

# Restaurant STARTUP & GROWTH™

APRIL 2010

## Town and Gown

How to Succeed  
in a College Town

## HOW TO...

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### Gen Y Dishes on Culinary Trends

Generation Y chefs in their 20s and early 30s cited molecular gastronomy and the use of artisan, farmstead and locally produced ingredients as two top trends in menu design, according to market research conducted by Y-Pulse, a research and consulting firm with offices in Chicago and Alexandria, Virginia. More chefs are using sodium alginate or liquid nitrogen to experiment with dishes, in addition to vacuum sealers and sous-vide equipment.

As far as food and beverage go, energy drinks and healthier beverages like smoothies and vegetable-fruit blends seem to be topping the trendy list. Of course, organic and locally supplied varieties are just as popular in this category as in food, according to Y-Pulse.

Convenience-oriented foods including hand-held and on-the-go items were popular among the majority of consumers responding to surveys, while more than half said that they have explored the use of green kitchens and foods that meet special dietary needs. Environmentally friendly forms of takeout packaging are also growing rapidly in use by restaurants around the country.

Citrus, herb-infused and cultural flavors spanning Mediterranean, Asian and Hispanic cuisines also proved popular, in addition to combinations of all three.



CHEF TRAINING

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Restaurant  
owner.com

A Startup's  
Educational Resources