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ASIA

UFS Future Menus highlights global rise of gourmet street cuisine

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The rise of Asian flavours in an evolving global foodservice market



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The Street Food Couture trend, highlighted by Unilever Food Solutions (UFS) in their Future Menus 2025 report, illustrates the evolving culinary landscape where traditional street foods are being transformed into gourmet offerings. This shift is influenced by cultural exploration, globalization, and the preferences of younger generations, particularly Gen Z. Notably, 65 per cent of this demographic prioritises value-for-money dining experiences. Cuisines such as Mexican, Indian, Korean, and Filipino street foods are gaining popularity, with Filipino cuisine experiencing the most growth in the U.S. and Asia. To assist chefs in this trend, UFS provides products like Hellmann's Real Ancho Chipotle Sauce and Spicy Mayonnaise, which are favourites in the U.S. and perfect for tacos, burritos, spring rolls, dumplings, bao buns, and Korean corn dogs.

Hereâ??s a closer look at the key trends shaping the future of food service:

Unilever Food Solutions has launched its third annual Future Menus report, identifying four key foodservice trends for the year. In-depth research shows that Asian flavours are surpassing traditional European culinary strongholds like France and Italy. Chinese and Japanese cuisines now rank among the top five global favourites across all age groups, while Korean and Mexican flavours are also seeing increased demand.

Borderless Cuisine â?? Globalisation and migration are blending diverse food traditions as chefs honour their multicultural origins. Travellers eager to expand their culinary experiences are propelling this trend, with 76 per cent of tourists expressing a desire to explore local food cultures. The integration of Eastern flavours into Western cuisine is enhanced by key ingredients such as Knorr Professional's best-selling Chicken Powder, which adds an authentic umami boost. This combination allows chefs to merge traditional flavours creatively, incorporating Southeast Asian spices into classic dishes like pasta, stews, and burgers.

Culinary Roots â?? Chefs are rediscovering culinary heritage by uncovering lesser-known recipes, ingredients, and hyperlocal cuisines, such as Hunan, Emirati, Basque, and Oaxacan. UFSâ??s international team of 250 in-house chefs empowers customers in their regions to embrace and promote indigenous food traditions through creative recipes and innovative techniques.

Diner Designed â?? The increasing demand for personalised and immersive dining experiences is driving this trend, with 47 per cent of consumers now preferring to spend on experiences rather than material goods. UFS supports businesses by offering training, menu engineering, and easy integration of current dining trends.