



WHOLE GRAIN TRENDS ON THE HORIZON

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TRENDS ON THE HORIZON

The Mill

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The Mill



GRIST & TOLL, LOS ANGELES

Part of the New Grain Economy: mills run by farmers, bakers, brewers, chefs and now specialists serving a region and community while advocating for benefits of local, small-batch heirloom grains. Watch as these types of operations emerge in grain-growing regions.

- First mill in 100 years in L.A. area in Pasadena
- Owned by former baker Nan Kohler
- Milling and selling “flours of distinction”: various wheats, corn, hulled barley, teff, buckwheat, oats, rye
- Educating, sharing recipes, community building
- Chef connections: Union Restaurant, Pasadena – chef Bruce Kalman



EMMER & RYE, AUSTIN, TEXAS

Among the restaurants milling their own grains is Emmer & Rye, a place that focuses so much on grains it's their name! Great example of how fresh milled grains can be used in-house; expect them to be eventually sold in retail.

- Opened November 2015 with a focus on fresh, seasonal and local
- Chef-Owner Kevin Fink (French Laundry, NOMA)
- *Bon Appétit's* Top Ten New Restaurants 2016
- Taking local a step further with freshly milled grains from Hayden Flour Mills, Arizona
- Found in baked goods, breads and lots of pasta

Menued Grains:

- White Sonoran Wheat in baguette; roti pasta
- Black Rye & Farro Mafalda with pork confit
- Blue Beard Durum Spaghetti Cacio e Pepe
- Chestnut and Red Fife Johnny Cake
- Toasted Grain Ice Cream with a brioche pudding
- Red Fife Cookie



The Mill

Leverage This Trend:

- Regular shipments of fresh varietal grains to foodservice outlets equipped with mills
- Milling stations in co-op/natural grocery stores for whole grain grinding, like for coffee beans
- Milling pop-ups in cafés, restaurants, bakeries, pizza parlors



Whole Foods Berkeley Home Beer Brewing Section



The Bread



LODGE BREAD, LOS ANGELES

The new era of artisan bread moves southward in California from its stronghold in the Bay Area and Pacific Northwest. An indication of the continued spread of a committed artisan bread maker community.

- Opened November 2015 in Culver City after months baking in a carport
- Three owners with chef backgrounds; filling a hole in L.A. food scene
- Organic grains from Central Milling: wheat, spelt, rye, red quinoa
- Involved with Tehachapi Heritage Grain Project
- Wild ferments, long fermentation, dark baked breads
- Toast bar, cinnamon buns, coffee cake
- Sunday pizza night



LA BREA BAKERY SCALING UP A TREND

Showing its leadership in large-scale premium and artisan bread, La Brea finds a way to scale up the heirloom wheat trend with new premium line. Good sign that grains may be available in large quantities for commercial use.

La Brea Bakery Reserve

- “Wheat with a Purpose”
- Made with single-origin heirloom wheat, Fortuna, grown by Wheat Montana near Big Sky; farmer Dean Folkvord
- Stronger, nuttier grain flavor; denser
- Premium price – \$8-10
- Three styles:
 - Struan: emmer, spelt, sesame seeds
 - Pain de Campagne: rye
 - Fortuna: cracked wheat berries



LE BREAD XPRESS, SAN FRANCISCO

Technology and innovative vending step into the baking space with a pretty decent baguette baking machine in San Francisco. Expect more "fresh" food vending to arrive which could be a boon for institutions, airports and the like.

- Par-baked baguettes put into refrigerated chamber
- Finish baking after purchase at 446 degrees
- 22" baguette rolls out
- \$4.25
- In the Myriad market hall on Market St. near the Castro and at the Stonetown Galleria
- 100 similar machines in France
- Assessment:
 - needed a little salt
 - texture worsened as it cooled
 - would have been good with food



The Bread

Leverage This Trend:

- More bakery theater - Tartine Manufactory in San Francisco
- Grain milling vending machines
- Mobile bread bakery trucks at farmers markets, food fairs, festivals
- Signature sandwich carrier recipes using slow-fermented breads and rolls; unique breads for customers



TARTINE
MANUFACTORY





GF buckwheat topping on fruit crisp



The Bowl



YES, IT'S A TREND. A VERY BIG TREND.

- This is how we eat today
- Customizable
- Portable
- Filling, easy to consume
- Fits many food cultures and alternative diets

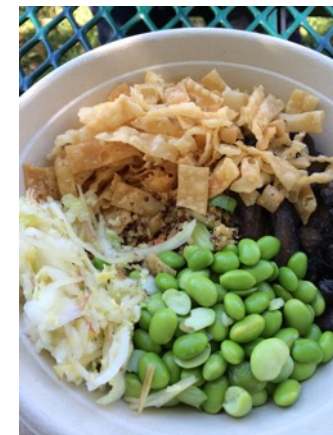
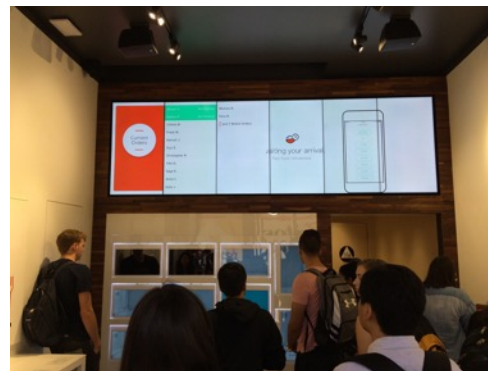
- BUT they can easily get too big – how do you control portions?
- Still need finesse and attention so they taste like something



EATSA, S.F. BAY AREA & BEYOND

eatsa

- Tech-fueled automat serving quinoa bowls in San Francisco, Berkeley, L.A.; no meat!
- “Better, faster food” at \$6.95 to start
- Order from iPad or phone app; bowl appears in a compartment; push screen and grab
- Menu: Cantina Kale, Smokehouse, Mediterranean, Spice Market, Burrito, Bento, Curry, Chili bowls; eggs, yogurt parfait for AM; or build your own
- A sign of the ubiquity and acceptance of meatless grain bowls to tech-savvy consumers.



PICO HOUSE, L.A. FOOD TRUCK

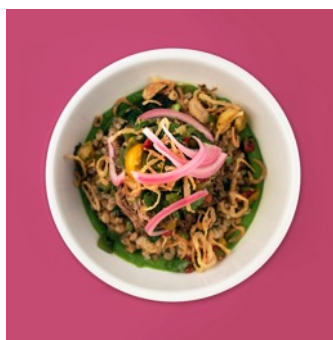
Grain bowls the medium of choice for sustainable- and health-minded young cooks creating a new business in a food truck. Sign of movement from over-the-top truck fare to fulfilling staples with flavor, flair and a narrative.

- New food truck from chef buddies; launched summer 2016
- Serving only whole grain bowls made with a blend of farro, barley, spelt, red winter wheat berries, rye
- Grains from Giusto's, Central Milling
- Focus on filling fiber, flavor, goodness
- Various builds with short ribs, lamb, pork, meatballs
- Ugly Fruit Drink using ugly fruit from Murray Family Farms
- Chefs from Blue Hill at Stone Barns, Bestia in LA



THE GRAINS

Our grain mix is special. It's one of the main components that set our bowls apart. We use a mixture of ancient grains including farro, barley and spelt coupled with harder wheat berries and rye. Recently, standard practice calls for discarding the hard exterior of the grain and pulverizing what is left - producing all-purpose flour that can last for months. Processing grains like this strips them of their flavor and nutrients in favor of a longer shelf life. We don't mess with that. The high fiber content provided by our unique mix of grains is great for your health and it provides longer lasting fullness. We love whole grains for their nutritional value, but that's not all. These grains taste great.



The Bowl

Leverage This Trend:

- Grain bowl bars for institutions, colleges with blend-your-own grain options (high protein, gluten-free, ancient-only, Asian-accented, etc.)
- Pre-cooked bowl bases for to-go business or easy foodservice building
- Frozen grain bowls to be slacked and topped by smaller vendors
- Recommendations of easy-to-replicate and tasty topping families for fool-proof menus



The Burger



MEAT + GRAIN BURGERS

Chefs and food innovators tap wheat and grains to add nutrition and texture to burgers as a way to cut back on beef for human, planet and animal health. What used to be economizing and veggie eating is now also sustainability.



LocoL Cheeseburg

- Accessible, better fast food shop in L.A., Oakland
- Celeb chefs: Roy Choi, Daniel Patterson
- Burger a blend of beef, tofu, seaweed, sprouted grains for airier texture
- Bun created by Chad Roberson, Tartine Bakery



Impossible Burger at Momofuku Nishi

- New “burger” from Impossible Foods, Bay Area food-tech start-up focused on sustainable foods
- Patty made with textured wheat protein, coconut oil, potato protein and heme, the magic ingredient (leghemoglobin grown on yeast)

GRAIN + VEGGIES BURGERS

All kinds of grains, veggies and nuts are turning up on the menu and in packaged veggie burgers. Beets for red color, greens for extra nutrition, sweet potatoes for color and texture.

SUPERIORITY BURGER



Superiority Burger, New York City

- East Village vegetarian fast-food spot by former Del Posto pastry chef Brooks Headley
- Spotlight on the burger: slider sized, made with quinoa, millet, wheat groats or whatever grain is handy, as well as nuts and spices



Hilary's Worlds Best Veggie Burger

- Grains in veggie burgers is pretty standard but the quality continues to improve
- Consumers appreciate whole grain protein more, too
- Made with whole grain cooked milled and quinoa along with sweet potatoes, leafy greens, onions, salt, cider vinegar, psyllium husk powder, seasoning

The Burger

Leverage This Trend:

- Hard to believe, but grain-based veggie burgers are SEXY
- Support clients with proprietary blends or patties
- Connect customers with burger masters or take a cue from them to create awesome builds, including fab carriers
- Find local favorite veggie burgers to prototype and scale for key customers



The Plant Burger, The Plant Café Organic, San Francisco – made with beets, bulgur, mushrooms, lentils, cashews

The Grain



NEW LIFE FOR RYE

The ancient grain is back on the menu and in the cookie jar as a new generation of chefs and bakers discover the unique flavor and chewy texture of rye; its heritage in Northern Europe adds an inviting cultural element.

Nordic cuisine trend, flavor-loving baking experts spur new interest in rye flour

- Alice Medrich *Flavor Flours* – exploring host of grains for flavor and lack of gluten
- Claire Ptak *The Violet Bakery Cookbook* – American baker in London; credits Chad Robertson for inspiring her rye brownies
- Sycamore Kitchen, L.A. – using Grist & Toll rye for chewy chocolate chip cookies
- Claus Meyer, Great Northern Food Hall – New York Nordic food hall; Open Rye serves smørrebrød on sunflower seed-rye bread; rye flour in flatbread dough
- Rye the base of new Guinness beer – Rye Pale Ale; in the UK



PUFFED & POPPED GRAINS

Popping grains, even still corn, adds new texture to better-for-you and innovative snacks. Great inspiration for lighter, crunchier notes in trail mix, granola, confections, desserts, and topping soups and salads.



ON THE HORIZON GRAINS

Nutritious yet lesser known grains are appearing and garnering buzz; expect to see more of these as chefs and natural food producers harness their goodness for innovative foods.



THE MILLET PROJECT

- Group experimenting with cultivating millets in California
- Goal: add diversity to diets, agriculture
- Post-docs, grad students, UC Berkeley



PURPLE POWER

- Purple pigments in corn (and potatoes) offer anthocyanin antioxidants
- Purple corn cereal, chips: Back to the Roots, Purely Pinole
- Black rice color in bread to slow sugar metabolism – Prof. Zhou, Singapore University



JOB'S TEARS

- AKA coix seed, Chinese pearl barley, hato mugi
- Tastemaker Elisabeth Pruitt of Tartine Bakery loves it in soup, salad
- Baroo, L.A.: with Kamut, farro in a Korean koji
- Righteous Foods, Fort Worth: in place of hominy in pozole

The Grain

Leverage This Trend:

- Get all “varietal” on wheat-based products
- Dig into traditional grain history and culture for recipe inspiration – Nordic, Eastern European, Asian, Indian
- Baking and pancake mixes for customers with higher level of multi-grain nutrients, especially gluten-free versions
- Add more popped and puffed grains to salad bars, hot oatmeal stations in hotels, institutions; season for extra interest
- Dark grains with anthocyanins – let’s see more!



Q & A



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