



ARMSTRONG PRODUCE HONOLULU & KONA | KULA PRODUCE

Trend REPORT



RETAIL, FOOD SERVICE & GLOBAL INDUSTRY TRENDS

Q4 2017 EDITION

Happy New Year! Please enjoy our Q4 TREND REPORT. It recaps local, national, and global industry news and trends from Q4 to keep you in-the-know, up-to-date, and inspired. Happy reading!

P.S. All the titles and pictures are clickable, and link to the original article for more in-depth reading.



RETAIL NEWS & TRENDS



[Amazon's Whole Foods deal isn't disrupting grocery prices](#)

When Amazon's acquired Whole Foods for \$13.7 billion, it announced it would start slashing prices on some of the grocery chain's best-selling items. The first two days after prices dropped, the number of Whole Foods shoppers swelled by

25%. Conventionally grown varieties have been advertised at higher prices, meaning the difference in price between organic products and their non-organic counterparts has shrunk. These changes, however, are similar to the same period a year ago. If Amazon was driving down prices, you would expect to see conventional produce prices remain the same, organic produce getting cheaper, and the difference between the two narrowing. This has not happened. - Quartz



[How closing grocery stores perpetuate food deserts long after they're gone](#)

When Jeanette Federigi first moved into an apartment building in Vallejo, California, in 2001, the local Safeway store had recently closed. Her daughter was five at the time; for the rest of her entire childhood, there was no grocery store in the neighborhood. This wasn't necessarily a question of

the neighborhood being unable to economically sustain a grocery store. In fact, no grocery store was allowed: Safeway had placed a restriction on the deed to the property that said no other supermarket could move in for the next 15 years.

The restrictions are typically put in place when a grocery store that owns a particular property decides to sell it, but wants to limit competition—perhaps pushing customers to shop at another branch of its own chain farther away. “They may be closing that location but they still want to control the market share of that location,” says Heather Wooten, vice president of programs at ChangeLab Solutions, an organization that works on food policy among other issues.” - Fast Company



[Retailers, distributors and growers struggle to curb food waste](#)

About one-third of the food produced for human consumption each year – some 1.3 billion tons – is wasted or lost, according to the UN Food and Agriculture Organization. In the developing world, most food waste is due to inefficiencies in the supply chain, from harvesting through to distribution, and often the result of poor logistics systems and transport infrastructure. In developed

economies, however, more than half of food waste occurs at the household level.

To tackle waste higher up its supply chain, Tesco (a UK retailer) launched a line of “wonky” fruit and vegetables including misshapen apples, pears, potatoes, parsnips, cucumbers, courgettes, and strawberries. The result is that items of food that were previously excluded from shelves for not matching aesthetic norms are now being sold to consumers. “The range has been extremely popular with customers and another benefit is that the producer receives a better return.” – Financial Times



FOOD SERVICE NEWS & TRENDS

[Tricks of menu engineering](#)

Though most of us take little notice of menus in restaurants, other than the food printed on them of course, the people who create them are going to great lengths to make them visually appealing, well laid out and, in some cases, to make sure the design of them makes you spend your money on food. Decoy dishes, the golden triangle, and confusing colors are all tactics employed on menus to induce consumers into choosing certain plates over others. [Click](#) to see the full infographic. – Fine Dining Lovers



THE PSYCHOLOGY OF MENU DESIGN

HOW RESTAURANTS PURSUADE US TO BUY MORE

COLOR CONFUSION

The colors on a menu can affect what we order. Green implies the food is fresh, and orange stimulates the appetite. Yellow is a happy hue and is used to catch the diner's attention. Red encourages action and is used to persuade us to buy the meals with the highest profit margins.

THE GOLDEN TRIANGLE

When we look at a menu, our eyes typically move to the middle first before traveling to the top right corner and then, finally, to the top left. This has been dubbed the 'Golden Triangle' by menu engineers, and these three areas are where you'll find the dishes with the highest profit margins.

DECOY DISHES

Some restaurants try to deceive their diners by placing a slightly more expensive item at the top of the menu. This makes all the other dishes appear to offer more bang for your buck. It also gives us the impression we're getting a bargain, encouraging us to spend more.

SUBCONSCIOUS SCHEMING

We subconsciously order the top two items in each menu section more often, so restaurant owners tend to list their highest-margin dishes first. However, some people tend to pick the bottom option, so the last item in each section is usually a restaurant's third most cost-effective dish.

COVERT CURRENCY

Paying for a meal is the biggest pain point when dining out. Crafty restaurateurs remove currency signs from the menu to take the emphasis away from the cost of the items you're ordering. Beware of prices written

STARTERS	MAINS	DESSERTS
OLIVES (v) <i>A selection of olives served with breadsticks and an olive oil & balsamic dip. 5</i>	SEA BASS IN WHITE WINE SAUCE <i>Line-caught sea bass served with a fresh white wine sauce and new potatoes. 25</i>	CHOCOLATE FUDGE CAKE (v) <i>Served with fresh cream. 6</i>
GARLIC BREAD (v) <i>House-made, buttery garlic bread</i>		SORBET A LA FRAMBOISE (v) <i>Served with frozen raspberries. 4</i>

CONTROLLED COSTING

No matter how tempting each dish sounds, diners still take the price into account. Restaurateurs use this to their advantage – for example, a meal priced at \$10.95 makes us feel like we're getting a



[Telltale signs you're a terrible restaurant customer](#)

Plenty of times in restaurant work, a customer who seems like a prick turns out to be awesome. On the flip side, one who seems great might end the night by giving the server a 2% tip. It's often extremely difficult for the servers to know what kind of customers they're getting. But sometimes

it's extremely easy to tell whether a customer will be a saint or the restaurant equivalent to ocular surgery sans anesthetic. These are the red flags customers throw out that cause servers to identify them instantly as problems.

[Click](#) to read all 13 signs. - Thrillist

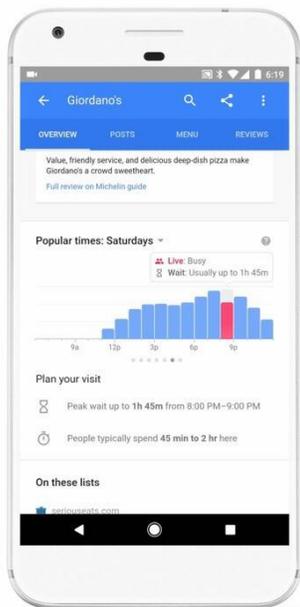


[Calorie counts on menus are going to be mandatory in 2018](#)

It's finally happening. After nearly a decade of delays, the Food and Drug Administration is expected to implement an Obama-era policy that will require restaurants and other food outlets with 20 or more locations to post calorie counts beginning May 2018. Any big chain — from grocery stores to movie theaters, amusement parks to

vending machines to restaurants — will have to show how many calories come with their sandwiches, popcorn, cocktails, and french fries. Up front. Right on the menus.

People typically consume 20 to 40 percent more calories in restaurants compared with what they'd eat at home. We do that because it's easy to do in restaurants. For a long time, consumers were left to operate blindly when it came to knowing how many calories they were consuming. Unlike the nutrition facts panels that come with pre-prepared foods we eat at home, there was no such transparency around restaurant food.- Vox



[Google now shows wait times for restaurants and grocery stores](#)

Google just solved one of the biggest hassles associated with going out to eat: gauging the accurate wait time. The tech company announced that it's introducing average wait times for around 1 million restaurants, based on anonymized historical data.

You'll be able to see the feature when you type in a restaurant's name in local search on mobile or desktop. To access the Wait Times feature, type in a restaurant's name, click to open the listing and look at the Popular Times feature. Simply click on the hour bars of the time you want to go to the restaurant and Google will give you the estimated wait time. With this helpful innovation, you'll hopefully spend less time stuck in line at the grocery store or taking out your hanger on unsuspecting patrons. - Huffington Post



LOCAL NEWS & TRENDS

[Hawaii insurance company launches two new products for food and beverage industries](#)

- The first service, Restaurant Recovery, provides business interruption coverage to restaurants in the event of an incident such as accidental contamination, malicious tampering, product extortion, and adverse publicity. This will help restaurants save on the millions of dollars of revenue lost every year to contamination and tampering of food products, the company says.
- The second policy, Product Contamination, aims to help food and beverage companies other than restaurants – such as distributors, wholesalers, and retailers – deal with the financial consequences of a product contamination crisis.

- Pacific Business News



[The Eater Guide to Hawai'i](#)

Eater launched their official guide to eating in Hawaii in October. They feature a compilation entitled "A perfect 24 hours of eating in Hawaii," in-depth articles about Hawaii's food culture and interviews with longtime business owners. Did your favorites make the list? - Eater



FOODIE TRENDS



[The surprising science behind the world's most popular fruit](#)

The most informative set of infographics we've ever seen about the banana industry. A must read! - National Geographic



[How to Eat Sushi: 5 Golden Rules from Nobu Matsuhisa](#)

Watch Nobu eat sushi properly and also check out 21 next-level pieces of sushi to try!



[Even healthier veggies](#)

Researchers recently introduced three genes of red beets into potatoes, tomatoes, and eggplants. The result led to purple-red tinted vegetables but also increased their nutritional value considerably: They now contain 60% more antioxidants and are 90% more resistant to mold. - Fresh Plaza



[PASTA TACOS](#)

Pasta is the most underrated taco filling



[SHISO](#)

26 things we bet you didn't know



[RED WINE HOT](#)

[CHOCOLATE](#)

Yes, please!