

# Catersource + The Special Event™

TRENDS & MORE TRENDS,  
IT NEVER ENDS!



By Someone's in The Kitchen





# CHARCUTERIE & CHEESE | THE WONDER BOARDS

## INGREDIENT IDEAS

- 1-2 soft cheeses
- 2 semi-hard cheeses
- 1 salami or pepperoni
- 1 ham or prosciutto
- 2 vegetables
- 1 fresh fruit
- 1 dried fruit
- 1 nut
- fresh herbs



# THE BURRATA BAR

It's a delicious cheese, but also because of "the moment" it creates!



# Interactive Station de Caviar

A timeless classic offered with Osetra Caviar served with homemade potato chips with sieved egg white, sieved egg yolk, minced shallot, crème fraiche & lemon wedges.



# Interactive TEPPAN STATION

Filet Mignon Bites  
ginger, garlic, honey, soy, scallions

Teriyaki Chicken

Grilled Jumbo Asian Shrimp

Yakisoba Noodles

Vegetable Fried Rice

Stir Fry



# Interactive SHAWARMA SPIT STREET FOOD STATION

turkey roasted on a spit,  
served with pita pockets,



and chef carved,  
chopped salad, tahini and hummus



# MUSHROOM STATION

“Shroom Boom” How fungi became an “it” food?



# PLANT-BASE

What's driving the plant-based boom?





Caring about animal welfare.  
Animal welfare and the ethics  
surrounding eating meat have always  
been widely debated.

# KETO *GENIC* DIET TREND

There's no denying that the keto diet is popular, but the ride has been controversial. Much of it is thanks to the diet culture 180-degree turn from fat-free everything to the rapid rise of high-fat and extremely low-carb diets. Despite the criticism, the keto diet is well supported by scientific evidence. Here's what the latest research tells us about keto diet statistics and facts.

# COLD BREW *HERE TO STAY*

**Cold brew has a smoother, sweeter and less acidic taste compared to hot coffee**, which is its biggest appeal for the millennials, who want a caffeinated option for soda and other artificially flavored drinks. Another variation of cold brew that is now becoming popular is the nitro-brewed coffee.

Sales of cold brew and iced coffee in coffee shops shot up by 27% and 11%, respectively between April 2021 and April 2022.

**The espresso martini has been the most popular drink for us this year.**





**COLD BREW  
COCKTAILS**



# PASTURE-RAISED

Land to Market | The Key to Sustainable

There is a phrase going around in agricultural societies today called biomimicry. It mimics what happens naturally in nature.

In comes regenerative farming to the rescue. Regenerative farming takes biomimicry to a new level, introducing pasture farming.



## REGENERATIVE AGRICULTURE SHIFTS THE PARADIGM

<p>Compete with Nature</p> <p>Disturb Soil</p> <p>Monoculture</p> <p>Reductionist</p>	<p>➔</p> <p>➔</p> <p>➔</p> <p>➔</p>	<p>Partner with Nature</p> <p>Protect Soil</p> <p>Diversity</p> <p>Holistic</p>
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# RE(STORE) IT!

STORING CARBON  
RESTORING SOILS

**HOW DOES IT WORK?**

**PERENNIAL PLANTS & DIVERSE CROPS**  
Provides harvests for several growing seasons from a single planting

**COMPOSTING**  
Supplies nutrients to improve the health of soils and crops

**COVER CROPPING & CROP ROTATION**  
Covers exposed ground between plantings

**MANAGED GRAZING**  
Rotation of livestock according to forage availability & soil health

**ZERO OR LOW TILLAGE & MULCHING**  
Reduces ground disturbance & protects soils with natural cover

**1.** Plants absorb carbon & turn it into a carbon-based sugar

**2.** These sugars allow plants to grow & absorb more carbon

**3.** Roots store & release sugars deep into the soil

**4.** Organisms eat the sugars & build healthy soil

FARMERS USE THESE PRACTICES TO...

## BENEFITS OF REGENERATIVE AGRICULTURE

These practices have many benefits, from local to global. Farmlands are restored for long-term sustained use, making surrounding communities & environments more resilient. Research shows that regenerative agriculture could sequester 100 percent of yearly CO<sub>2</sub> emissions, a significant step towards reversing climate change.

BUILDS HEALTHY FARMLANDS	SUPPORTS FARMERS & FARMWORKERS	PROTECTS LOCAL ENVIRONMENTS	BENEFITS CONSUMERS & THEIR FAMILIES	CLIMATE
<ul style="list-style-type: none"> <li>improves soil health &amp; structure</li> <li>improves water holding capacity of soil</li> <li>reduces erosion</li> <li>increases production</li> <li>improves adaptation to climate change</li> </ul>	<ul style="list-style-type: none"> <li>reduces exposure to harmful chemicals</li> <li>improves &amp; revitalizes rural economies</li> <li>reduces time, labor, input, &amp; fuel costs</li> <li>improves quality of life</li> </ul>	<ul style="list-style-type: none"> <li>improves biodiversity &amp; wildlife habitats</li> <li>reduces air &amp; water pollution from dust, manure, &amp; pesticides</li> <li>reduces use of synthetic chemicals</li> <li>reduces unused plant &amp; animal wastes</li> </ul>	<ul style="list-style-type: none"> <li>improves nutritional quality of food</li> <li>improves diversity of diets</li> <li>improves food security</li> <li>reduces exposure to toxic chemicals</li> </ul>	<ul style="list-style-type: none"> <li>reduces carbon footprint</li> <li>improves soil health</li> <li>reduces input</li> <li>reduces...</li> </ul>

Implementation is site specific and depends on soil characteristics, crops grown, & local climates. Practices are rooted in organic methods and can be integrated into farms and pastures transitioning from conventional to organic. Learn more: <https://greenamerica.org/restore-it>



TRENDING  
Not just winging it!





## TRENDING | VEGANS VEGETARIANS THE YEAR OF THE FLEXITARIANS!



TRENDING | OG SMASH

# SITK

Sliders & Frites

**Impossible**  
**Pulled BBQ Brisket**  
**Beef**

accompanied by garlic aioli, grilled Bermuda onions, mustard, ketchup & sweet BBQ sauce on homemade brioche buns

**“Fries Galore”**  
**Traditional French Fries,**  
**Sweet Potato Fries,**  
**Tater Tots**  
served in Paper Cones





THE KOSHER  
BURGER  
JOINT

TRENDING | WORK THOSE BUNS!



# KOSHER TRENDS

## Re-Imagined

“Kosher catering is basically not really complicated once you know what the rules are, and there is never a question of whether something is kosher or not, because you work under the strict supervision of rabbi and dedicated supervisors who understand what’s what.

Kosher food is healthy, tasty and attractive, and production is hygienic with a clear declaration of ingredients.



Catersource  
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# MEDITERRANEAN

What is that, anyway?

The Mediterranean diet is a very popular food trend. It is overall balanced and usually includes plenty of fruits, vegetables, lean meat, low-fat dairy, whole grains, beans, nuts and seeds, and olive oil.

The Mediterranean area covers, Spain, Italy, Portugal, Greece, Turkey, Morocco, Algeria, Israel, Lebanon, Egypt, and even France are all technically Mediterranean countries.

The common thread is olive oil and fish. Being as balanced and healthy as it is, the Mediterranean diet can offer you many health benefits, among which are the following: Improved Heart Health, control Cholesterol levels, decrease high blood pressure, fight diabetes and improve sleep qualities.



# RAMEN NOODLES

## Instant Comfort

There's this really strong pull from consumers that want 'real food, real quick' that these noodles appeal to, as these consumers are really strongly looking for healthier alternatives that are still convenient enough to fit them".



CBD ROOM  
SWAG BAGS



# TEQUILA, TEQUILA AND MORE TEQUILA



# BIO-DEGRADABLE PACKING

Support Sustainable

Sustainable Packaging plays a very important part along with decreasing the negative impact of plastic and other chemical packaging on the environment.

Sustainable Packaging is also known as Eco Friendly or Environmental or Green Packaging.



# SOCIAL MEDIA

Brand Identity | Connect | Share

Posts, comments or story, a way for people to express themselves as they interact with what they discover at an event.



# Food is symbolic of love when words are inadequate

- Be imaginative
- Be inclusive
- Be innovative
- Be interactive



BE HAPPY  
STAY HEALTHY

FROM JOANN AND THE  
ENTIRE SITK TEAM!