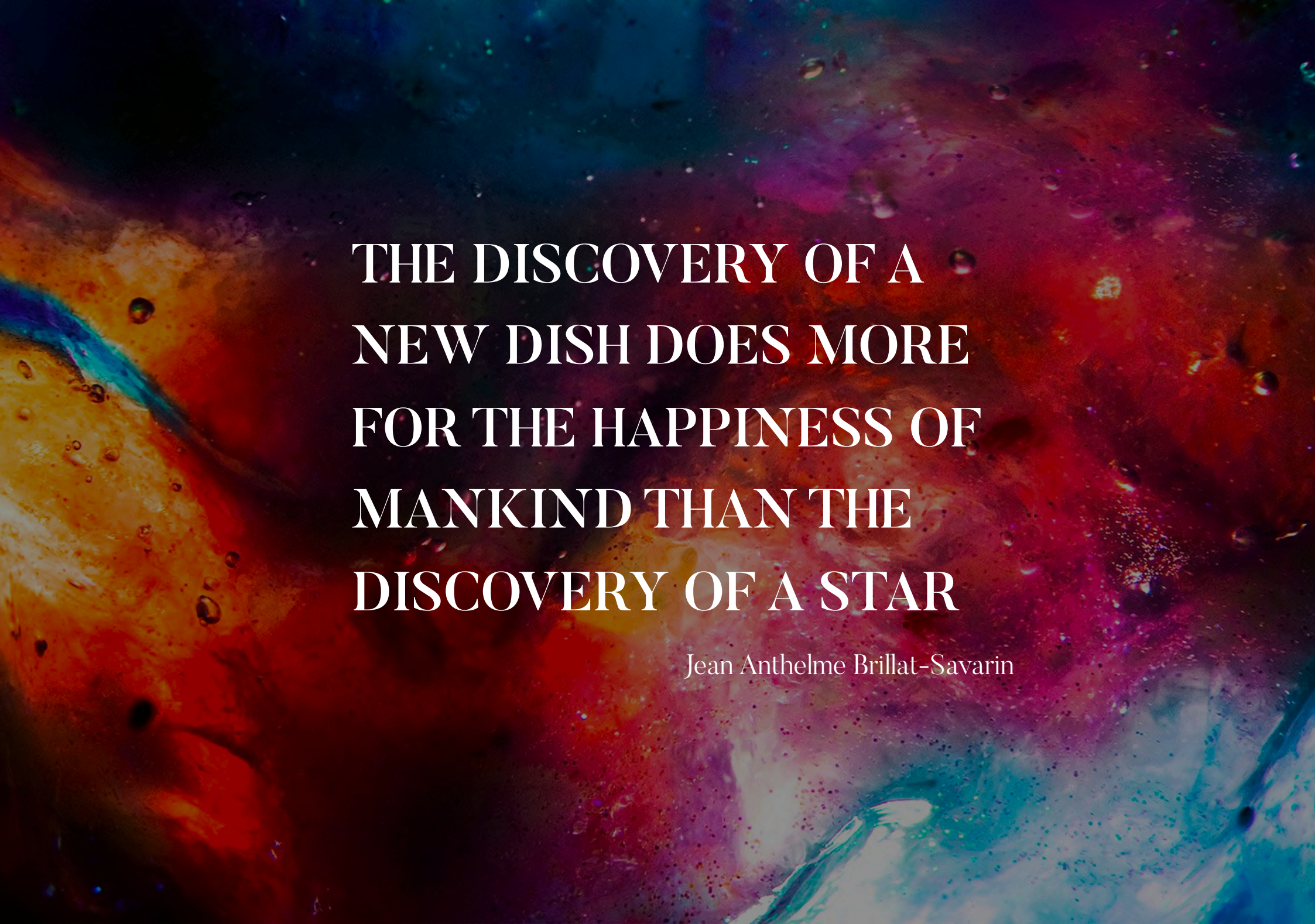

BOMPAS & PARR'S

**IMMINENT
FUTURE OF FOOD**

2020




**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 just reached 2020, and after saying goodbye to a somewhat tumultuous decade, comes the third release of Bompas & Parr's Imminent Future of Food Report.

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 wider 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 scientists, biologists, technologists, artists and other disciplines who work at the cutting edge. Just like last year's report, which focused on unlocking mouthfeel, gene-editing technology, fresh perspectives on tiki, and other predictions, we will be monitoring the months and years ahead for signs of wider adoption of these and our 2020 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 vegan egg 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.

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PREDICTION I
Implant Flavours

PREDICTION I

Implant Flavours

Many science fiction novels of the last fifty years have dived into the possibility of brain enhancing implants. Take *Ghost In The Shell* by Masamune Shirow - a story of the brain being adapted by technology. Elon Musk has been using these sci-fi concepts to develop a pioneering brain implant called Neuralink, an implantable brain interface which is said to bridge the gap between brain and computer. The implant is packed with tiny wires that detect brain activity. It uses electrodes to detect when nerves are sending messages to each other.

Biology tells us that when we eat, taste receptor cells on the tongue link with neurons in the brain via molecules called semamorphins. This is how we identify that we are eating something sweet, savoury, bitter, salty or sour.

What if our sci-fi inspired Implants could intercept the taste signals between tongue and brain?

Implants could apply a desired taste to the most basic of foods. This would mean that in the future, there would be less need for innovation in the physical production of food for new flavours, as humans would be receiving flavour from their implanted device. For example, you could eat a plain bowl of spaghetti, but taste squid ink spaghetti in a chilli and garlic oil. Water could be artificially flavoured (via your implant), to taste like cloudy lemonade, or even something as complex as a roast dinner. This would certainly be a great way to tackle the lack of water consumption in adults – according to a recent report by Natural Hydration Council, 20% of men drink no water at all during the day.

Our verdict: In the future, 'food' could simply act as texture for mouthfeel (see our 2019 report for more on this), and flavour will get more complex as it is transmitted through your Implant. Implant Flavours could solve real world issues, potentially becoming a stepping stone towards a zero hunger world.



PREDICTION 2

Component Dining

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Component Dining

2019's consumer intrigue in brand transparency has led to storytelling that allows the individual to dive deep into the processes and materials behind brands and experiences. We believe that this desire for authenticity and honesty will continue in full force in 2020, particularly due to the Earth's fight for climate positive processes. Our 2020 prediction is that food transparency will go beyond the food packet label, and into immersive restaurant experiences.

We read 'The Toaster Project' by Thomas Thwaites, which tells the tale of one person's journey to build their own toaster; by researching every component part of a toaster; from the iron used, to how to make polypropylene at home. We predict that 2020 will have diners yearning to dive deeper into the component parts of their favourite foods and dining experiences, educating themselves on the raw materials needed to recreate their favourite dining experiences.

We imagine future restaurant scenarios whereby diners get to experience the whole process behind their dish. Imagine this scenario: a high end restaurant, that prides itself in its exceptional poached eggs with hollandaise sauce on sourdough bread, takes on the concept of Component Dining. Diners enter the restaurant via a field of egg hatching hens, before walking through a pottery making tunnel where they see the process of creating their crockery for their meal. Following this, they learn about butter churning. Following a series of experiences, they reach their dining table where they are served a dish that they have learnt about every component part.

Our verdict: 2020 could be the year of deconstructed, component part dining. Full dining immersion, from harvesting earth's materials to constructing your favourite dish.



PREDICTION 3

Gut Brain Axis Fermentation

PREDICTION 3

Gut Brain Axis Fermentation

With so many affordable convenience food options and the promise of a quick fix fad diet, life in modern times is really taking its toll on our day to day existence. We live in a time where one in four adults and one in ten children in the UK are diagnosed with a mental health issue. It's time to start thinking about connecting diet and mind.

The gut brain axis refers to the physical and chemical connections between your gut and brain. Both work together to influence mood, motility, microbial balance and stress (to name a few). This supports the idea that a sound mind is the most likely route to a sound body and the secret to a sound mind can be found in the gut.

Currently there are no medical procedures to help improve the gut brain axis performance for those who have poor gut health. The only treatment out there is FMT (faecal microbiota transplantation), aka poo pills, which are currently prescribed to help people who have trouble with a certain diarrhoea-inducing bacteria that they have in their gut.

In previous years, Bompas & Parr explored the idea of Personality Transplants, after studying a 2011 Gastroenterology journal. The idea was that it is possible for humans to swap personalities via faecal transplants.

This got us thinking - what if carefully selected donors, who boast both peak mental and physical conditions, contributed some of the thriving, health inducing bacteria from their guts, which could then be used to create healthy mind inducing products using a fermentation process.

Donors will be carefully selected from millions of people to ensure that they are the fittest, healthiest and most intelligent specimens on the planet. Extracted donor samples could be used to create kraut, kimchi, yoghurt, bread, cheese, charcuterie and even age meat. These products can then be consumed by those that are missing these essential bacteria or even for those who just need a boost – giving them a healthy body and healthy mind.



PREDICTION 4
Extreme Tablescaping

PREDICTION 4

Extreme Tablescaping

Our obsession with #foodporn has dominated Instagram feeds since the birth of the food blogger. We predict that 2020 will be the start of extreme tablescaping – the rituals of laying a dinner table to fit with a chosen theme. The precursor to that well hashtagged #foodporn post.

Tablescaping has been around since the 18th Century, signifying wealth and driving fantastical escapism. In recent months we have seen a trend for minimalist spaces (Mary Kwondo, we are looking at you), which has led to minimalist table settings (think Arket's launch of homeware). This has allowed our Instagram nation to snap pictures whilst focusing on the food itself.

However, as with all trend cycles, we predict that this trend is about to turn on its head, with table décor heading back to that of the 18th Century, when the aristocracy turned table-setting into a form of expression.

We will see diners sat at tables where the décor goes beyond what's expected, and into a realm that's far more exciting – telling stories and tying a whole meal together with the theatre of the centrepiece. Think Jellyfish tanks in the centre of a meal setting that explores the oceans. Or a live hatchery in the centre of a roast dinner. Or an herbarium in the centre of a meal where the supporting commentary discusses the effects of human life on plants. Dinner table setting will go beyond neatly folded napkins, considered & refined cutlery and crockery. Dinner table settings will be interactive, sensory and maybe even alive.



Laurs Jackson's modern day tablescaping



A baby shower themed table at a table setting exhibition in Sydney 1941.



Cooper Hewitt's Surtout de table



PREDICTION 5

Dream Shifting Petits Fours

PREDICTION 5

Dream Shifting Petits Fours

The mysterious realm of sleep dominates everyone's existence with most people sleeping a third of their life or an average of 9,125 days (allowing for living 75 years).

'Cheese gives you nightmares' is the age old saying that runs through your head as you're reaching for that late night snack before jumping into dreamland. In fact, eating before bed increases your metabolism, which in hand increases brain activity, hence the forthcoming vivid dreams. So not only does cheese give you nightmares, but eating before bed can make you dream more. Dreams are affected further by hormone levels. Changes in hormone levels affect your metabolic rate. And so – our prediction is that we will learn that certain foods can alter the types of dreams that we have, and so the pre-bed ritual will be focused around a dream inducing snack selection.

According to J. Allan Hobson, who proposed the Activation-Synthesis Model of Dreaming, 'dreaming is our most creative conscious state, one in which the chaotic, spontaneous recombination of cognitive elements produces novel configurations of information: new ideas'. Many of the worlds inventions were actually inspired by dreams, for example Larry Page came up with the idea for Google, Dimitri Mendeleev the periodic table, and Elias Howe, the sewing machine. Perhaps in the future, world leaders and inventors will eat certain foods to enhance their dreams in order to come up with inventions that could save the planet from a climate crisis.

Our verdict: In the future we will dive into the science of foods, the metabolic system and dreaming. We will learn that, for example, foods with higher fats will induce slower paced yet indulgent dreams, whilst fat free but protein loaded foods such as algae will induce high energy dreams. Waitrose will sell dream-inducing snacks in the impulse aisle, and bedside drawers will feature integrated fridges for the most bizarre of snacks.



PREDICTION 6
Data Dieting

PREDICTION 6

Data Dieting

Over the last few decades, the nation has seen diet fads come and go, from the Atkins, to the 5:2 diet, to going Keto – but none have really stuck around, as all have raised the question ‘is this really working for me?’. Whilst these fads have been rising and falling, technology has been becoming smaller and more intuitive. Amazon have sold 100 million Alexa devices. Apple have sold over 20 million Watches. Google have sold over 120 million Home devices. That’s a lot of devices, all part of the Internet of Things, that are listening, learning and engaging with their owners.

This got us thinking. What if these devices worked together to create the next great diet, based entirely on real time data. Alexa could collect data on conversations about what an individual prefers to eat. Apple Watch could track the effect on heartrate following consuming a ramen bowl from Wagamamas (and it would know exactly what you ordered as it will have linked up with your Deliveroo account).

With the amount of data that is now collected on the human body and what we consume, we foresee that in the future, diets will become entirely personalised to the individual. Humans will be able to hook up their Data Diet to their phone – so when it comes to ordering that next Deliveroo, your Data Diet will tap into available data and recommend only the dishes that you need to reach your recommended daily vitamin levels.

Watch out diet fads. Devices, assemble.

A large, faceted crystal vase is the central focus of the image. It is positioned in the foreground, slightly to the right of the center. The vase has a complex, multi-faceted design with many sharp edges and flat surfaces that catch the light. The background is a dark, out-of-focus field of colorful bokeh lights in various colors including red, green, blue, yellow, and purple. The overall mood is festive and elegant.

Bompas & Parr is adept at identifying themes and realising projects long before they've even been featured in trends reports. The studio, founded in 2007 as a jelly company before evolving first into a catering company and then into a full service experience design agency focusing on food and the senses, regularly advises the world's best trend spotters and forecasters including The Future Laboratory, WGSN, Protein and JWT Intelligence on what is coming next. With our Imminent Future report you get it straight from the coal face of creativity. The areas detailed here are themes we are excited about and will be exploring creatively in the next year. If you want to be a genuine innovator rather than an early adopter we welcome you to join us.

About Bompas & Parr

Thank You

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