

# MENU ADOPTION CYCLE

Following consumer, food and flavor trends and their impact on our customers



## INCEPTION

Trends start here. Inception-stage trends exemplify originality in flavor, preparation, and presentation.



## ADOPTION

Adoption-stage trends grow their base via lower price points and simpler prep methods. Still differentiated, these trends often feature premium and/or generally authentic ingredients.



## PROLIFERATION

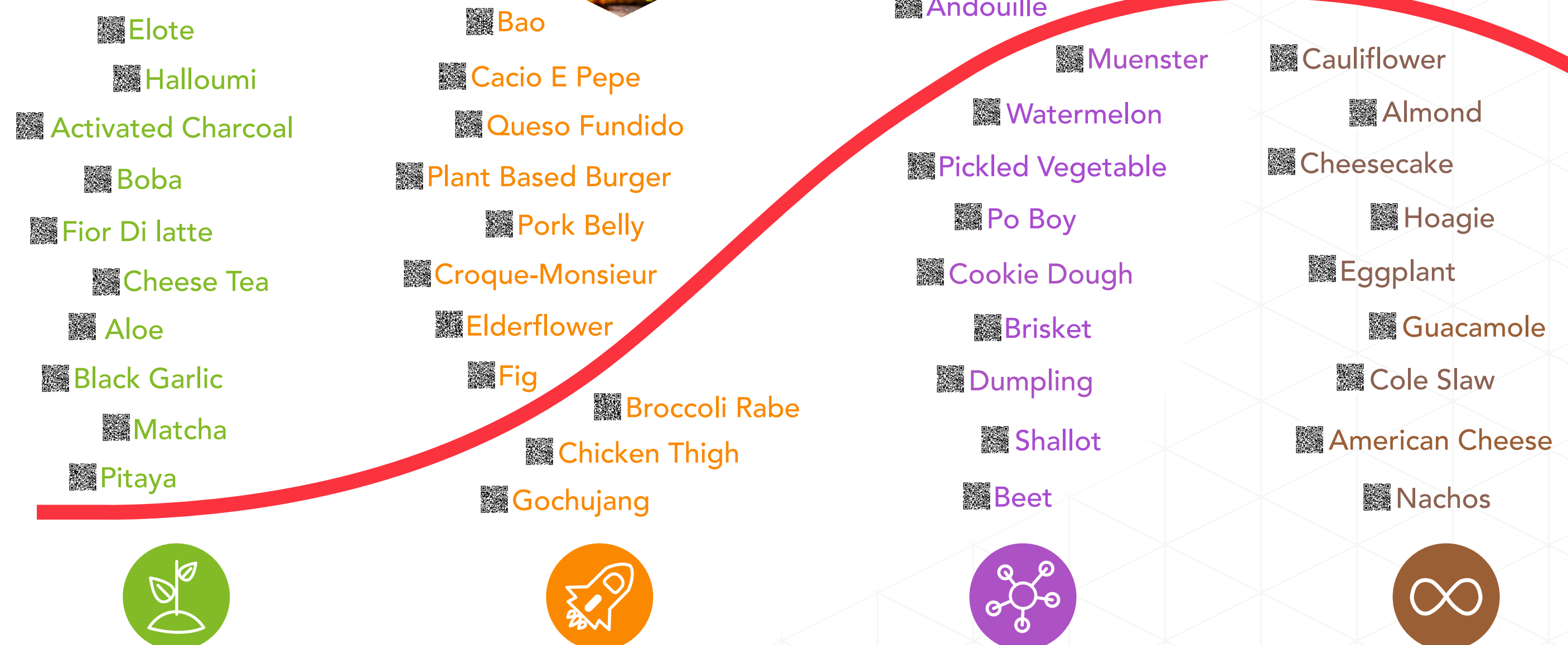
Proliferation-stage trends are adjusted for mainstream appeal. Often combined with popular applications (on a burger, pasta, etc.), these trends have become familiar to many.



## UBIQUITY

Ubiquity-stage trends have reached maturity, and can be found across all sectors of the food industry. Though often diluted by this point, their inception-stage roots are still recognizable.

Fueled By:



Click on a food option to go to a description of that item.