

Traditional cooking an upcoming trend in 2019: Godrej Group

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Godrej Food Trends Report 2019 has been curated by culinary expert Rushina Munshaw-Ghildiyal and features predictions made by thought leaders in the industry.



Godrej Group unveiled the Food Trends Report - 2019 at their annual brand agnostic lifestyle soiree - L'Affaire 2019 recently at The Trees, Vikhroli. Godrej Group chairman **Adi Godrej**, Godrej Agrovet chairman **Nadir Godrej** and Executive Director and Chief Brand Officer, Godrej Group **Tanya Dubash** unveiled the report along with **Rushina Munshaw Ghildiyal**, **Chef Rakhee Vaswani**, **Chef Varun Inamdar**, **Chef Saransh Goila**, Food Writer and Gourmet Consultant **Nikhil Merchant**, Food and Travel Author **Kalyan Karmakar**, Archaeologist and Culinary Anthropologist, **Kurush Dalal** and Business Head and Executive VP, Godrej Appliances **Kamal Nandi**.

The report highlights significant trends that will impact everyone in the food space. The report not only covers food trends but also focuses on restaurant trends, trends in kitchen designs, beverage and desserts as well.

With food patterns diversifying into multiple varieties of diets and meal plans, people are becoming increasingly conscious of what they stock in their kitchen. According to the Report, traditional recipes and convenience cooking will be a one of the most prominent trends. Not only are traditional recipes becoming the norm among those seeking comfort food, they are also showstoppers to serve guests at any occasion – be it your grandma's signature dal or your family's elaborate biryani.

Speaking about the report, Sujit Patil, VP & Head Corporate Brand and Communications Godrej Industries Limited & Associate Companies, said, "The Godrej Group is well ensconced in the food industry through various brands such as Godrej Nature's Basket, Godrej Appliances, Godrej Interio, Godrej Protekt, Real Good Chicken, Cartini Knives etc. The idea is to put together a report that would serve as a compendium of thoughts and predictions for the year ahead. In its second edition, we have over 100 experts who have contributed to the report. We are hopeful that this becomes a ready reckoner for

anyone who is associated with the food industry.”

Survey designer **Rushina Munshaw-Ghildiyal, Managing Director, A Perfect Bite Consulting LLP** said “The Godrej Food Trends Report is the only report of its kind that reaches out to thought leaders across verticals in the Indian food industry, collects quantitative and qualitative inputs that are then collated, analysed and distilled into trends that will prevail in the forthcoming year. This year the Godrej Food Trends Report is Bigger, Wider in scope and deeper in insights. It will prove valuable to everyone in the food industry to plan strategy for the year to come.”

Here is a look at the top 10 food trend predictions for this year:

1. **Artisanal will be the new “cool”**
2. **Convenience cooking will become respectable**
3. **Functional foods will influence daily diet choices**
4. **Revival of more indigenous grains**
5. **Ordinary vegetables will be the new exotic**
6. **Conscientious cooking and responsible eating will gain traction**
7. **Fermented foods will be everywhere**
8. **Micro cuisines will hit the spotlight**
9. **Nani, Dadi and Ma’s recipes will rule menus**
10. **The reinvention of snacking**