



IMPOSSIBLE™

INTELLIGENCE

TRENDS SHAPING THE NEXT FRONTIER OF FOODSERVICE



ABOUT **IMPOSSIBLE™**

IMPOSSIBLE™ is the plant-based brand that's here to do things differently. Our products perform like animal-derived meat, but with no prep, no fuss and simply cooked from frozen. Serve customers the meat taste they crave, with a smaller environmental footprint than meat from animals. With high protein, easy preparation and the power of a US plant-based brand icon. Have it all.

The world of foodservice is changing faster than ever before. As diners become more conscious, curious, and climate-aware, what they want from menus keeps shifting.

At IMPOSSIBLE™ Foods, we've analysed the forces shaping the next wave of menu innovation in foodservice, from bold new flavour profiles and evolving dish formats to the functional food benefits consumers care about most.

This report distils the key flavour, format, and functionality trends that will shape menus over the next five years. Whether you're serving students, feeding families in leisure venues, or keeping pace in a fast-moving QSR, these insights are designed to help you stay ahead of what's next.

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**MADE
FROM
PLANTS**



THE FLAVOUR FORECAST

THE NEXT 1-2 YEARS

Flavour is where storytelling starts, and over the next five years, bold, nostalgic and climate-conscious tastes will shape UK foodservice menus. Whether it's the resurgence of sweetcorn, the depth of chestnut, or the savoury intensity of mushroom umami, today's diners are chasing sensory intrigue and emotional comfort in equal measure.

Looking further ahead, expect flavour innovation to come from functional, future-facing ingredients - many of them plant-based - as sustainability, health and pleasure converge. From "swicy" sensations to climate-resilient crops, the flavour forecast is anything but flat.

THE NEXT 1-2 YEARS: WHAT'S TRENDING?

- 1 GUAJILLO**
A dried chilli with a mild heat that adds smoky-sweet flavour with berry notes to sweet and savoury applications.¹
- 2 CHESTNUT**
Play on the success of pistachio to create unexpected depth and a nutty, warm flavour in indulgent and healthy dishes alike.²
- 3 SWEETCORN**
Yes, you read that right. Sweetcorn is set for a resurgence. Cater to the consumer desire for nostalgia and add natural sweetness, bright colour and a comforting mood to dishes.³
- 4 MUSHROOM UMAMI**
The umami obsession is set to continue, as consumers embrace the rich and savoury flavours that umami brings to their culinary experiences. Mushrooms will be the 'it' umami ingredient.⁴
- 5 "SWICY"**
Blending sweet and spicy ingredients to meet the consumer desire for bold, multi-dimensional flavours that deliver both sweetness and heat. Hot honey isn't going anywhere - but it's set to get some new friends along the way.

GET CREATIVE IN THE KITCHEN

WITH EMERGING MUSHROOM VARIETIES, FROM ENOKI TO LION'S MANE.





LOOKING AHEAD

THE WORLD OF FOOD IS POISED FOR TRANSFORMATION

The key ingredient innovations shaping the future of food over the next 3–5 years are being driven by evolving consumer priorities around health, sustainability, and sensory experience. From climate-resilient crops to molecular-farmed proteins and novel fats, operators can future-proof menus with smarter, more adaptable ingredients.



1 CLIMATE-CHANGED INGREDIENTS

As climate instability accelerates, resilient crops like salt-tolerant halophytes, drought-resistant legumes, and hardy botanicals are becoming critical to sustainable food systems. These ingredients offer functional benefits and a new palette of flavours while supporting biodiversity and soil regeneration.

2 ENHANCED MOUTHFEEL

Textural innovation is emerging as a key driver of pleasure and refreshment, with ingredients that cool, tingle, or transform in the mouth. From buzzy botanicals to high-fat dairy analogues, these sensations offer emotional escape and climate-responsive indulgence.

3 MOLECULAR-FARMED PROTEINS

Molecular farming is revolutionising alt-protein by engineering crops like potatoes and oats to express animal-like proteins such as casein or heme. This unlocks scalable, cost-effective, and nutritionally rich alternatives that deliver taste and texture parity with meat and dairy.

4 FATS IN FOCUS

Next-generation fats are answering calls for richness, functionality, and sustainability, with biotech solutions mimicking butter and animal fat using carbon-negative processes or precision fermentation. These innovations improve mouthfeel and indulgence in plant-based products while reducing environmental impact.



THE FORMAT FORECAST

Format is no longer just a vehicle for flavour: it's a strategic lever for meeting modern diner expectations. From the rise of nutrient-packed bowls and next-level sandwiches to modular delivery formats and flexible sharing plates, UK menus are being reshaped by the demand for health, convenience and adaptability. Whether catering to wellness goals, changing appetites, or on-the-go lifestyles, the operators leading the way are reinventing familiar formats with global inspiration, plant-powered options, and precision-designed portability.

1 BETTER-FOR-YOU BOWLS

Nutritious bowl-based dishes are on the rise, appealing to health-conscious consumers across dayparts. Savoury options such as Buddha and poke bowls are growing in appeal, along with sweet bowls like acai, chia pots, and smoothie bowls. These bowls typically combine fruit, seeds, granola, oats, nut butters, and jam, offering both comfort and health benefits.⁵

2 SUPERCHARGED SANDWICHES

Independent UK sandwich shops are redefining the sandwich experience by incorporating chef-level techniques and high-quality ingredients, from wood-fired vegetables to special house-made sauces. This movement treats sandwiches as complete meals, attracting consumers seeking indulgent yet convenient options.⁶

SAVING THE PLANET
TASTES
GOOD

3 GLOBAL DISHES - ON SKEWERS

Once rooted in Greek and Turkish traditions, skewers are now gaining momentum on UK menus as diners crave bold, globally inspired flavours. Their appeal lies in more than just taste, however, as skewers also offer a lighter, fresher, and portion-controlled option that fits evolving preferences for health and variety.⁷

4 EAT LESS, SHARE MORE

Sharing dishes are evolving beyond social occasions. As consumer habits shift – driven by health trends and the rise of appetite-suppressing diet medications – restaurants are adapting. Smaller mains and versatile sharing plates are becoming more common, offering guests lighter, more flexible ways to dine while still enjoying the communal experience.⁸

5 DELIVERY-DRIVEN DESIGN

Delivery is actively reshaping how dishes are designed. Restaurants are rethinking their offerings to ensure food travels well, with operators advised to “prep smart, package thoughtfully and design menus for the journey”. This has led to more simplified, modular formats that help preserve texture and temperature in transit, such as bento-box style trays or separately packaged sauces and toppings.⁹



5. <https://www.bidfood.co.uk/food-and-drink-trends-2025/buns-and-bowls/> 6. <https://www.theguardian.com/food/2024/nov/17/chef-level-fillings-queues-down-the-street-big-on-tiktok-britains-new-sandwich-boom> 7. <https://www.bidfood.co.uk/food-and-drink-trends-2025/flavours-less-travelled> 8. <https://www.thetimes.com/life-style/food-drink/article/how-ozempic-changed-eating-out-hlhrtr9tq> 9. Mintel, UK Foodservice Delivery and Takeaway Market Report 2025

100%
DELICIOUS



THE MOST FUTURE-FIT MENUS WILL DELIVER MORE THAN SATISFACTION - THEY'LL DELIVER PURPOSE

THE FUNCTIONALITY FORECAST

As UK diners grow more health-conscious, ingredient choices are being driven not just by taste, but by benefits: be it protein for strength, fibre for gut health, or botanicals for immunity. This shift is inspiring operators to rethink menu design around physical wellbeing, emotional resilience, and even environmental impact. From build-your-own protein formats to fermented foods and low-waste swaps, the most future-fit menus will deliver more than satisfaction - they'll deliver purpose.

1 PROTEIN POWER

The protein trend is shifting beyond fitness to meet wider consumer demands for health, convenience, and sustainability. Operators are responding with dishes that spotlight protein content and offer flexible, build-your-own formats with optional protein upsells. This approach caters to wellness-focused diners and is primarily driven by Gen Z.¹⁰

2 GREAT GUT HEALTH

The global digestive health products market is experiencing significant growth, valued at \$51.62 billion with a projected CAGR of 8.3%. This expansion reflects the increasing consumer demand for products that support gut health, influencing both product development and menu offerings in UK foodservice. From ingredients such as kefir, kimchi and kombucha to fortified dishes and high-fibre offerings, demand is likely to continue to grow in this space, offering operators significant scope for gut-friendly innovation on menus.¹¹

3

FOOD AS MEDICINE

The emphasis on immune health is driving demand for functional foods rich in vitamins, minerals, and other nutrients that support the immune system and overall positive health. Operators are already adapting to this trend by incorporating immune-supporting ingredients, such as citrus fruits, leafy greens, and fermented foods, into their offerings.¹²

4

SUSTAINABILITY SELLS

Sustainability is a rising priority for UK diners, with over 70% willing to pay more at restaurants that champion eco-friendly practices. As over 90% of consumers favour sustainable choices, foodservice businesses are increasingly adopting zero-waste initiatives, expanding plant-based options, and sourcing responsibly to meet demand and position themselves as environmentally conscious.¹³



70%

OF UK DINERS ARE WILLING TO PAY MORE AT RESTAURANTS THAT CHAMPION ECO-FRIENDLY PRACTICES¹³



At IMPOSSIBLE™, we create plant-based products that make your life easier in the kitchen and bring bold, meaty flavour to your menu. Explore our range of 'chicken' and 'beef' made from plants - designed to satisfy your customers and streamline your service.

IMPOSSIBLE™

'CHICKEN' MADE FROM PLANTS

✓ UNBELIEVABLY TASTY

✓ NUTRIENT PACKED

✓ BETTER FOR THE PLANET

PUT ME ON YOUR MENU

The irresistibly crispy and meaty texture your customers crave, made from plants! IMPOSSIBLE™ "Chicken" product range has a deliciously crispy golden coating and a tender, juicy, white meat interior.

UNBEATABLE TASTE

IMPOSSIBLE™ "Chicken" products are unbelievably delicious, packed with protein and fibre, and way better for the planet than chicken from animals. Quick and easy to cook and serve in versatile formats which will delight your customers.

Cook from Frozen - Deep Fry or Oven Bake | Allergen - Soya & Wheat



IMPOSSIBLE™ BREADED 'CHICKEN' FILLETS

105gm x 20 units per case
2.1kg case



IMPOSSIBLE™ BREADED 'CHICKEN' TENDERS

30gm x 70 units per case
2.1kg case



IMPOSSIBLE™ BREADED 'CHICKEN' NUGGETS

20gm x 227 units per case
4.54kg case



IMPOSSIBLE™

'BEEF' MADE FROM PLANTS

✓ UNBELIEVABLY TASTY

✓ NUTRIENT PACKED

✓ BETTER FOR THE PLANET

PUT ME ON YOUR MENU

IMPOSSIBLE™ "Beef" Made From Plants brings bold, beefy flavour with a juicy, tender bite - just like your customers love. IMPOSSIBLE™ "Beef" is a must-have for any foodservice operator looking to deliver a delicious, sustainable, and satisfying eating experience.

UNBEATABLE TASTE

Designed for maximum convenience and flavour, IMPOSSIBLE™ "Beef" handles and cooks just like the animal. IMPOSSIBLE™ "Beef" is a game-changer for chefs and operators looking to elevate their plant-based offerings without compromise. Cooking Method: Handle in the same way you would do with animal meat.

Allergen - Soya



IMPOSSIBLE™ 'BEEF' BURGERS

113gm x 20 IQF Patties
2.27kg case
Cook from Frozen



IMPOSSIBLE™ 'BEEF' MINCE

250gm x 8 IQF units
2kg case
Cook from Defrost

100% MEAT
TASTE
NO MEAT

IMPOSSIBLE™

MADE
← FROM →
PLANTS



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