

# World trends – say hello to the grocerant!

“Potatoes have a key role in many of the food trends in 2017.”

The latest hybrid consumption trend is the clumsily-named ‘grocerant’ – a mix of grocer and restaurant. These consist of destination restaurants (rather than supermarket cafés) in a retail environment where customers come and have a meal before or after they shop; or in some cases while someone from the grocerant is shopping for them.

Potatoes have a key role in many of the food trends of 2017, with influential catering magazine *Flavor & The Menu* placing small potatoes at number three in its influential top ten list of food trends. The list was dominated by fruits and vegetables,

with salads, chickpeas and non-alcoholic fruit and vegetable drinks also featuring strongly.

Potatoes USA has been working with chefs to put the potato at the centre of the plate. Examples include twice-baked potatoes with smoked char roe and scallions created by The Restaurant at Meadowood in St Helena, California, and Ember Roasted Potatoes (pictured above).

Another featured dish devised by Imperial PDX in Portland, Oregon, includes Yukon Gold potatoes charred in a wood-fired grill, smashed and fried in brown butter with dill, sea-salt and perisillade (a sauce or seasoning mixture of parsley chopped with seasonings including garlic, herbs, oil, and vinegar.) One restaurant is also selling roasted potato sandwiches with the sliced potato accompanied by cucumber, tomato, carrots and avocado.

These types of dishes fit into the clean eating trend that has seen United States and European consumers reduce meat and bread consumption in favour of more vegetables.

Potatoes have always struggled to be included in official lists of recommended foods, but the industry once again made the nutritional case for the food. But that is changing and Potatoes USA has had success with its ‘Potatoes Power Performance’ message which has been approved by the United States Department of Agriculture. It has three main elements:

- Potatoes provide the carbohydrate, potassium and energy you need to perform your best.
- Whether you lead an active lifestyle or compete with elite athletes, there’s a potato option to fuel your body and brain throughout the day.
- To perform at your best, put potatoes on your plate.

Reproduced with permission from “World Potato Markets” issue 299

