

UNILEVER FOOD SOLUTIONS *FUTURE MENU TRENDS REPORT 2023* FACT SHEET

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ABOUT FUTURE MENU TRENDS REPORT 2023:

Unilever Food Solutions (UFS) Future Menu Trends Report 2023 was compiled from robust global data and extensive chef inputs, including industry reports of leading third-party sources (including Kantar, Firmenich, Symrise, IFF, The Forge, CMJ-PDC), social media analytics using 77K keywords representing 69M searches across more than 25 countries, perspectives from UFS' 250 professional chefs and in-depth feedback of more than 1,600 chef professionals located in 21 markets worldwide via UFS e-panels. The Future Menu Trends Report 2023 findings have been translated into practical, action-driven solutions for foodservice operators globally, including recipe suggestions, preparation techniques and ingredient solutions operators can use on their menus.

FUTURE MENU TRENDS REPORT 2023 FINDINGS:

UFS organized the Future Menu Trends Report 2023 findings into eight, core themes which emerged from data and extensive chef research. Those menu trends come to life with suggested recipes, techniques and product solutions centered around the following:

1. **Modernized Comfort Food:** Dishes you once called an 'oldie but a goodie' will soon be known as new classics – putting a fresh spin on timeless recipes.
2. **Irresistible Vegetables:** Vegetables no longer just have a supporting role in making your plate feel complete – they are center of plate stars – bringing energy, color, and flavour into 2023.
3. **Wild & Pure:** From edible flowers to wild berries, consumption of edibles is rising. Chefs are leaning into foraged ingredients found in nature which allow diners to feel connected to their environment.
4. **Flavor Contrasts:** 'Ingredient opposites' increasingly attract. Combinations like chili and chocolate, already popular in some parts of the world, leave diners with unforgettable, multi-sensory experiences.
5. **Feel-Good Food:** Fueling healthful living should also feel good. Health-conscious guests are left wanting more as chefs serve up tasty yet nutritional options that bring vitality, diversity and balance in the food we eat.
6. **The New Sharing:** Sharing is caring when it comes to food. Dishes made for sharing bring people across the globe together to bond over meals robust with new and familiar flavors.

7. **Mindful Proteins:** Increasingly, environmental footprints from the foods prepared are of global concern. Translating how to “go green” in the kitchen locally includes exciting, alternative protein sources like beans or plant-based meats for future dishes.
8. **Low-Waste Menus:** The 3 Rs – reducing, reusing, and recycling - in kitchens can help maximize flavors in dishes and positively impact operators’ profits, creating true win-win impacts.

LAUNCH AT HIVE:

The Hive is Unilever’s global Foods Innovation Centre located at the Wageningen Campus in the Netherlands, “the Silicon Valley of Food”. At Hive, we’re making food that tastes good, feels good and is a force for good. Now and for the future.

A launch event for the Future Menu Trends Report 2023 will be hosted at the Hive on 9-10 March where attendees will be introduced to a handful of trends through experiential and sensorial activations.

LIVESTREAM:

A 30-minute livestream will be available to tune into on 9 March where you can watch in real-time as the trends are revealed at the launch event at Hive. Be sure to register beginning on 3 March so you can learn more about how these trends translate into actionable recipes.

ABOUT UNILEVER FOOD SOLUTIONS:

Unilever Food Solutions (UFS) is proud to be part of Unilever, one of the world’s leading suppliers of fast-moving consumer goods. As the dedicated foodservice business of Unilever operating in 76 countries around the world, UFS leads the industry in providing innovative and high-quality professional food ingredients and value-adding services. Created by 250 professional chefs and covering 50 cuisines, in 200 million dishes a day, UFS features strong brands, such as Knorr Professional, Hellmann’s, The Vegetarian Butcher and Carte d’Or, and talented entrepreneurial people who closely with chefs and distributive partners every day. UFS is an inspiring global company, providing products and services created by chefs for chefs, aiming to do this in a sustainable way. For more information, please visit <http://www.ufs.com/>

ABOUT UNILEVER:

Unilever is one of the world’s leading suppliers of Beauty & Wellbeing, Personal Care, Home Care, Nutrition and Ice Cream products, with sales in over 190

countries and products used by 3.4 billion people every day. We have 148,000 employees and generated sales of €60.1 billion in 2022.

Our vision is to be the global leader in sustainable business and to demonstrate how our purpose-led, future-fit business model drives superior performance. We have a long tradition of being a progressive, responsible business.

The Unilever Compass, our sustainable business strategy, is set out to help us deliver superior performance and drive sustainable and responsible growth, while:

- improving the health of the planet;
- improving people's health, confidence and wellbeing;
- and contributing to a fairer and more socially inclusive world.

For more information about Unilever and our brands, please visit www.unilever.com.