

F&B360°

TAILORED SUPPORTS FOR PROFITABILITY

TRENDS IN F&B – FUTURE PROOFING FOR RESILIENCE

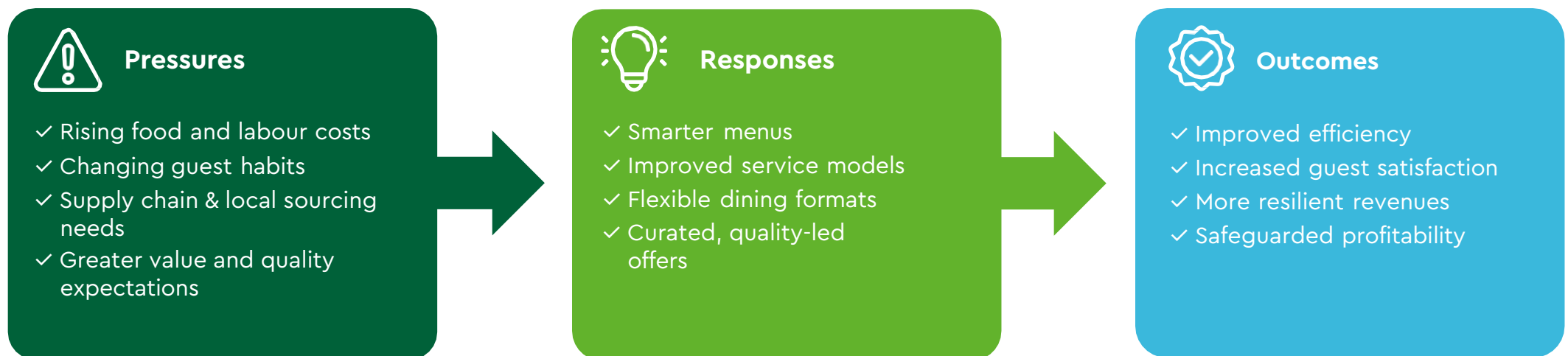
Why Trends Matter

Is your food and beverage experience and offering still working as hard as it could be? Has it remained largely unchanged while guest habits, lifestyles and expectations continue to shift?

Against rising costs, labour pressures, supply chain challenges, the responsibility of sourcing local, and more conscious consumption by consumers, businesses are now expected to do more with less.

As food and beverage continues to play a central role in guest choice and experience, it presents an opportunity to rethink ingredients, menus, spaces and service models for greater efficiency, sustainability and relevance.

Understanding and responding to global and local hospitality trends and those more specific to hotel and visitor experience food and beverage offerings will support you in strategy development and implementation for improved efficiency, stronger guest satisfaction and more resilience revenue.



Global Hospitality Trends

Global hospitality trends reflect a broader shift in how guests engage with food, dining spaces and experiences, shaped by **evolving expectations around quality, wellbeing, sustainability and the role of technology.**

Trends | Experience-Led

Trend	Description
Elevated In-Room Dining & Minibar Experiences	Shift from generic room service to curated, relevant in-room offers
Restaurant Merch	Extending F&B into retail products and branded merchandise
Accessible Pricing	Introducing affordable options to broaden guest accessibility
Eater-tainment	Moving from passive dining to experiential, concept-led formats
Brunch as a Social & Revenue Anchor	Shift from functional breakfast to social, experience-led brunch
Multi-Generational & Family Friendly Dining	Moving from kids-only offers to inclusive, all-age dining
Social-Led Menus & Dining Spaces	Shift from formal dining to sharing plates and communal formats
Modern Nostalgia	Reinventing familiar favourites with contemporary appeal
All-Day, Flexible Dining Formats	Shift from fixed meal periods to flexible, all-day dining
Pop-Up, Seasonal & Rotating Dining Experiences	Moving from fixed offers to dynamic, evolving concepts
Quality Coffee as an Everyday Driver	Shift from standard coffee to quality-led daily drivers



Trends | Health & Wellness



Trend	Description
Gut Health	Increased focus on digestion and microbiome-supporting ingredients
Personalised Nutrition	Moving from standard menus to tailored dietary options
Functional Flavours	Ingredients delivering both taste and functional health benefits
Low & No	Shift from alcohol-led menus to low and no-alcohol alternatives
Premium Low & No Alcohol Offerings	Moving from basic alternatives to premium alcohol-free options
Mood Foods	Ingredients supporting energy, relaxation and mental wellbeing
Quality-Led Menus	Shift from volume-led menus to fewer, higher-quality dishes
Informed Choices	Moving from hidden information to clear nutritional transparency
Smarter, Simplified and Quality-Led Menus	Shift from large menus to curated, quality-focused offers
Wellness-Driven, Lighter Menu Choices	Moving from minimal healthy options to integrated wellness-led menus
The Ozempic Effect	Changing consumption habits driving smaller portions and lighter demand

Trends | Local & Sustainable

Trend	Description
F&B Culture Change	Shift towards more responsible and value-driven food systems
Waste Reduction	Moving from excess and inefficiency to reduced food waste
Plant-Based 2.0	Shift from basic alternatives to refined, quality-led plant-based offers
Local Respect	Moving from generic sourcing to celebrating local identity and produce
Sustainable Design	Integrating environmentally conscious materials and systems
Food Transparency & Circular Menus	Moving from hidden sourcing to transparent, circular food systems
Food Transparency and Circular Menus	Shift from waste-led models to closed-loop, transparent systems
Local Partnerships	Moving from fully in-house models to collaborative local ecosystems
Partnerships	Expanding beyond in-house to strategic external collaborations
Closed Loop Kitchens	Designing systems to reuse resources and minimise waste
Localism 2.0	Evolving from surface-level local to deeper ecosystem integration



Trends | Tech Centric



Trend	Description
Automated Experience	Moving from manual service to technology-enabled efficiency
Blurred Spaces	Integration of physical and digital dining environments
Social Media Effects	Shift towards visually driven, shareable dining experiences
Web3	Emerging digital ownership and loyalty ecosystems
Data-for-Belonging	Using data to personalise and deepen guest connection
Automation & Robotics	Replacing manual tasks with automated systems and robotics
Smart Supply Mapping	Technology enabling visibility and optimisation of supply chains
Product Development	Using data and technology to inform menu innovation
Predictive Analytics	Moving from reactive to data-driven forecasting and planning

Trend Maturity & Levels of Application

It is helpful to view these trends through the lens of their maturity in the market, providing a clearer sense of where each sit in terms of adoption. This helps operators identify which trends to test and explore, and which should already be embedded within everyday operations. In doing so, it becomes easier to prioritise effort, balancing innovation with what guests increasingly expect as standard.



Key F&B Trends

The following key trends distil the global landscape into a focused set of priorities for F&B, identifying where change is most visible and actionable.

- 1 All-Day, Flexible Dining Formats**
Fixed meal periods → Flexible, all-day dining
- 2 Smarter, Simplified and Quality-Led Menus**
Large, volume-led menus → Curated, quality-focused offers
- 3 Brunch as a Social and Revenue Anchor**
Functional breakfast → Social, experience-led brunch
- 4 Social-Led Menus and Dining Spaces**
Formal, transactional dining → Sharing plates and communal tables
- 5 Quality Coffee as an Everyday Driver**
Standard coffee → Quality coffee as a daily driver
- 6 Wellness-Driven, Lighter Menu Choices**
Minimal "healthy" options → Integrated wellness options
- 7 Food Transparency and Circular Menus**
Hidden sourcing and waste → Transparent, circular food systems
- 8 Multi-Generational & Family Friendly Dining**
Kids-only menus and spaces → Inclusive dining for all ages
- 9 Local Partnerships**
Fully in-house F&B → Collaborative, locally led models
- 10 Elevated In-Room Dining and Minibar Experiences**
Generic room service and minibars → Curated, relevant in-room offers
- 11 Premium Low & No Alcohol Offerings**
Alcohol-led venues → Balanced menus with premium alcohol-free options
- 12 Pop-Up, Seasonal and Rotating Dining Experiences**
Fixed, permanent offers → Dynamic, evolving F&B experiences





All-Day Dining & Flexible Menus

Dining is **moving away from fixed meal periods** toward flexible menus and spaces that operate throughout the day.

As a result, cafés, lounges and bars are increasingly designed to serve food and drink across extended hours, supporting breakfast-style/brunch options later across the day, informal dining beyond traditional service windows and convenient grab & go options for guests who are short on time or moving between meetings, travel and leisure activities.

What's Behind the Trend?

- ✓ Later wake-ups and more flexible guest schedules, particularly in leisure travel
- ✓ Fragmented breakfast habits, with guests delaying or skipping traditional breakfast times
- ✓ Increased use of public spaces as places to work, meet and socialise
- ✓ Normalisation of convenience-led dining expectations
- ✓ Pressure to maximise underused space across the full day
- ✓ Rising demand for quick, high-quality food options that allow guests to eat on their own terms without sacrificing quality or experience.

Why It Matters for Operators

- ✓ Achieve higher dwell time and stronger secondary spend than single-use venues
- ✓ Aligns food availability with modern guest routines and expectations
- ✓ Reduces frustration caused by closed outlets or limited-service windows
- ✓ Encourages guests to spend more time on property rather than leaving to eat

94% of diners say they are likely to share their meal when dining out, rising to 97% among Gen Z

Resy (2025) The 2025 Resy Retrospective: Dining Is More Connected Than Ever. Resy.



Smarter, Simplified and Quality-Led Menus

Businesses are moving away from volume-led menus and large buffet formats in favour of simpler, more curated food offers across all dayparts.

While breakfast has been the most visible area of change, the same thinking is increasingly applied to lunch, dinner and casual dining menus, shifting focus away from breadth and quantity toward quality, clarity and well-executed signature dishes.

What's Behind the Trend?

- ✓ Guest fatigue with generic, high-volume formats
- ✓ Stronger preference for made-to-order food and clearly defined menus
- ✓ Rising food costs and increased scrutiny of waste across all meal periods
- ✓ Labour pressure making complex menus and buffets harder to sustain
- ✓ A post-pandemic reassessment of how much choice guests actually value

Why It Matters for Operators

- ✓ Allows menus to better reflect brand and quality positioning
- ✓ Reduces waste and food cost across operations
- ✓ Improves consistency and execution
- ✓ Simplifies staffing and training

More than 60% of foodservice operators plan to simplify or reduce menus to manage rising costs and improve consistency, without negatively impacting guest satisfaction.

Deloitte (2024) 2024 Restaurant Industry Outlook. Deloitte Insights.



Brunch as a Social and Revenue Anchor

Brunch has evolved into a key social dining occasion that attracts both guests and local audiences, particularly at weekends.

What's Behind the Trend?

- ✓ Blurring of traditional breakfast and lunch routines
- ✓ Growth in social, experience-led daytime dining
- ✓ Desire for informal occasions that fit varied schedules
- ✓ Increased importance of local trade for F&B

Why It Matters for Operators

- ✓ Drives non-resident footfall
- ✓ Encourages repeat local visits
- ✓ Delivers higher average spend than breakfast

Consumers view breakfast and brunch occasions not only as functional meals but increasingly as experience-driven visits, indicating greater interest in social dining beyond traditional breakfast.

Mintel (2024) Breakfast, Brunch and Eating Out Trends – UK. Mintel Group Ltd.



Social-Led Menus and Dining Spaces

Dining spaces and menus are increasingly designed around sharing plates, communal tables and informal service styles that encourage interaction and longer stays, moving away from formal dining models.

What's Behind the Trend?

- ✓ Greater emphasis on social connection and shared experiences
- ✓ Rise in group and multi-generational dining
- ✓ Shift toward relaxed, informal hospitality environments
- ✓ Guests valuing atmosphere and experience as much as food

Why It Matters for Operators

- ✓ Increases dwell time and group spend
- ✓ Creates livelier, more attractive dining spaces
- ✓ Builds stronger emotional connection with guests

90 % of Gen Z diners enjoy communal restaurant tables.

OpenTable / Kantar (2023) Dining Trends Report. OpenTable.



Quality Coffee as an Everyday Driver

Coffee has become a baseline expectation rather than a nice-to-have. Guests increasingly expect good coffee wherever they are, including hotels and visitor attractions, and are more confident in recognising quality. As a result, coffee programmes now play a visible role in shaping first impressions and driving regular, everyday use of spaces.

What's Behind the Trend?

- ✓ Greater consumer awareness of what good coffee looks and tastes like
- ✓ Coffee treated as a daily ritual, not an occasional indulgence
- ✓ Travellers expecting the same quality standards they experience at home
- ✓ Demand for relaxed, informal ways to enter and use spaces
- ✓ Increased local and non-resident use of cafés

Why It Matters for Operators

- ✓ Drives repeat daytime visits from guests, locals and remote workers
- ✓ Activates lobbies and cafés as usable spaces beyond peak mealtimes
- ✓ Lifts perception of overall food and beverage quality
- ✓ Creates a low-barrier entry point into F&B for working and social use

Over 75% of Irish adults drink coffee regularly, with consumption increasingly shifting toward higher-quality, barista-style coffee.

Allegra World Coffee Portal (2025) Project Café Ireland 2025. Allegra World Coffee Portal.



Wellness-Driven, Lighter Menu Choices

Wellness is increasingly built into everyday menus through balanced, nutrient-aware choices and more considered portioning, including plant-forward dishes and functional quality and local ingredients that support active travel and health-conscious lifestyles.

What's Behind the Trend?

- ✓ Growing focus on health, balance and longevity
- ✓ Broader dietary awareness across all age groups
- ✓ Demand for choice rather than prescriptive wellness concepts
- ✓ Increased expectation for transparency and ingredient clarity

Why It Matters for Operators

- ✓ Appeals to the growing number of guests interested in wellness
- ✓ Helps future-proof menus as health awareness and dietary expectations continue to rise
- ✓ Enhances perception of care, quality and attentiveness in the overall dining experience
- ✓ Reinforces the business' relevance to modern, health-aware travellers
- ✓ Supports local quality fresh ingredient messaging

Wellness travellers spend over 40 percent more per trip, with hotels offering integrated wellness reporting 20–35 percent higher ADRs.

Global Wellness Institute (2024) Global Wellness Economy Monitor. Global Wellness Institute.



Food Transparency and Sustainable Menus

Sustainability in dining combines growing guest expectations around provenance and transparency with established operational standards focused on reducing waste and improving efficiency.

What's Behind the Trend?

- ✓ Guests and visitors are growing increasingly sceptical of vague sustainability claims
- ✓ Rising food costs increasing focus on waste
- ✓ Preference for visible, understandable actions
- ✓ Stronger interest in local and seasonal produce

Why It Matters for Operators

- ✓ Builds trust and engagement with guests
- ✓ Reduces food waste and costs
- ✓ Strengthens authenticity and storytelling

Food and beverage operations, including sourcing, preparation and associated waste such as packaging, can account for around 30-40% of a hotel's total carbon footprint.

World Sustainable Hospitality Alliance (2023) Pathway to Net Positive Hospitality. World Sustainable Hospitality Alliance.



Multi-Generational & Family-Friendly Dining

Businesses are adapting menus and dining environments to better serve families and mixed-age groups, while also functioning as inclusive, welcoming spaces for wider audiences.

What's Behind the Trend?

- ✓ Rising expectation for inclusive, accessible dining spaces
- ✓ Parents seeking higher-quality food for children aligned with adult menus
- ✓ Greater scrutiny of value and quality when dining as a family
- ✓ Growth in multi-generational travel

Why It Matters for Operators

- ✓ Impacts increased length of stay and repeat visits
- ✓ Supports group and family bookings
- ✓ Broadens appeal without fragmenting the offer

Children influence approximately 67% of family travel decisions, and 56% of families choose hotels based on family-focused facilities.

WATG Advisory (2025) Family Travel & Hospitality Insights. WATG.



Local Partnerships

Businesses are increasingly partnering with local food and drink businesses and producers to add character, relevance and energy, as an alternative to expanding in-house operations.

What's Behind the Trend?

- ✓ Guest demand for authentic, place-based experiences
- ✓ Interest in local provenance and storytelling
- ✓ Staffing and operational pressures

Why It Matters for Operators

- ✓ Adds differentiation and credibility
- ✓ Keeps the offer fresh and adaptable
- ✓ Reduces operational risk

Nearly 44% of consumers say they are more likely to visit a venue that prioritises local sourcing.

Sodexo UK & Ireland (2023) Sustainable Food Barometer. Sodexo.



Elevated In-Room Dining and Minibar Experiences

As guests increasingly use their rooms for private time, work and relaxed meals, in-room dining is evolving toward more curated, relevant offers. Convenience has become more important, with shorter menus and easier ordering taking priority over breadth, reflecting how guests actually use in-room services today.

What's Behind the Trend?

- ✓ Competition from third-party delivery platforms, raising expectations around choice, speed and food quality
- ✓ Increased guest preference for privacy and in-room comfort, particularly among business travellers, families and longer-stay guests
- ✓ Growth of hybrid travel, where guests work, relax and dine from their rooms more frequently
- ✓ Greater scrutiny of value, with guests less willing to pay premiums for uninspiring room service
- ✓ Operational pressure, encouraging smaller, better-executed menus and smarter minibar ranges

Why It Matters for Operators

- ✓ Reflects how guests use their rooms for privacy, work and downtime
- ✓ Creates incremental revenue
- ✓ Reinforces overall food and beverage quality perception

73% of travellers say convenience is a key factor in how they evaluate their hotel experience.

Oracle Hospitality (2024) Hospitality in 2025: Automated, Intelligent... and More Personal. Oracle Hospitality.



Premium Low & No Alcohol Offerings

Businesses are rethinking their drinks offer as guest behaviour shifts toward more balanced consumption. While alcohol remains important, demand is growing for high-quality, non-alcoholic and low-ABV (alcohol by volume) options that deliver the same level of experience and craftsmanship. As a result, mocktails, low-alcohol wines and beers, matcha, specialty teas and functional beverages are becoming more visible, forming part of a more inclusive and premium drinks strategy.

What's Behind the Trend?

- ✓ Shifting consumption habits among younger generations, with more moderate and selective alcohol intake
- ✓ Increased focus on health, balance and lifestyle-driven choices
- ✓ Rising demand for premium, experience-led alternatives rather than simple alcohol substitutes
- ✓ Growth of café culture, with drinks such as matcha and specialty teas shaping new rituals

Why It Matters for Operators

- ✓ Creates new premium upsell opportunities beyond traditional alcohol categories
- ✓ Encourages higher spend through considered, experience-led drink menus
- ✓ Broadens appeal across different guest segments, including non-drinkers and health-conscious travellers
- ✓ Strengthens perception of quality, innovation and relevance within the F&B offer

39% of 18–24-year-olds in the UK do not drink alcohol at all, making them the most sober age group

Portman Group (2024) YouGov Survey on Low and No Alcohol Consumption. Portman Group.



Pop-Up, Seasonal and Rotating Dining Experiences

Pop-ups, guest chefs and brand collaborations are becoming a more prominent feature of F&B, creating flexible and evolving experiences across the property. These formats showcase local producers, hero suppliers and emerging brands, while activating underutilised spaces and allowing operators to test new ideas in a more agile, lower-risk way.

What's Behind the Trend?

- ✓ Growing demand for new, engaging and experience-led dining formats
- ✓ Desire for variety and discovery, particularly among repeat and local visitors
- ✓ Opportunity to collaborate with local producers, emerging brands and regional suppliers
- ✓ A need to better utilise space across different times of day and seasons
- ✓ A lower-barrier way for businesses to introduce new F&B concepts without the cost and risk of permanent changes

Why It Matters for Operators

- ✓ Drives repeat visitation by creating new reasons for guests and locals to return
- ✓ Generates engagement and visibility through brand-led and shareable experiences
- ✓ Provides a platform to test new concepts, suppliers and partnerships before permanent rollout
- ✓ Unlocks value from underutilised spaces across the property
- ✓ Enhances positioning as a dynamic and culturally relevant destination

56% of travellers seek energetic and fun experiences as part of their holiday

Tourism Ireland (2025) Overseas Sentiment Research November 2025. Tourism Ireland.

Common Pain Points & Opportunities in F&B

Key Challenge Areas

Across F&B, a number of recurring operational and strategic challenges continue to limit performance and guest experience. The following areas highlight where issues most commonly arise, often reflecting gaps in structure, clarity and ownership.

Area	Description
Operations & Service Delivery	Challenges relating to the day-to-day operations of F&B, most commonly with lack of rigorous, clear standards
Guest Experience & Atmosphere	Lack of authenticity in F&B; staff not able to act autonomously to improve experience; not enough personalisation
Financial & Profitability	Often stemming from lack of understanding of the P&L and/or unclear ownership for P&L and accountability for KPIs
Concept & Design Development	Lack of direction/planning for trends such as co-working, concept-drive/experiential dining, weekend activations etc.
Talent Management	Broad range of issues from lack of talent, to poor quality and staff training / retention challenges
Branding & Marketing	Lack of definitive brand strategy, no standardised marketing approach or guidelines for ease of use, F&B not a core marketing pillar

10 Common Pain Points and Implications

These challenges often manifest in a set of common mistakes across F&B operations. While individually they may seem operational, their combined impact can significantly affect both guest experience and strategic commercial performance.

Mistake	Implication
Offering an uninspiring and wasteful buffet	Poor GX, wastage impacting bottom line
Not enough staff are taught how to manage the P&L and reduce food waste	Opportunities being missed by all team members to improve profitability and reduce food waste costs and carbon footprint
Not providing attractive career development pathways	Loss of top performers to promotion, competitors or other industries
F&B concepts developed as an afterthought	Lack of cohesion with brand promise & guest experience
Not taking a customer centric approach	Experience ends up feeling impersonal, generic and bland
F&B not a core marketing pillar	F&B is considered as a guest service and does not attract valuable external guests
Room service ordering process unclear and slow	Frustration leads to poor GX; creates opportunity for food delivery apps instead
Data managed on disparate systems that do not allow for broad analytics	Limited ability to extract property-/portfolio-wide analysis of F&B operations
MICE treated as secondary to regular F&B operations and so are less creative	Potentially significant revenue channel is underdeveloped and underutilised
Not getting the basics right before trying to establish activations	Inconsistent and often underwhelming GX; team frustration with management

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