

# New Trends Founds In The Food Preparing & Consumers !

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## ABSTRACT

Now a day's everybody want some exotic, extraordinary food for which they spend a large sum of amount due to this all the restaurant owners, hotels & other food operator introduced a unique ideas in preparing food which can be delight thing for the customer and it can be increasing the repeat customer. Here our more concern in the quality of food we prepare for the consumer who ultimately use various f& b outlets and then may be carrying with them as a customer. Product should be clearly defined and categorized as per the tourism or non-tourism because as we know that the hotel industry is the major component of tourism as goods, services and ideas. In the case of f&b service outlets the product should be modified as per the need and want of the customer. Here the question arise how we can modify the product as here restaurant, bar, banquet and other f&b outlets generate revenues. We can make seating arrangement in these outlets as per the demand of the customers for organizing various occasions. In case of these outlets the seating arrangement and other displayed items are all intangible in nature which is totally different in the case of services.

## INTRODUCTION

As per my opinion frying of any food material gives the food some unnecessary fats and calories which are to be neglected by the most of the people because all are aware about that and most of the peoples follow the strict diet chart as per the prescribed format set by the doctors and dieticians in spite that most of the hotels, restaurants also having the chart of proper diet and they also having the feedback of the guests what they expect from the restaurant or any food merchant who deals with the costumer that's why all hotels using olive oil for frying and sautéing food and some hotel using cooking methods that adding little or no fat like Stir-frying. Use a wok to cook vegetables, poultry or seafood in vegetable stock, wine or a small amount of oil, Roasting, Grilling and broiling, Baking, Poaching, Sautéing, and Steaming etc.

The peoples are more concern about their health so they don't want to eat anything which containing any extra fat. Here I am getting some research which is more useful for us so I want to share with you. Frying, baking, searing, grilling every chef knows how to cook meats and veggies in the most common of ways. But if you're a curious chef, you've probably also experimented with other methods of preparation and cooking.

## METHODS OF COOKING

### 1.1. Fermenting

There are a few different ways to ferment food items. One method involves the chemical conversion of sugar to ethanol. This form of fermentation is used when making alcoholic beverages like beer, wine and hard cider. The next type of fermentation is used in the leavening of bread. In this process carbon dioxide is produced by yeast activity. One more type of fermentation is used in preserving foods. This technique involves producing lactic acid in sour foods.

### 1.2. Pickling

Pickling, which can also be considered a type of fermentation for preserving food, involves storing or marinating food items with an acidic solution, usually vinegar plus other spices. The Pickle Jar in Falmouth, Massachusetts

offers a variety of pickled vegetables, including cucumbers, onions, mushrooms, carrots, cauliflower, radishes and jalapenos, among other seasonal offerings.

Grillo's Pickles also makes homemade pickles from a 100-year-old family recipe. After selling the pickles out of a wooden cart on the Boston Common, Whole Foods Markets noticed and started selling the all-natural pickles in their locations. For the record, they're delicious.

### 1.3. Sous Vide

The process of sous vide involves putting meats or vegetables into plastic bags in water baths. The bagged food items remain in the water baths for periods of time greater than what's typically necessary for cooking. Sometimes this is up to 72 hours. The temperature of the water is usually between 130 and 140 degrees for meats. The process of sous vide is used to evenly cook food items. When done correctly, the outside will not overcook and the inside will reach the proper level of "doneness." The food will also be juicy when done.

### 1.4. Liquid nitrogen chilling/freezing

Liquid nitrogen exists at a temperature around -321 degrees Fahrenheit. It will flash freeze whatever it touches, so be careful while experimenting with new menu ideas using it. It can, however, create a dramatic sense of culinary wonder as it boils off because it creates a fog of nitrogen. Blue in Boston, Massachusetts offers liquid nitrogen milkshakes in a variety of flavors, including root beer & toasted marshmallow, peanut butter banana, blueberry pie, coffee, chocolate cherry and walnut praline. Liqueurs can be added to the shakes to create an adult beverage.

### 1.5. Smoking

Smoking food involves lower temperatures and long cooking times. Wood and coals are used as the mediums and the low heat allows for the wood to release smoke. There are two types of smoking: dry and wet. In wet smoking, water is used to keep the food moist. In dry smoking, the smoldering wood fire cooks the food while adding the smoke flavor to it.

## THE ENTIRE FOODIE EXPERIENCE

The foodie trend is alive and well, where guests travel to destinations to taste truly authentic cuisine. But some hotels out there are taking it a step further. Now, foodies can get an inside look at the chef's entire experience in delivering a dish, from start to finish. The Marti Istanbul Hotel features the "Taste of Istanbul" experience, where guests can travel to the city's famed bazaars and markets with the hotel's chef to shop for spices and ingredients for a traditional Turkish meal. After the trip, guests will learn to prepare the meal at the hotel. Different meals are featured depending on the season.

**2.1. Luxury Picnics:-** More and more hotels and resorts are offering luxury picnics for guests (no more turkey and mustard sandwiches from Dad). Trump International Hotel & Golf Links Doonbeg, Ireland is featuring the Classic Links Basket, which includes a shellfish platter, foie gras (goose liver paste), artisan cheese, champagne and more.

**2.2. Gourmet Toast:-** You've heard of gourmet pancakes. But what about gourmet toast, the latest sensation to sprout from Instagram, gourmet toast is now a full-fledged craze throughout the nation. Toast with Avocado Smoked Salmon Spread is featured at Omni Hotel at CNN Center.

**2.3. Tea-infused Cocktails:-** Iced tea is virtually synonymous with summer. And, for you partiers out there, so is alcohol. What if I was to tell you that you could have both...in one drink? That's right, tea-infused cocktails are now making the rounds. Montage Laguna Beach offers a "Green Tea Mojito" featuring green tea rum, lime juice, simple syrup, soda and fresh mint leaves.

**2.4. The Moving Food Truck Revolution:-** boldly decorated eye-catching vehicles that serve far more than your standard hot dog.

- 2.5. **Mom & Pop Shops:-** Partners are opening self-financed and self-built restaurants. These are small places with fewer than 40 seats, designed by friends or family.
- 2.6. **Pharma foods:** - Which are used for lowering cholesterol, relieving stress, fighting aging, or curling your hair.
- 2.7. **Men in the kitchen:-**Two possible causes are that unemployed men are cooking while the wife's at work and competitive cooking shows are drawing men to the stove.
3. Pickling has become popular, again, as a way to preserve local, highly seasonal foods to be eaten during non-seasonal periods.
4. Urban foraging, the gathering of edible foods from nature. Chefs are going beyond the farmers markets, and heading to quiet pastures or untrammled forests in search of wild greens, nuts, berries, and even bark they serve on their menus.
5. Food Halls bring the customer to one place to enjoy all their favorite foods.
6. Raw foods and the food dehydrator. A food dehydrator is the equivalent of an oven for the raw foodist. Dehydrators work by warming raw foods at very low temperatures to gently remove the moisture, creating new textures, variety, and color to your raw food meals.
7. Gluten-free foods is on the rise, with increasing numbers of people being affected by celiac disease, while others are eliminating gluten from their diets through personal choice. Creating quality gluten-free foods is not easy, as glutes have many important properties in the baking process. Finding a suitable replacement has been a challenge for bakers.

The Nines in Portland highlights the "East India Trading Company" cocktail at its rooftop restaurant departure complete with tea syrup and muddled basil. For those who just can't get enough of "Boardwalk Empire," Omni Mount Washington in New Hampshire offers "The Prohibition" cocktail, infused with French-pressed Russian Earl Grey Tea and served in a signature speakeasy teacup. Heck, when I was covering the 2014 Well-Being Travel Symposium in Las Vegas, Delos Living—the company behind the MGM Grand's "Stay Well" rooms—even served up a cocktail featuring Tanqueray gin, ice tea, simple syrup and lemon juice.

## CULTURAL IMPACTS OF FOOD

Culture has a significant impact on food trends. Indian culture which dates back to 500 B.C. has a global impact on food traditions. Religion has played an influential role in the evolution of trends in Indian food. However; we see different cuisine across India which has evolved as a result of the subcontinent's large-scale cultural interactions with Mongols and Britain making it a unique blend of some various cuisines. Over the centuries females have played the role of taking care of the household. Entertaining family guests during festivals is a part of Indian tradition. As an old saying goes "Athiti devo bhavaḥ" (English: 'The guest is God' or 'Guest become God') guests are treated with lavish meals which are homemade and prepared by the women of the house. The women took care of all aspects of meal preparation. It takes considerable amount of time in preparation of meals. A usual day in the kitchen starts with breakfast, which includes parathas and yogurt followed by lunch, which is comprised of vegetable, roti, dal and rice and ends with a dinner including more than one vegetable and a sweet dish. Rice pressure cookers have played a crucial role of meal in many parts of India. It has a very different flavor to it over rice cooked in a microwave. In the last decade we have seen people traveling more and with globalization we see introduction of more westernized food such as American burgers and fries, Italian pizza and pasta, Mexican nachos and taco etc being cooked in Indian flavor. Technology and research has definitely helped in making cooking food quicker for the household. Lately we have seen introduction of packets of dry spices or pre packed curries, which has made cooking faster and easier.

Health consciousness is a big problem in India because of the poverty. However, it's going to be a while before the health consciousness levels in India rise to western standards and people become conscious of what they are eating. And from the point of view of products, which sell on the health platform, they are still confined to a niche market. It will be a slow-growth market since the concept is still comparatively new. This has already happened. A tiny section of city dwellers today are readily buying not just juices, but whole wheat breads and biscuits. Five years ago one had to go to special bakeries to buy whole wheat bread, but today everyone is selling it. Whole wheat bread at least seems to have become a mass selling item.

Companies known for their junk food are trying hard to launch 'health' products. All these are visible signs that the process has started. Even the way we eat breakfast has started to change. Kellogg's, which had a shaky start, is now doing fairly well in India. It has in fact created a new market and even the Indian makers of ready-made cereals are cashing in on this trend. Some typically Indian good-for-health cereals like *Dalia* (broken whole wheat) are now easily available in n easy to cook packets. And all these cereals sell on the health platform. This has resulted in a big change from some of the traditional Indian breakfasts, which consisted of parathas saturated in ghee or oil, and other fried goodies.

At this rate, products such as sugar free cakes, and jams, and fat free mayonnaise are likely to make inroads into the Indian market in a big way we already see some Indian foods being customized for the diet conscious. In some exotic bakeries you get fat free samosas and baked namkeen and maybe one day soon we shall get sugar free jalebis and fat-less gulabjamuns!

With these new trends in India, we have also seen a surplus in Indian restaurants; grocery stores and spice markets flourish within the US.

## MAJOR MARKETPLACE & ECONOMIC TRENDS

Looking first at economic and marketplace change, a few major trends are evident. Strong economic growth, more open markets and high levels of technological change have produced significant benefits for consumers over the last two decades, which have also featured higher average incomes, on the whole. These changes have produced less expensive, more reliable and more convenient goods and services, and the speed with which new products and services diffuse and grow in the marketplace is certainly bringing benefits to consumers at a rapid rate. However, keeping up with these changes and learning how to adapt to them, and benefit from them, is a major challenge for consumers. The skills that they develop to use many technologically complex goods and services can quickly become outdated.

The deregulation and opening to competition of formerly regulated markets, such as financial services, or energy and telecommunications utilities, has brought more options and choice to consumers, but also greater challenges for them in sorting out marketing claims and the potential costs and benefits of these service offerings.

In essence, the modern consumer marketplace is becoming an information-intense, complex and radically changed place. Knowing how to process large volumes of information and understanding the implications of what can be very complex product and service offerings or transactions are important skills for today's consumer

## SOCIAL & ECONOMIC CHANGE AMONG CONSUMER

The social circumstances of consumers are also undergoing significant change. Not only is the demographic bulge of the baby-boom generation leading to a much older population, with different consumption requirements, but traditional family structures are also changing, with fewer children, a larger proportion of two-parent families in which both parents work, more lone parents and more people living on their own. Many consumers in these groups, particularly two-parent working families, and especially lone parents, have significant time management issues and may have difficulty finding the time to cope with the quantity and complexity of the marketplace information they need to assess.

Consumers are becoming more culturally diverse and more urban. Vancouver, for example, is now one of the world's most culturally diverse cities, as it has seen the proportion of foreign-born jump from 30.1 percent of its population in 1991 to 37.5 percent in 2001. The challenges and opportunities this presents are obvious: businesspeople are developing new products and services to respond to varied cultural needs, and perhaps benefiting



from significant export possibilities; but there are also major challenges in how to protect a less culturally and linguistically homogenous consumer population.

While Canadian consumers are increasingly well educated, the knowledge and sophistication required to meet the challenges of a 21st century marketplace are also increasing. At the same time, significant numbers of Canadian consumers have difficulty understanding the complex information needed to assess the value and risks associated with many important consumer products and transactions, particularly those involving financial and other important service contracts that require high literacy and numeracy skills. For example, four out of ten Canadians between the ages of 16 and 65 do not meet the minimum desired threshold of literacy skills, experiencing significant challenges when trying to complete a basic task such as extracting information from a typical bus schedule.

Consumers' personal after-tax incomes have significantly improved in recent years, but it is clear that income distribution is becoming more polarized, which in turn means that the economic opportunities and challenges consumers face are becoming more varied. For example, income growth has been disproportionately concentrated in upper-income families, while the net increase in the incomes of lower income groups has been much less marked. And those consumers in the lowest income quintile are spending more than half their income on the basics of food, shelter and clothing.

In terms of assets, a significant determinant of consumer net worth may be home ownership, a form of self-imposed saving and, at least in recent years, an appreciating asset. In contrast, consumers who are renters seem to experience significantly reduced opportunities to build their net worth. In contrast, debt and the ability to manage it is an issue for many consumers. Net indebtedness has been steadily growing, with debt-to-income ratios rising in the last 20 years, from 75 percent to over 100 percent of annual income. The rapid growth of unsecured debt, which can also be expensive debt to service, is particularly disturbing, especially when it exists among consumers with few tangible assets.

## **THE VARYING EFFECT OF SOCIAL ECONOMIC CHANGE**

What is critical to assessing the current state of the consumer is not simply describing how various trends in the marketplace or changes to the socio-demographic circumstances of consumers have evolved, but to show the interplay between the two on specific groups of consumers. It is here where we see how factors can interact with each other to produce effects that magnify the benefits or challenges that certain groups of consumers face today. A few illustrative examples of this kind of analysis, which are not meant to be comprehensive, follow. As will be clear in the descriptions below, while these demographic categories share a number of common traits, there can also be significant differences among consumers within each of these categories.

### **THE SENIOR CONSUMER**

Seniors are a growing category of the population who, due to their increasing numbers and wealth accumulation, are likely to be able to exercise growing power in the marketplace. We are likely, therefore, to see the emergence of new products and services tailored just for them. Elderly families are generally much better off than they used to be.

Today's seniors are more likely to be living on their own and may be less able to count on daily family support. They have to make many complex and potentially unfamiliar financial and purchasing decisions on their own.

As a group that is already very susceptible to fraud and unscrupulous marketing ploys, seniors may also be a very vulnerable consumer group in the future. In addition, many services they increasingly rely on either because of failing health and/or the lack of family support (e.g. market-purchased medical services) can be expensive.

Rapid technological change that is characteristic of today's marketplace produces a number of challenges for senior consumers. While many new products and technologies are responding to seniors' needs – such as new and more sophisticated assistive devices that can facilitate independent living – a lack of familiarity with, and reluctance to

use, new technologies (e.g. electronic banking or new self-service facilities in retail outlets) significantly reduce seniors' ability to benefit from many of these new technologies to the same extent as the general population.

## **THE PRE-RETIREMENT CONSUMER**

In general, this consumer group is well placed to take advantage of the opportunities presented by a rapidly changing, knowledge-intensive marketplace. With grown-up families and smaller mortgages, this group tends to have significant disposable income. At this stage of life, consumers frequently look to "big ticket" items such as travel or home renovations, items that have traditionally been the subject of many consumer complaints.

For these consumers, the diversification of products in the financial services market has been particularly beneficial, given their financial status. They are also, therefore, more likely to encounter difficulties associated with complex investment decisions. While they are financially able to access advisory services (for example, investment counseling), this also means that they can be particularly vulnerable to poor financial and investment advice.

## **YOUNG ADULT CONSUMERS**

On the whole, young adults are well educated, media savvy and technologically literate, and are most likely to be at ease with, and feel able to navigate, the knowledge-intensive high technology marketplace.

But young adults just entering the marketplace are making major purchases with much higher pre-existing debt loads than the previous generation's, in particular due to high student debt. These high debt levels and long periods in post-secondary education also make it difficult for this group to establish new households; as a consequence they are starting their process of asset accumulation at a later point in their lives than in the past. The proportion of 18-28-year-olds still living with their parents has almost doubled, from 28 percent in 1981 to 48 percent in 2001.

As the above shows, the range of issues the various consumer groups face is quite broad, and while all consumers face opportunities and challenges in functioning in today's marketplace, the mix of issues is very different depending on the group. Even within groups, the outcomes can vary significantly depending on individual circumstances. For example, a lone parent's high level of education could significantly alter the outcomes he or she faces (because of likely higher income levels and better ability to understand complex consumer contracts) compared to a lone parent with limited education. Likewise, a two-parent family with children that recently immigrated is not likely to face the same economic opportunities, or to cope as easily when interacting with the marketplace, as other two-parent families.

## **MAKING SENSE OF CONSUMER TRENDS**

In this report we have attempted to present two sides of what is a very complex picture. First, we have outlined how changes in the economy and the marketplace have affected consumers. Second, we have described in some detail how the socio-economic circumstances of consumers have changed. Now, we summarize some of our observations on how these two sides of the consumer picture interact and the implications of this for future analytical work on the state of the consumer. One strong theme that emerges is that consumers are deeply and very differently affected by how the marketplace has changed over the past two decades. While some consumers have seen their incomes and net worth grow, others have experienced very different – some would argue very polarized – outcomes. Individual factors such as employment status, income, education, age and family structure mean that consumers faced with the same marketplace circumstances experience very different outcomes. The effect is that some consumers have more opportunity and choice in the marketplace than others. Some consumers also have to cope with more risk due to the lack of time or ability to adequately assess options. We elaborate on these issues in the next few pages.

## THE CONSUMER TRENDS RESEARCH CHALLENGE

Throughout the *Consumer Trends Report*, we have identified a number of opportunities for research to further the analysis of what is happening to consumers and today's marketplace. But the report can only provide a brief overview of the emerging issues. It is clear that there are many gaps to be filled, both to improve the data currently available and to develop new sources of information. There is also a significant secondary research agenda that needs to be addressed to interpret the data and assess their meaning.

One particular opportunity may be to develop a core set of consumer indicators that could track how well consumers are faring in the marketplace over time, and that could form a set of lead indicators of emerging issues. As such, these indicators could cover not only social and economic trends affecting consumers, but also trends in the performance of the marketplace; for example, reporting on complaints trends.

Apart from the question of more primary and secondary research, there is the important question of the focus of that research effort. In the course of this report we have stressed the need for a better understanding of a number of social and economic variables that affect consumers, including, simply by way of example, such important issues as the following:

### **With respect to how the economy and the marketplace impact consumers:**

1. What is an effective level of competition in the marketplace that is necessary to protect the consumer interest, given the growing size and scope of large retail conglomerates?
2. With services constituting a growing share of consumer spending, can consumers effectively assess the value and risks of service offerings, given the complex conditions and variety of contracts that surround their delivery, and the fact that services are intangible and often difficult to assess until they are used?
3. In what ways have new technologies improved consumer welfare, particularly in terms of how they change what is offered in the marketplace and the way goods and services are marketed and sold?

### **With respect to the social and economic circumstances of consumers:**

1. How well are consumers handling their finances and avoiding financial difficulties, given the growing number and variety of debt financing instruments available?
2. How well are both "have" and "have not" households faring, given that the ability to manage in the new marketplace is increasingly not only a question of income but also of other important social resources, such as education and literacy, and having the time to make meaningful decisions?
3. What changes to the marketplace can be expected to address the growing aging population and what new consumer protection issues will arise?

### **With respect to how consumers function in the marketplace:**

1. What information is, and should be, available to consumers to allow them to make decisions that further their own welfare and protect their interests? How can such information be made both more understandable and accessible?
2. To what extent do consumers have the ability to obtain effective redress in today's marketplace? Do consumers have sufficient ability and the instruments at their disposal, to voice their concerns individually and collectively when they feel their interests have been compromised in the marketplace?

The above list is far from exhaustive, and part of the challenge of creating a consumer research agenda, apart from the need to engage a wider variety of stakeholders and to do more work, is to come to some consensus on what are the priority areas for research and what are the key research questions.

## CONCLUSIONS

A. Jacobs & R. Jhaveri (2011) the diet of Americans will be change day by day because of the new trends accepted by the public day by day from eating homegrown fruits and vegetables to eating convenience and fast foods, each new invention brings a new wave of food trends. Today the trend spirals back around toward eating more local, less chemicals, and home cooking old-fashioned comfort food. The dinner of tomorrow will continue to be health driven, more local, seasonal and people will cook more. As people continue to immigrate, traditional food will continue to inspire new cuisine and teach traditions of the past. Using Indian cuisine as an example we found that religion has a great impact on the food trends. New technology, food prep, and sustainability will impact of all aspect of food trends of the future.

The 1950's were an era where American food staples were introduced. Fast food became common, with chains such as Kentucky Fried Chicken and McDonald's spreading across the country. Foods of convenience, such as TV dinners and instant drink mixes, became prevalent as products aimed at the American housewife sought to streamline housework. The 60's brought the evolution of food. Women in the work force went up from 15-71% by 1985. We became a fast food nation. Pizza, which 40 years earlier was largely unknown outside of some neighborhoods in large cities, was the most widely consumed "American" food by 1986. Restaurants focused on international cuisine. Chefs integrated ingredients and techniques from more than one international region into a single dish creating fusion cuisine. Braising is a combination cooking method that uses both moist and dry heat. Typically the food is first seared at a high temperature and then finished in a covered pot with a variable amount of liquid, resulting in a particular flavor. This became a popular technique along with the practice of cooking sous vide, French for "under vacuum", a machine for poaching many eggs at one time. This was used to slowly cook sweet potatoes in butter to balance out cooking temperature. This method helps to retain the thickness and flavor concentration. As a result of braising and sous vide familiar foods have emerged with new textures and flavors.

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