



POST COVI-19: FOOD TRENDS

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ABSTRACT:

The Corona virus disease (COVID-19) outbreak is a global pandemic, while thousands of infection and death are reported daily. The current article explores the Indian Food and Beverage (F&B) sector post COVID-19. It also highlights various food trends and enhances home cooking.

And also, how to made healthy foods and finally safely deliver, It also shows a new way to deliver the Food and Beverage to the customer. Introduction of automated contact-less sales amidst the rising of food safety concern to safe online purchasing and offline food delivery involving no touch technology.

Key words: - COVID-19, Food safety, Food trends, Healthy foods, new food delivery technology.

INTRODUCTION:

A growing trend was seen last year of plant-based eating, as people were made aware about the multiple health conditions associated with a meat-based diet. Due to the Coronavirus outbreak in China, people have begun to think how they consume food. The 'thinking' involves getting to know more about how their food is sourced, made & finally delivered. But will the COVID-19 pandemic be the final nail in the coffin that makes the world switch over from meat. People being more conscious about their lifestyle choices, they are now making more thoughtful purchasing decisions, and opting for sustainable alternatives. The current pandemic is all about change, in fact very rapid change. Food consumption, and eating habits, especially is likely to be significantly impacted as a result of all the new concerns about hygiene, personal safety and social distancing.

Due to COVID-19 pandemic the dietary patterns may alter in narrow ranges such as a larger decline in animal protein consumption. Measures affecting the free movement of people too, such as seasonal workers, might have an

impact on food production, thus affecting market prices globally. Measures to guarantee acceptable health standards in food factories, may slow down production. Will the COVID-19 pandemic be the final nail in the coffin that makes the world switch over to healthier eating alternatives and practices, here are the various food Trends likely to emerge post COVID-19. Being part of the hospitality industry in India, here is what I think will be some of the food trends that will takeover the Indian F&B sector post lockdown.

Here Are Various Food Trends That Will Take Over the Food & Beverage Space Post Covid-19

1. **Chef Driven Delivery Restaurants**
2. **New value-added products**
3. **Vegan & Healthy-Food Delivery Brands**
4. **Gourmet Street Food**
5. **A new return to home cooking**
6. **Meat Alternatives & Mock Meat**
7. **More home delivery; premium home delivery**
8. **At Home Experiences**
9. **Greater technology, No waiting No contact**

1. Chef Driven Delivery Restaurants

Many chef-driven, fine dining restaurants which were earlier focussed on providing customers a dining-in experience, will now venture into the delivery business. In the long term this will completely change the landscape of the delivery business in the country. Customers have always connected better with brands and have been transparent with them about the team and chefs that work behind the scenes to make their food. Curating a better experience right from hygiene & safe, to packaging & customer centric content will put forward a new wave of doing business in the food delivery sector. Zomato and Swiggy dominate the online food delivery market in India.

2. New value-added products

Enhanced home cooking, especially by the new converts, will open up a new market for 'value-added' products. Prime consideration for these new products will be the elimination of the difficulties involved in home cooking the peeling, the grating or cutting or chopping or slicing, the grinding etc. Take a basic cooking requirement like ginger-garlic paste. It is available in branded form in the better food stores Now volumes and demand will grow exponentially, getting many more brands to get into such products.

3. Vegan & Healthy-Food Delivery Brands

There was a strong shift indicated in 2020 towards vegan & organic food. People will be more conscious about the food they eat and this market will see a rise in 'vegan only' brands. Many SME's have come up in the product space across the country promoting plant-based products, foods & more. As Indians, a lot of our diet is already vegan-friendly, hence, it is not too difficult for us to adapt.

Veganism:

Veganism is the practice of abstaining from the use of animal products, particularly in diet, and an associated philosophy that rejects the commodity status of animals. A follower of the diet or the philosophy is known as a vegan.

Following Vegan protein source add to your diet-

i. Tofu

Tofu comes from soya beans. Soy protein is said to be one of the top-quality sources of protein, tofu may just be the right alternative for you! Make tofu tikkas, tofu pulao, or tofu soup etc.

ii. Lentils

Your humble dal *chawal* is more than just a comfort food; it is a rich source of proteins. Moong dal, masoor dal, chana dal - all are packed with protein.

iii. Chickpeas

Chickpeas, kidney beans, black beans are replete with plant-based proteins. You can boil chickpeas and use them to make hummus or salads, and also use them for sandwich fillings, or make healthy patties out of them.

iv. Edamame

Edamame is basically soya beans in pods. It is usually prepared by boiling it in water with some salt. There are many other popular vegan sources of protein such as hemp seeds, nutritional yeast, peas and tempeh.

4. Gourmet Street Food:

India is known for its street food and people love it. However, with hygiene and cleanliness being the primary area of concern after COVID-19, street food is not going to be people's preferred option for eating out for months to come post the pandemic. Thus, we will see a rise of many gourmet street food brands in the organized sector that can provide great taste with hygiene and convenience of delivery.

Few Ways the Epidemic Will Change The Way We Eat-

i. Preference of Home-Cooked Food

As per the current situation adults plan to eat at restaurants less often due to Covid-19. The result is understandable given the home-bound people in self-isolation who have no option but to eat at home.

ii. Healthier Eating

The craze around healthy eating has been on the rise, People will seek to boost their immune system in response to the outbreak by eating healthier foods and fruits.

iii. Emphasis On Food Safety

Healthy eating also comes with the caveat of being safe and hygienic. COVID-19 has led to elevated fear about food safety, which will be the priority for people while purchasing ingredients. Packaged or canned goods will see a rising preference among general public.

5. A new return to home cooking

Momade is the new normal ever since the lockdown got underway. 'Momino's' is better than Domino's! While it may have started somewhat hesitantly and reluctantly, home cooking is back in favour. Yes, it may have been a no-option situation but the fear of the virus is going to make sure that in most homes. a home sandwich would be preferred over a Subway for a while at least. And many have started to believe that home cooked is healthier. And well, yes, safer. Plus, it makes for far better family togetherness, though the last few weeks cannot be extrapolated into the future, once offices and schools re-open.

6. Meat Alternatives & Mock Meat

People switching from an animal based diet to a plant based one, we will see the popularisation of mock meat and meat alternatives. Many restaurants will give their customers an option to opt for mock meat instead of the real thing, hence allowing them to add the required protein content to their

meal rather carb heavy vegetarian and vegan diet food options. This industry has already seen great potential abroad, and will probably make a big impact in the post COVID-19 era in India, in both F&B and retail.

Artificial Meat Foods That Every Just-Turned Vegan Should Try –

Meatless meat is the newest fad that is spreading like wildfire. They are plant-based foods that have similar molecular structure as that of animal meat. They are considered as a great alternative to meat as they are healthier and environment-friendly. Meatless meats are made from really good quality proteins. Consumption of meatless meats is, good for health and environment. Plant based protein make for perfect imitation meats as they provide almost the same amount of protein content and contain many essential nutrients and all nine amino acids that are present in meats. Also, they have zero saturated and Tran's fats, which are also found in abundance in animal meats
Several mock meat options as follows-

i. Tofu salad

Tofu is made from soybeans and very rich in protein content. Tofu can acquire a meat-like texture and taste by refrigerating it and pressing it down to make it harder and chewy. You can use tofu in place of chicken and also try pastas and noodles to bring in variety.

ii. Soya Kebabs

Just replace minced pork, chicken or mutton with tiny soya granules and fry or roast to make delicious kebabs. Soya abounds with proteins, and the best part about this superfood is that it has the same texture as animal meats. Soya can also sop up marinades, sauces and gravies well to ooze out meat-like flavour.

iii. Mushroom Pizza

They are fibre-dense and low in calorie content, making it an ideal food for weight

loss purpose. A pizza topped with a bed of thin slices of mushrooms in place of salamis can gracefully take the place of a pepperoni pizza.

7. More home-delivery; Premium home delivery

During lockdown itself, the home delivery business has survived. Estimates vary but it would be safe to assume that despite all the magnified fears around food safety and possible transmission of the infection, home deliveries continued because they were allowed as an essential service. Going forward too, home deliveries are here to stay, they have adopted extra hygiene measures like sanitizing their kitchen every hour, taking employees' temperature every day for screening, sanitizing delivery bags after every order, and delivering fresh food which are opened by customers only in tamper proof seal bags. In fact, with malls still closed, and restaurants still not allowed to function fully, except for home deliveries, many top restaurants will offer 'premium' delivery the full food experience, sans the ambience.

8. At Home Experience

Who would like to have an indulgent gourmet experience indoors post the pandemic? After lockdown is over, restaurants will not be allowed to operate at more than a 30% capacity, hence there will be more and more F&B brands providing 'At Home' experiences. This trend was earlier being explored by a select few players in India, and will now see a major rise. Most hospitality brands will provide private catering services that will have the option of 'cooking at home', and will cater to groups of 8 to 20 people.

9. Greater technology, no waiting, no contact:

Customers are being urged therein to make their selection, and reserve a table, from any restaurant aggregation app, which would reduce waiting time and thereby minimise human contact. Customers can further choose to pre-book their food through the app, or do so via smartphone apps once they reach the

restaurant and are seated. The seating arrangement may also be pre-informed to the customer through the app interface itself, which would detail the table number where a diner may sit. valet services would offer minimal physical contact, via automated valet tokens and minimum-contact handover of car keys. Once the dining out process is complete, diners can simply pay via a selection of smartphone apps, thereby reducing the physical contact points to a bare minimum.

CONCLUSION:

The COVID-19 pandemic crisis has created a new food trends such as, chef driven delivery, New value-added products, vegan and healthy food delivery, Home cooking, alternatives and mock meat, Home and premium delivery, Greater technology; contactless delivery after COVID-19

These food trends may be use in preparation of healthy foods and artificial food such as, plant-based foods that are similar molecular structure to the animal meat. Meatless meat that provide a really good quality protein. Due to the COVID-19 pandemic crisis the restaurants will not allowed to operate at more than 30% capacity

This article concluded that how Food and Beverage trends will be delivering safely to people including new way of automated or contactless or non-touch technology will be used after covid- 19

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Figure 1: vegan foods



Figure 2: mock meat



Figure 3: home delivery After COVID-19

