

WEIGHT WATCHERS | JULY '18 TRENDS

Food & Events



F O O D

Aromatic
Ingredients

Meat Substitutes

Feel-Good
Snacks

Culinary
Heritage

FOOD

AROMATIC

I N G R E D I E N T S

Flavorful botanicals are experiencing a boom this summer as ingredients in food and drink. Ginger, lavender, cardamom, matcha and turmeric are among those in this group experiencing peak Google search levels this spring/summer. Many of these types of ingredients carry unique health benefits - antioxidants, metabolism boosters, etc.



FOOD

M E A T

S U B S T I T U T

E S

Whether showing support for sustainability or showing off flexibility in the kitchen, people are looking to meat alternatives for their protein. Portobello burgers and chickpea “chicken” nuggets are great examples of this trend. Note - surveys show that the term “plant-based” is more appealing than “meatless” or “meat-free.”



Chickpea Nuggets



IMPOSSIBLE CHEESEBURGER

FOOD



F E E L - G O O D

S N A C K S

Protein-packed ice cream, energy filled granola snacks and healthier, homemade desserts maintain widespread popularity this summer. Hot items include snacks based on cacao & dark chocolate and dried fruits (esp. strawberries and blueberries), as well as veggie-based spins on classic desserts.



FOOD

C U L I N A R Y

H E R I T A G E

People are increasingly looking for exciting and authentically traditional ethnic dishes from around the globe. Think banh mi and chicken tikka masala.



FOOD

O T H E R S

- Frozé and other fun, frozen beverages
- Edible table runners
- Instagrammable desserts
- Spicy condiments over staples



J U L Y E V E N T S

JULY 4TH

HOLIDAYS

TRAVEL

EVENTS

O T H E R
H O L I D A Y S

- National Picnic Month
- National Blueberry Month
- July 5th: Bikini Day
- July 6th: Fried Chicken Day
- July 7th: World Chocolate Day
- July 9th: Sugar Cookie Day
- July 10th: Piña Colada Day
- July 19th: Daiquiri Day
- July 23rd: Hot Dog Day



EVENTS



TRAVEL

Summer 2018 is looking like it's going to feature a lot of glamping - like camping, with indoor plumbing.

Craft brewery tours and road trips around wine country are increasing in popularity

Small town destinations are on the rise - people are ditching the crowds

Solo adventures are increasing as well, and meals are becoming a main attraction for vacations - searches for restaurant guides on Pinterest are up 207% this year