

Global Food Trends and Culinary Innovation

Duration: 5 Days

Language: en

Course Code: IND10 - 118

Objective

By the end of this course, participants will be able to:

- Identify and analyse emerging global food and beverage trends.
- Apply innovation principles to culinary product development and menu creation.
- Integrate sustainability, technology, and health-driven trends into operations.
- Understand shifting consumer preferences and cultural influences on food.
- Design strategies to future-proof culinary brands and concepts.

Audience

This course is ideal for:

- Executive Chefs and Culinary Directors.
- F&B Entrepreneurs and Restaurateurs.
- Product Development and R&D Specialists.
- Food Technologists and Innovation Managers.
- Marketing and Brand Strategists in the food industry.

Training Methodology

The course combines interactive discussions, market analysis exercises, and innovation labs. Participants will explore case studies, emerging technologies, and sensory design approaches to develop forward-looking culinary strategies.

Summary

This forward-thinking training course explores the intersection of global food trends, innovation, and culinary creativity in shaping the future of gastronomy and the food industry. Participants will examine the social, technological, and environmental forces transforming what and how the world eats — from plant-based cuisine and functional foods to sustainability, digital dining, and sensory experience design.

The course provides a comprehensive understanding of consumer behaviour, product development, and culinary innovation strategies that empower professionals to anticipate change, adapt business models, and craft exceptional food experiences that resonate across global markets.

Course Content & Outline

Section 1: The Global Culinary Landscape

- Overview of the global food industry and emerging consumption patterns.
- The influence of culture, technology, and sustainability on food evolution.
- Key macro-trends: health consciousness, ethical sourcing, and digital gastronomy.
- The role of globalisation and localisation (“glocal” trends) in shaping menus.

Section 2: Consumer Insights and Behavioural Shifts

- Understanding the modern consumer: values, lifestyles, and purchasing drivers.
- Generational and demographic analysis: Gen Z, Millennials, and Boomers.
- The rise of functional and personalised nutrition.
- Data-driven consumer research and predictive analytics in food innovation.

Section 3: Culinary Innovation and Product Development

- The innovation process — from concept to market launch.
- Creative ideation techniques for culinary teams.
- Balancing tradition and innovation in menu development.
- Prototyping and testing new food concepts.
- Case studies: global brands leading culinary transformation.

Section 4: Sustainability and Ethical Gastronomy

- Sustainable sourcing and regenerative agriculture principles.
- Reducing waste through circular kitchen models and upcycling.
- Plant-based and alternative protein movements.
- Food packaging innovation and eco-friendly operations.

- Building purpose-driven food brands aligned with ESG goals.

Section 5: Technology and the Future of Dining

- The impact of digitalisation on food production and service.
- AI, automation, and robotics in culinary operations.
- Virtual restaurants, delivery platforms, and data-driven menu optimisation.
- Immersive dining experiences: AR/VR, storytelling, and multisensory gastronomy.
- Preparing for the future: agility, collaboration, and innovation culture.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Food and Beverage, Sales & Marketing

Tags

Global Culinary, Culinary Innovation

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