

# Examining Emerging Nutrition Trends & How These Impact Your Work In Healthcare

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### TODAY'S AGENDA:

- Introduction & Housekeeping
- Speaker Introduction
- Presentation
- Q&A
- Closing



### WEBINAR HOST:

**Keith Hine, MS, RD**

VP of Healthcare, Sports & Professional Education  
Orgain, LLC



### WEBINAR PRESENTER:

**Elizabeth Shaw, MS, RDN, CPT**

Nationally Recognized Nutrition Expert, Personal  
Trainer, and Four-Time Author  
Owner of Shaw Simple Swaps

# Fast Facts About Me

- I've been a foodie since I was little and have been in food service since I was 15 (20+ years in the industry.)
- I'm a science translator by day. I believe in sharing "digestible information you can use!"
- I'm a mom to 2 littles and currently live in Prague, exploring the culture one bite at a time.
- Hobbies include tracking global food and nutrition trends!



# Objectives

- Identify what (and who) is the driving force behind food trends
- Discuss what nutrition trends have emerged over the past 10 years
- Evaluate ingredient, food, diet, and health trends taking the spotlight in 2023
- Explore the impact these trends may have on healthcare professionals

What (and who) drives food trends?

# Research and Marketing Firms

- Evaluation of:
  - Global food and ingredient themes
  - Consumer insight
  - Past trends
- Considers:
  - Values
  - Experiences
  - Surroundings



# Restaurants and Chefs

- Evaluation of:
  - Global flavor pairings
  - Cultural appreciation
- Considers:
  - Food costs
  - Consumer demand



# Consumers and Social Media

- Evaluation of:
  - Social media forums
  - Viral reels
  - “Micro trends”
- Considers:
  - Consumers buying power
  - Where they spend their money



A look at past trends over the  
years...



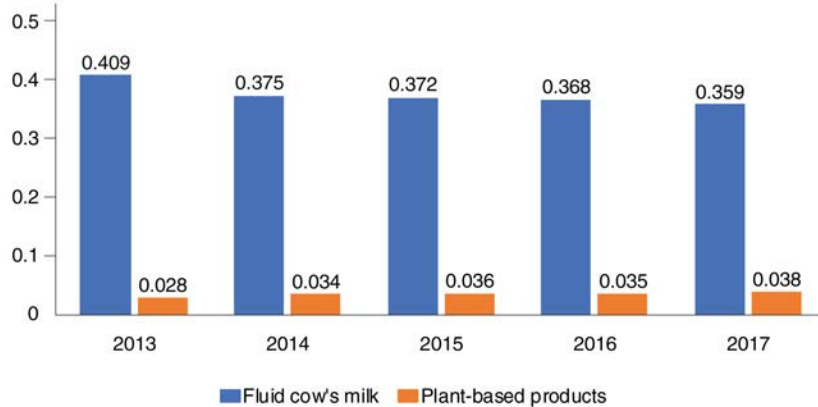
# The Decade of 2010 to 2020



# A Closer Look at Plant-Based Milks

**U.S. households are buying less fluid cow's milk and more plant-based products**

Gallons per household per week



Source: USDA, Economic Research Service using data from IRI's 2013-17 National Consumer Panel.

# The Pandemic Era 2020 to 2022



# Emergence of #FoodTok Viral Trends



# Emerging Ingredient, Flavor and Restaurant Trends

# Top Flavors & Ingredients Trends in 2023

## 10 FLAVORS & INGREDIENTS THAT WILL BE EVERYWHERE IN 2023

- Mangonada
- **Yuzu**
- Spicy Maple
- Ube
- Mushrooms
- Birria
- Salsa Macha
- Soju
- London Fog
- Ranch Water



Mangonada



Ube



London Fog

# Other Ingredient Contenders to Watch

## 10 FLAVORS & INGREDIENTS TO HAVE ON YOUR RADAR

- **Cherry Blossom/Sakura**
- MSG
- Verjus
- Next-Level Cannabis
- White Coffee
- Savory Granola
- Pickled Strawberries
- Sisig
- Black Tahini
- Chestnut Flour



MSG



*Many consumers understand it got a bad rap, and now chefs are calling it out on menus and in drinks.*

WHITE COFFEE



*There's always room for coffee innovation on menus and retail shelves.*

NEXT-LEVEL CANNABIS





# What new protein powder flavor should Orgain consider based on these?

- Yuzu
- London Fog
- White Coffee
- Mangonada
- Other?



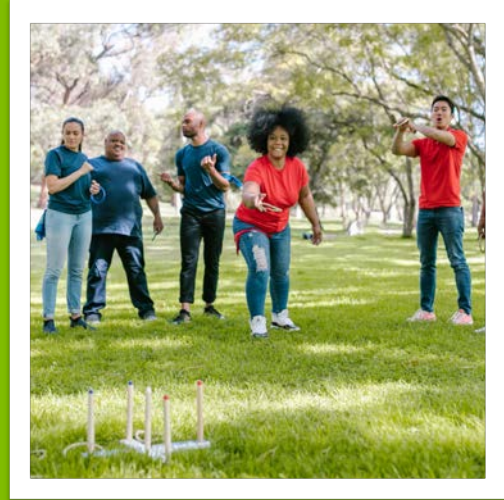
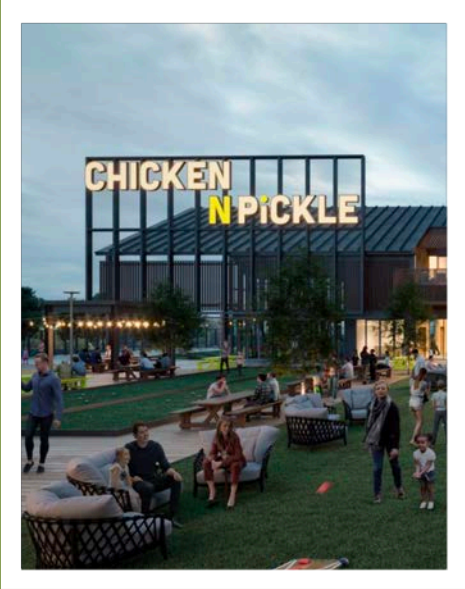


# 10 Hot Menu Trends for 2023

1. Experiences/local culture and community
2. Fried chicken sandwiches & Chicken sandwiches 3.0 (*i.e., spicy and sweet-heat fusion flavors on chicken, etc.*)
3. Charcuterie boards
4. Comfort fare
5. Flatbread sandwiches/healthier wraps
6. Menu streamlining
7. Sriracha variations
8. Globally inspired salads
9. Zero waste/Sustainability/Upcycled foods
10. Southeast Asian (*Vietnamese, Singaporean, Philippine, etc.*)



# The Third Place... Restaurant Innovation



# Evolving Diet and Eating Patterns


# 2023 Best Diets Overall

- Mediterranean Diet
- DASH Diet
- Flexitarian Diet
- MIND Diet
- TLC Diet



# Low Carbohydrate Diets

- Atkins diet
- Dukan diet
- GAPS diet
- Keto diet
- Keyto diet



See Do's and Don'ts

## Atkins Diet

**Ranked Highly in 1 Category**

This diet is one of U.S. News & World Report's Best Diets of 2023. Read more for diet reviews, meal plans, food lists and tips. [READ MORE »](#)

Overall Score	<b>1.8/5.0</b>
Overall Weight Loss	<b>2.2/5.0</b>
Healthiness Score	<b>1.7/5.0</b>



See Do's and Don'ts

## Keyto Diet

The Keyto diet is one of U.S. News & World Report's Best Diets of 2023. Read more for Keyto reviews, meal plans, food lists and tips. [READ MORE »](#)

**Matches 1 of 1:** Low-Carb

Overall Score	<b>2.3/5.0</b>
Overall Weight Loss	<b>2.6/5.0</b>
Healthiness Score	<b>2.3/5.0</b>

# LOW-CARB DIETS POSITION STATEMENT FOR PROFESSIONALS (MAY 2021)

- Lower carbohydrate diets are effective in the short term in managing weight and improving glycaemic management and cardiovascular risk factors in adults with type 2 diabetes who have obesity or overweight. This includes low carb diets providing 50 – 130g of carb a day.
- Healthcare professionals should support any evidence-based dietary approach that helps achieve long-term weight reduction, and this can include a low carbohydrate diet.
- People who chose to follow a low carb diet should be supported to make changes to relevant diabetes medications and to monitor blood glucose to reduce the risk of hypoglycaemia.

- There is absence of strong evidence to recommend low carb diets to people with type 1 diabetes.
- There is evidence that low carb diets can affect growth in children and should not be recommended.
- Whether people chose to follow a low carb diet or not, they should be encouraged to include foods with good evidence to support health. This includes fruit and vegetables, wholegrains, dairy, seafood, pulses, and nuts.
- People should be encouraged to reduce their intake of red meat and processed meat, sugar-sweetened foods, particularly sugar-sweetened drinks, and refined grains such as white bread.

# A Trend Here to Stay: Intuitive Eating

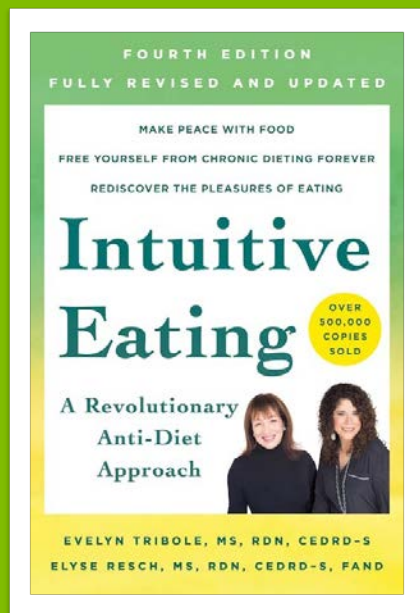
**The New York Times**

## They Rejected Diet Culture 30 Years Ago. Then They Went Mainstream.

Once considered radical, Elyse Resch and Evelyn Tribole's method of intuitive eating has become the cornerstone of the modern anti-diet movement.

# 10 Principles of Intuitive Eating

- Reject the Diet Mentality
- Honor Your Hunger
- Make Peace with Food
- Challenge the Food Police
- Respect Your Fullness
- Discover the Satisfaction Factor
- Honor Your Feelings Without Using Food
- Respect Your Body
- Exercise - Feel the Difference
- Honor Your Health





# Physical Health and Wellness Trends

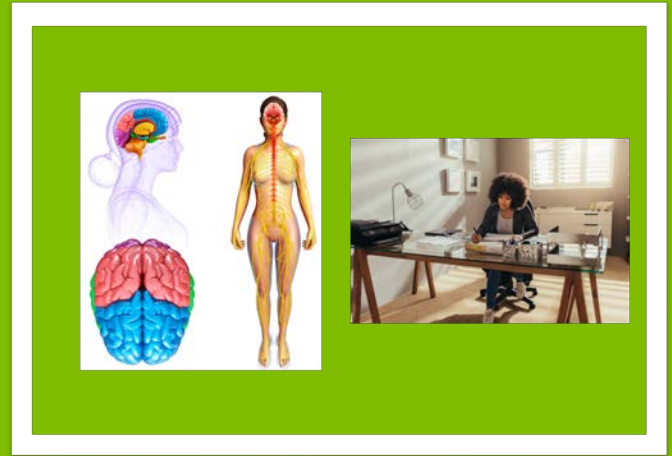
# Feeding the Microbiome: Gut Health Beyond Digestion

- Immune health benefits
- Mood health benefits
- Anti-inflammatory benefits



# Nutrition For Cognitive Health

- The intersection of the gut-brain axis and how to improve this synergy remains strong
- MIND diet
- Staying sharp with aging
- Nutrition for vitality
- Eating for longevity



# Sustainable Nutrition and Planetary Health Trends

# Planetary Health Themes

- Consumers will support companies and brands doing what's best for the planet and their community
- Increasingly more important to consumers as they use their purchasing power include:
  - Carbon Neutral Packaging
  - Rainforest Alliance Certified / Fair Trade
  - Certified B Corp



# Regenerative Agriculture



# Packaging Makeovers

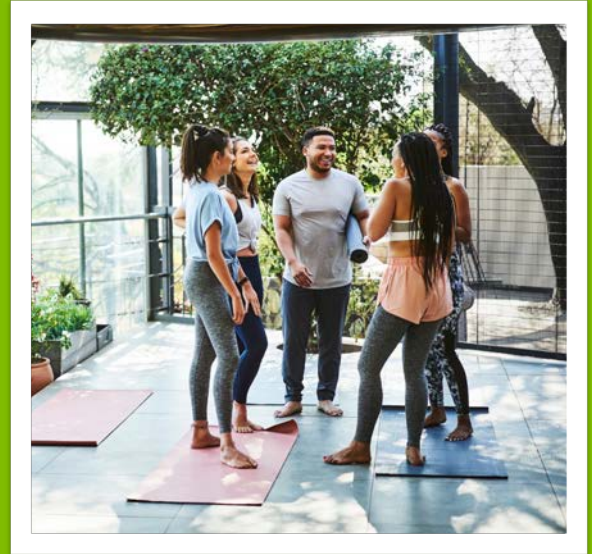


How will these trends impact you  
as a healthcare professional?



# Confused Consumer

- Is MSG really safe
- What foods to eat for cognitive health
- How to fuel for productivity
- Is eating for vitality really a thing
- Functional food products hitting shelves
- Is that #FoodTok trend safe



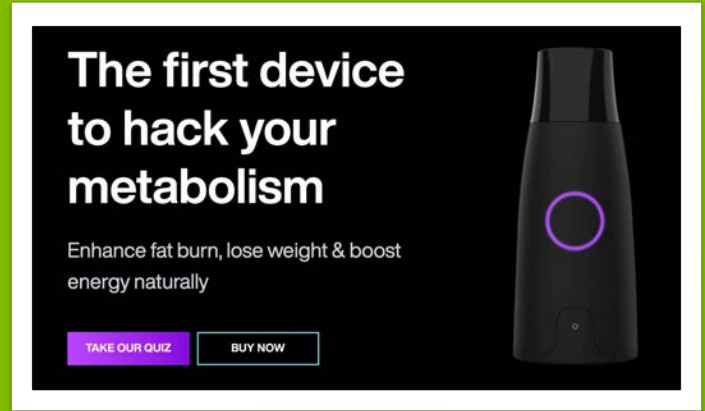
# Socially Conscious Consumer

- Expect a more educated, socially conscious consumer
- Interest in working with/supporting businesses that “give back”
- Wanting and demanding answers
- Showing support with their dollar more than in years past



# Individualized Nutrition & Wellness


- Personalized Nutrition Therapy
- Precision Nutrition
- Low Carb vs. No Carb
- Plant Based vs. Plant Forward



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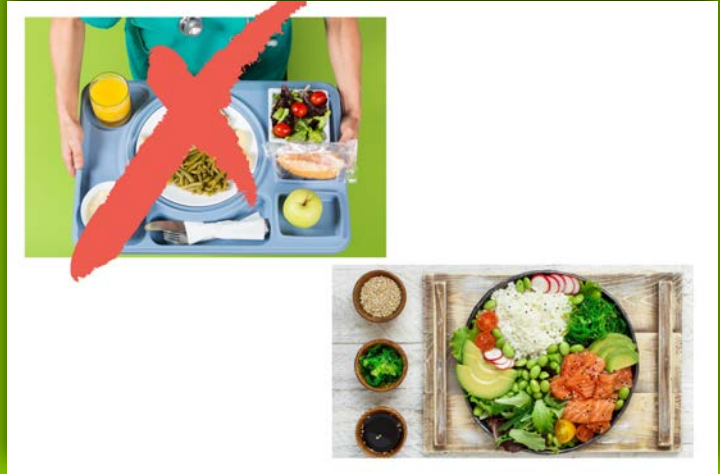
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# Professionals in Traditional Healthcare

- Patients will be looking for upgraded, innovative menus and sustainable practices (especially in the hospital setting)
- Physicians are teaming up with dietitians to make a positive change in this area
- Balance food cost alongside patient preference



# Potential Career Growth Opportunities

- Create your dream job
  - Bridging fitness and nutrition in the “third place”
  - Physicians and *culinarians* taking interest in nutrition offers opportunity to become a part of a new “team”
- Education programs, workshops, webinars
  - Opportunities to teach other HCPs how to incorporate nutrition trends into care plans



Tools You Can Use

# The Good Clean Nutrition Podcast



- Ketogenic Eating
  - [Fact vs Fiction: Unraveling the Keto Diet - Season 2, Episode 10](#)
- Sustainability
  - [Nutrition Crossroads - Food, Health, and Sustainability - Season 2, Episode 12](#)
- Plant Based Eating
  - [Accessibility Concerns in Underserved Communities - Season 2, Episode 15](#)
- Emerging Trends - Functional Wellness
  - [Evolution and Evidence of CBD and Cannabis - Season 2, Episode 17](#)

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