UNDERSTANDING FOOD AND BEVERAGE TRENDS FOR EDUCATING FOOD AND BEVERAGE STUDENTS

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The consistent lifestyle shift and global markets have a significant effect on consumers. Goods and services give the market a landscape where it needs to cope up with the evolving trends and needs. The media plays important roles in this changing trends in the goods and services specifically in the food and drink industry.

The boom of cafes is one of the most looked at food and beverage industry in the market today. With this, it is important that Food and Beverage students be equipped with what needs to be satisfied to meet market demands. It is crucial to help these students see and understand what is going on in this industry today.

To help teachers have a guide in planning lessons for students, knowing trends in the market that can help meet the demands of this industry would be helpful. Here are some of the latest trends:

1. **Natural is still the winner.** The consumer demands for natural and less processed food and drink. Artificial ingredients are taboo. Customers tend to go for what is healthy and sustainable.

2. **Bioeconomics is the new truth.** The worldwide natural phenomena that happen around the globe have impacted the industry. Development of new food and beverage products needs to consider biological and ecological hazards. Actually, major companies are now adopting measures to mitigate the impact of cutting down greenhouse emissions, climate change, and deforestation.

3. **The inside beauty.** Customers need to recognize that the food and beverage they are taking in have connection on how they look and feel from the inside. Thus, products with
collagen and probiotics are must in what is in demand now as these ingredients promise to help improve people’s physical appearance as well as their personal well-being.

4. **Everybody should fit in.** Products that can satisfy customers from all walks of life are also in demand. Usually, these food and beverage products must meet the fitness requirements of the consumers. Theses also provide reflective focus to a healthier lifestyle.

5. **True story.** Consumers also tend to love products that have stories to tell such as its origin, how it evolved, what inspired the creators to produce the said products, and how the product helped other people feel and look better.

From these trends, it is vital that those who educate and train future entrepreneurs and key players in the food and beverage industry be equipped with what is in demand now. This is to help them have a good start in planning the food and beverage path career they are pursuing. Consistent outlook for information is crucial for food and beverage teachers as this industry is one fast changing industry in demand at today’s market industry.

### References:

