

2017 Food Trends

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What is A Food Trend?

It's when a food suddenly gains in popularity because of celebrity endorsement or because suddenly it seems everyone is eating it. For instance, bacon has become the latest food trend where everyone is finding crazy new ways to eat it. Or food trends can be the preparation method. For example, Sous Vide is super popular right now.



Fad



Trend

What is the Difference Between a Trend and a Fad?

Trends have a much longer lifespan than **fads**. In fact, they can continue to be fashionable for years and even decades. The **primary difference between a trend and a fad** is that **trends** have the potential to be long-term influencers on the market.

Past Food Trends

1900's





By 1909, America had an aching sweet tooth, with the average person consuming 65 pounds of sugar annually.

Today we eat around 130 pounds of sugar annually.

1910's









1920's



1930's





1940's



1950's



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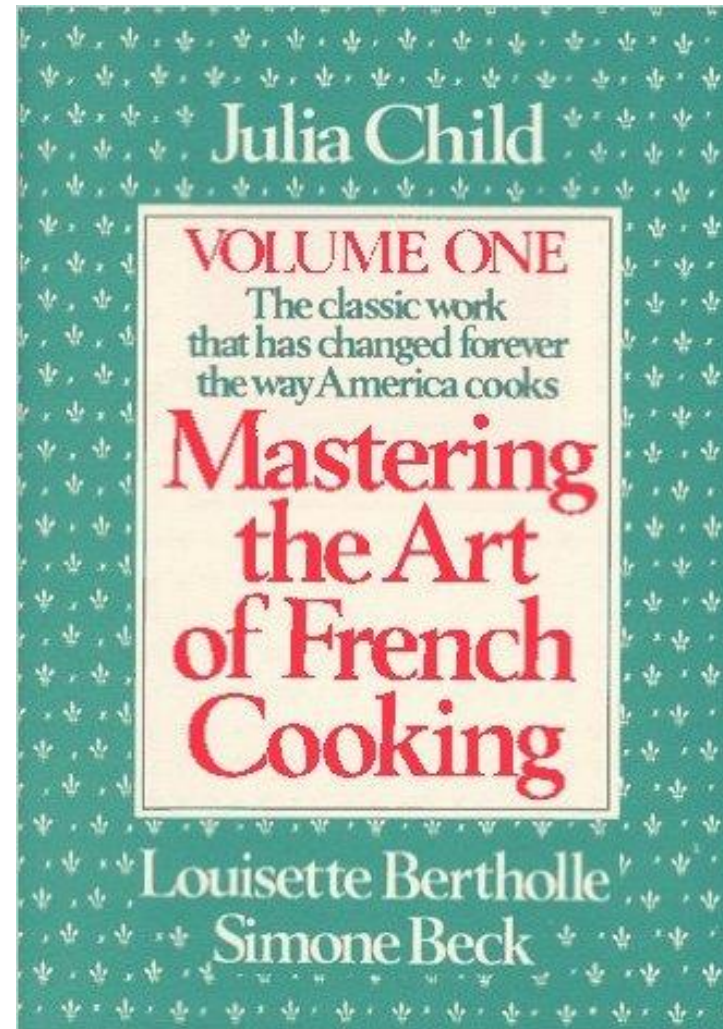
You'll munch delicious hot fried chicken in just
25 minutes! New Improved **Swanson**
TV Brand Frozen Dinner...with buttered potatoes
and mixed vegetables...all cooked and ready to heat
on its individual tray. No work before, no dishes after!

But what a meal!

CHICKEN

Hot fried chicken, TV Brand frozen dinner, mixed vegetables are distributed at high prices in their packaging.
© 1950 Swanson Foods, Inc.

The advertisement features a woman in a blue dress and a large image of a Swanson TV Brand Frozen Dinner tray. The tray contains a large fried chicken drumstick, buttered potatoes, and mixed vegetables. A hand is shown holding the chicken drumstick. The background is a light yellow color with a small illustration of a woman in a blue dress and a small illustration of a Swanson TV Brand Frozen Dinner box.



Julia Child

VOLUME ONE
The classic work
that has changed forever
the way America cooks

**Mastering
the Art
of French
Cooking**

Louisette Bertholle
Simone Beck

The book cover has a green background with a repeating pattern of small white fleur-de-lis symbols. The text is centered and uses a mix of serif and sans-serif fonts. The title 'Mastering the Art of French Cooking' is in a large, bold, red serif font. The authors' names are in a smaller, white serif font.

1960's

Now's the time for

JELL-O
GELATIN DESSERT
SIX DELICIOUS FLAVORS

SALADS!

Don't let a week go by without serving one!

1970's





1980's



1990's



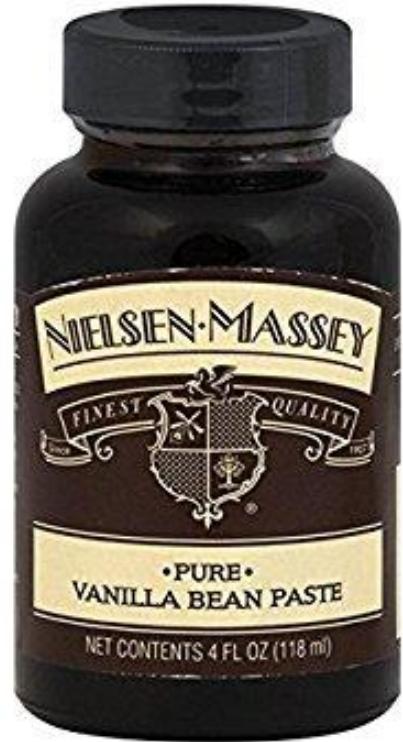
2000's



Say Goodbye To







© 2011 Kent Cameron











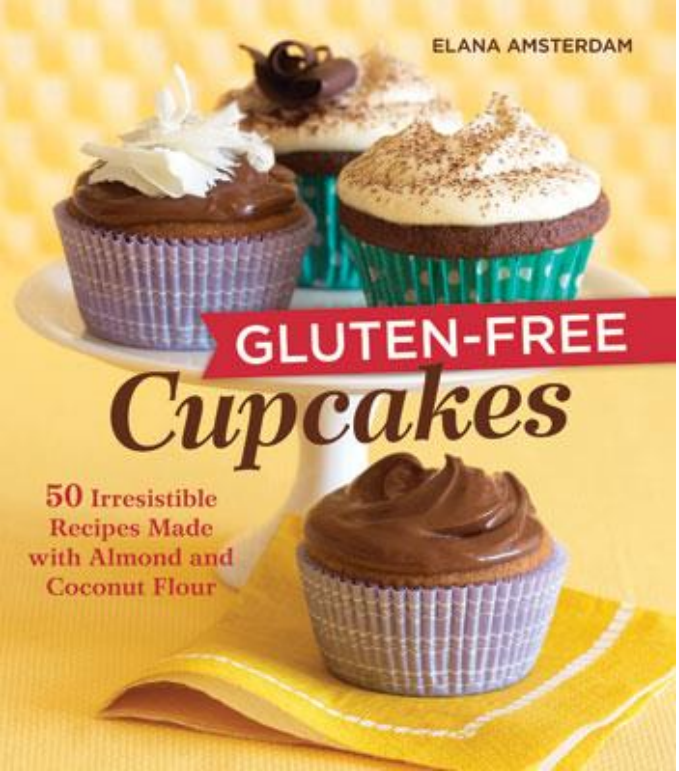












Say Hello To







































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Questions?

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