

FLAVORS TO WATCH TREND REPORT

CHAPTER 4: AMERICLECTIC CUISINE ON FAST CASUAL MENUS

Regional Influences On Global Flavors

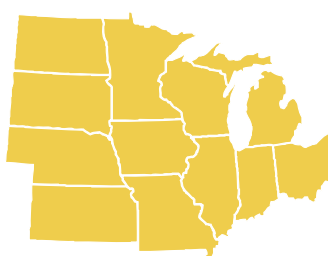
From region to region and state to state, local and global flavors intertwine. The demand for authentic homemade dishes drives consumers to Fast Casual restaurants that have a little taste of home. Different cultures have heavy impacts on specific regions around the United States.

CULINARY REGIONS OF THE UNITED STATES

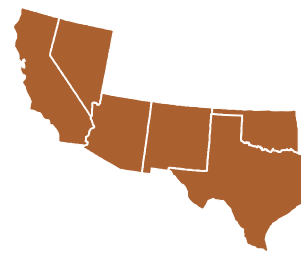
SOUTHERN



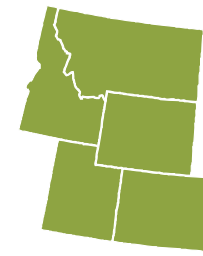
MIDWESTERN



SOUTHWESTERN



MOUNTAIN



NEW ENGLAND



MID-ATLANTIC



HAWAIIAN



PACIFIC NORTHWEST



Mexican and Asian are two Fast Casual cuisines gaining popularity at a steady pace around the U.S. And with Asian and Mexican Fast Casual restaurants rapidly expanding, operators can capitalize on a diner's desire to try different cuisines. The variety of ingredients available to operators – gochujang, chorizo, galangal, tofu, and more – offer up unlimited ways to update menus to suit globally-minded consumers. The distinctive flavors that both Asian and Mexican cuisines offer have the potential to attract a wide consumer base.

Download the full Flavors to Watch Trend Report
for an in-depth look at on-trend, global flavors.