

#Comfort food

GenWare

Comfort food has made a comeback. The stresses and strains of 2020 has left consumers hungry for their favourite nostalgic dishes. Think of Victoria sponges, cottage pies or bangers and mash; foods which are familiar and satisfying results every time.

Facts and Figures

- 90% say their *online* and *social searches* for food inspiration have increased during the pandemic.
- Cookery and culinary exploration have been a large *social trend* with many consumers searching for and enjoying new recipes during lockdown.
- Many chefs who reverted to take away while their restaurants were closed to diners found *traditional dishes* such as fish pies or lasagna sold best.
- The *trend* is set to grow into 2021 with chefs and restaurants finding their own signature dishes and variations on the *classics*.

One **study** of 2,000 adults, found that two in three adults are reverting to childhood food favourites and eating more comfort food this year.

One **survey** listed the top pick-me-ups with the favourite being pizza, the British classic of fish and chips came second followed by a bacon sandwich, with honourable mentions to a full English and burger and chips.

Hot Combos :

Cast Iron



Baskets



Slate



Grey Terra

