



Fresh Kitchen is the creative spark in the Fresh Direct Family. Three top class development chefs who drive NPD and innovation for some of the biggest names on the high street. They are the trend spotters!

TREND # 3

PREMIUM PRODUCTS

We've all gorged ourselves on mountains of truffled fries, scoffed that bag of gourmet popcorn and sunk our teeth into Wagu beef burgers in the past four or five years and it feels good...

Enhancing that familiar, tried and tested dish with something premium and new is certainly the way forward, both in grabbing the prospective diner's attention, and adding a couple more pennies to the bottom line.

The stats suggest that us Brits love a bit of posh nosh, and we're not shy when it comes to shelling out a bit more to try that recently discovered special or enticing ingredient.

Recipes - It's all about the premium!



Matcha

Dust a little matcha tea over your chocolate tart, sprinkle a little into your brûlée custard or simply knock up a matcha latte. It is very glamorous when added to crêpes or waffles too, however the nutritional pros may well be out-weighted by the calorie rich cons!



Seaweed

Umami rich and packed full of minerals, seaweed is a fabulous addition to broths and grain based salads, or try whizzing a couple of sheets of dried nori into your breakfast 'power shake'. Toast or dry roast first for greater depth of flavour.



Foie Gras

Foie gras- controversial yes, but undeniably delicious to the initiated diner. The act of 'Gavage' or force feeding Geese or Ducks has been practised as far back as 2500bc by the Egyptians. If it's your 'thang' pimp up your gourmet burger, or dress up your 'dawg' with this briskly seared slice of buttery delight.



Salt

Salt, or more specifically Himalayan pink or the lesser known black examples make for a great menu read, and not forgetting that final flourish on many a dish. Also, try smoking your own over tea leaves and creating a custom made table condiment with the addition of dried herbs, spices and aromats can make you stand out from the gastronomic crowd too!



Top tip 1: Got a bag of soft dark brown sugar in your cupboard that isn't err.. soft?!?

Try this useful tip: Microwave 20 second bursts in a covered plastic bowl with a moistened paper towel. You may need to give some of those larger lumps a hefty whack with a rolling pin though.

Top tip 2: With the wild garlic season already in full flow this month, it's always been a struggle to keep up with the glut. Rinse and drain all of your ransomes, then blanch in boiling water before plunging into iced water. Blitz to a vibrant green purée before freezing in disposable plastic cups- too many applications to mention!

TOP INGREDIENT



Use yeast in your feast!

Nutritional yeast has become one of my 'go to' ingredients recently. Health food stores always have a stash, well worth looking out for! Besides the more obvious uses of adding to soups or stews it tastes amazing in scrambled eggs or mashed potatoes.

A few must tries: sprinkle over freshly popped corn, toss with Kale chips (irresistible!) or whip up a vegan Caesar salad dressing using Tofu for richness, garlic, mustard, olive oil and a generous amount of yeast flakes for that cheesy tang.

HOW FRESH KITCHEN CAN HELP YOU

- Identify market and ingredient trends
- Help you create market winning dishes
- Produce soups, sauces, ice cream to exact specs, every time.
- Outsourcing and standardisation.

If you want to learn more about Fresh Kitchen and how we can help grow your business, drop Duncan an email.

Email: duncan.parsonage@freshdirect.co.uk