

TRENDING FOOD AND DRINK FOR 2023

FOOD

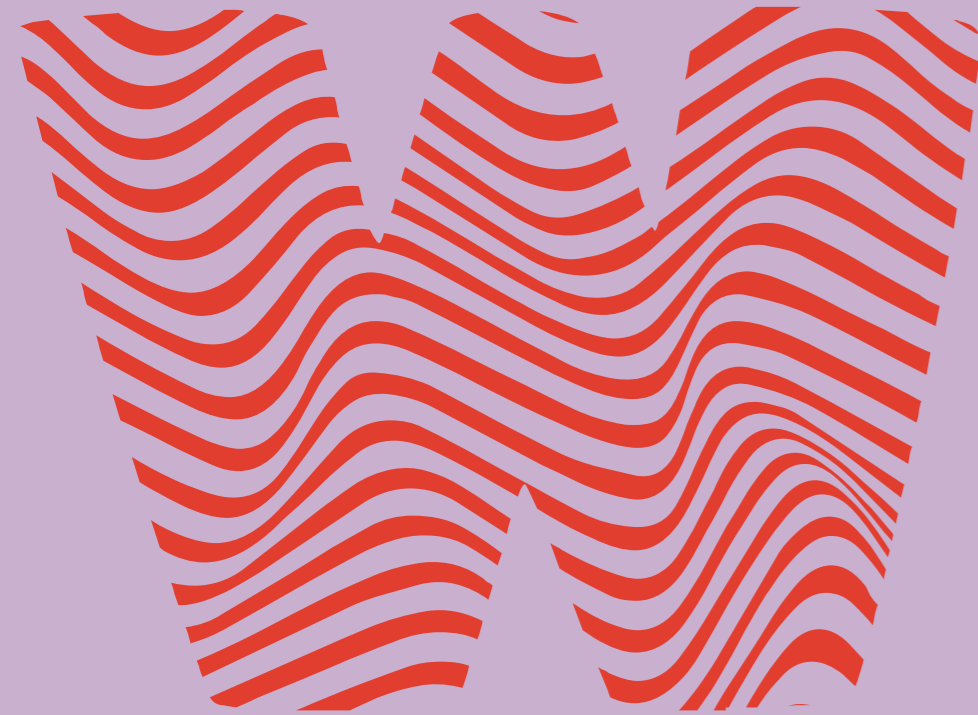
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PUBLISHED BY EAT WITH YOUR EYES

Come on a tasty journey with us

through 100 of our favourite brands.



Why so tasty?

We are Eat With Your Eyes, a creative design agency specialising in food and drink branding. Through our creative travels we spy everything foodie that's trending. Tasty 100 is our compilation of new and existing food and drink brands that are on the nation's lips. 100 brands that are hot right now, and will be in 2023.

To the future

As we face an economic struggle with unrest continuing in a nation post-covid; the culture of social eating and drinking is bound to see a change yet again. It is not all doom and gloom though; a sense of community is gaining strength and the hospitality trade is transitioning into a friendlier, more laid-back approach to help consumers enjoy food and drink beyond social, political, and economical struggles.

Veganism continues to grow at a rapid pace; with Veganuary, for example, seeing more signups year on year. The food industry is consistently finding new ways to introduce plant-based alternatives to foods we never thought could

be veganised. Adaptability is abundant and the offerings are inventive. Plant-based offerings are particularly plentiful in the form of ready-made meals; The Vegetarian Butcher even coins itself as 'made by meat lovers, for meat lovers' to hammer home the idea that plant based isn't just for vegans, it's for those that love meat too. Vegan and plant-based food subscriptions brands are also on the rise, adding a convenience layer to growing popularity of the diet; AllPlants are rivalling well-known subscription boxes.

CSR ethos' and environmental impact is set to be even more crucial for brands in 2023. From packaging, the way a company

operates, to the ingredients they are using; brands must continue to enforce the shift towards a greener planet and hold accountability for both themselves and the consumers that their products are marketed towards. In a digital world, apps such as 'Too Good To Go' that connect customers to restaurants and shops that have surplus or unsold food provide ease for brands to waste less and consumers to benefit from economical solutions at the touch of a button.

With doodle style branding, and illustrations featuring characters, brands appear to be pushing a personable attitude that exudes 'friend', 'neighbour', 'community' instead of a more corporate style that we've seen again and again. Creating a sense of warmth and

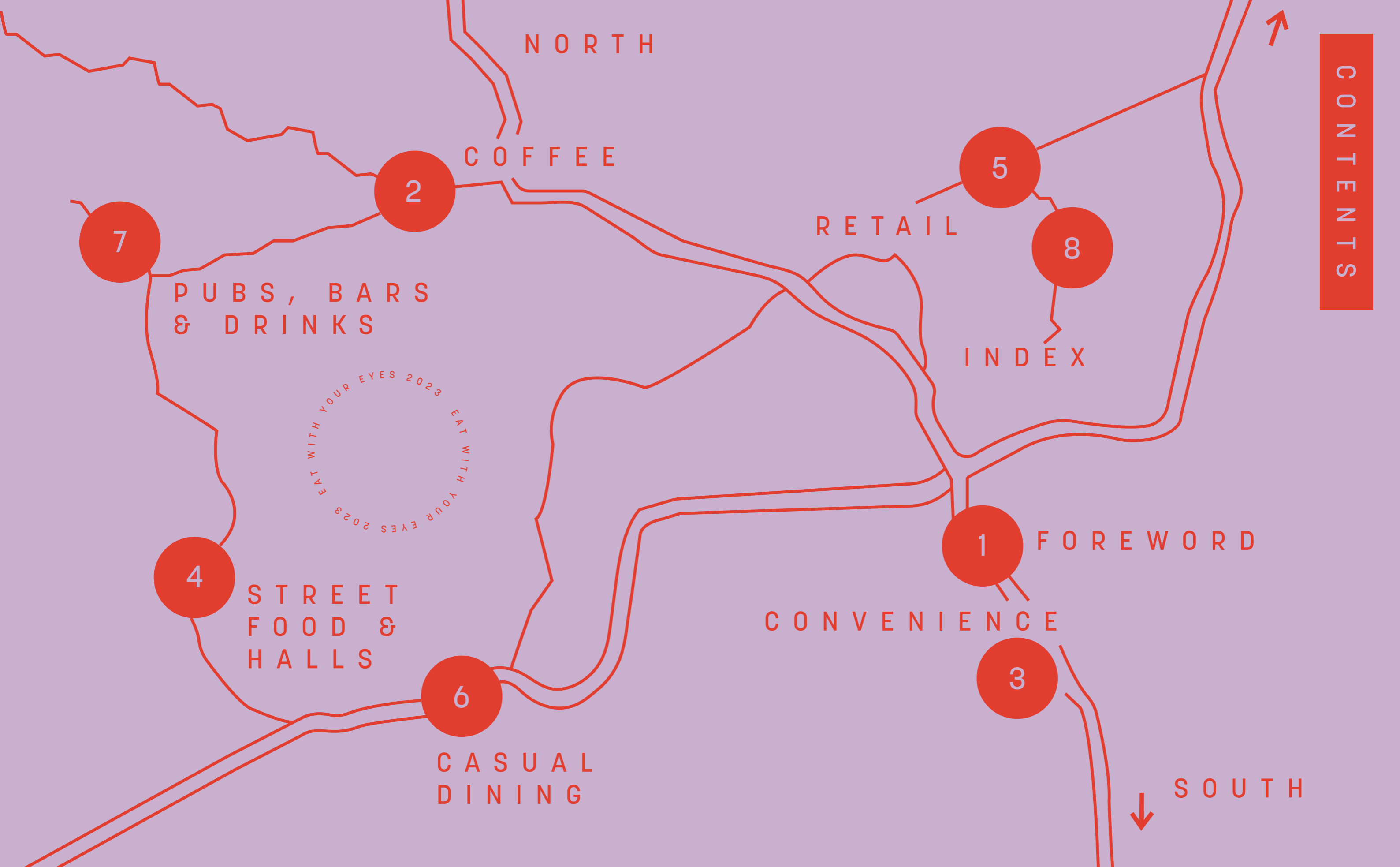
a welcoming personality within a brand is helping entice consumers into parting with money at a time when this is becoming harder to do.

Brands such as Banh Bao Brothers create brand personality with character-driven logos perfectly, to convey their relaxed persona; it gives a sense of 'here for a good time' inclusivity instead of just a service trading food for money.

Meanwhile, simplicity is also key for consumers to have an experience that feels hassle free in comparison to the stressful economic and political state of affairs. Minimalist messaging such as those executed by Just Egg and The Pizza Room, effectively communicate their identity with no room for confusion. Fonts are swaying more towards hand-

writing styles instead of rigid lettering, shown by Happy Face Pizza and Lords of Poké, which perfectly combine placing a youthful and refreshed personality behind a brand and unfussiness that is easy to recognise.

All in all, a look into 2023 shows a landscape of warmth, and relaxed dining experiences to comfort us through what is set to otherwise be a tough time. Mixing this with an environmental motivation for brands to be responsible for providing more and more sustainable and economical food and drink offerings, the doors to a big food and drink world of 2023 have been flung open.



NORTH

COFFEE

RETAIL

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& DRINKS

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FOOD &
HALLS

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CASUAL
DINING

SOUTH





YELLOW BOURBON COFFEE ROASTERS

Yellow Bourbon Coffee Roasters

Selecting outstanding coffees from around the world. Roasting them in the shop for you to drink or take home in bags



The Gentleman Baristas
London roastery and
coffee houses



Espresso Library
Speciality coffee, nourishing
food, cycling & culture



Fabrique
Artisanal stone oven bakery from
Stockholm, Sweden



Cloud Picker Coffee
Coffee Roasters



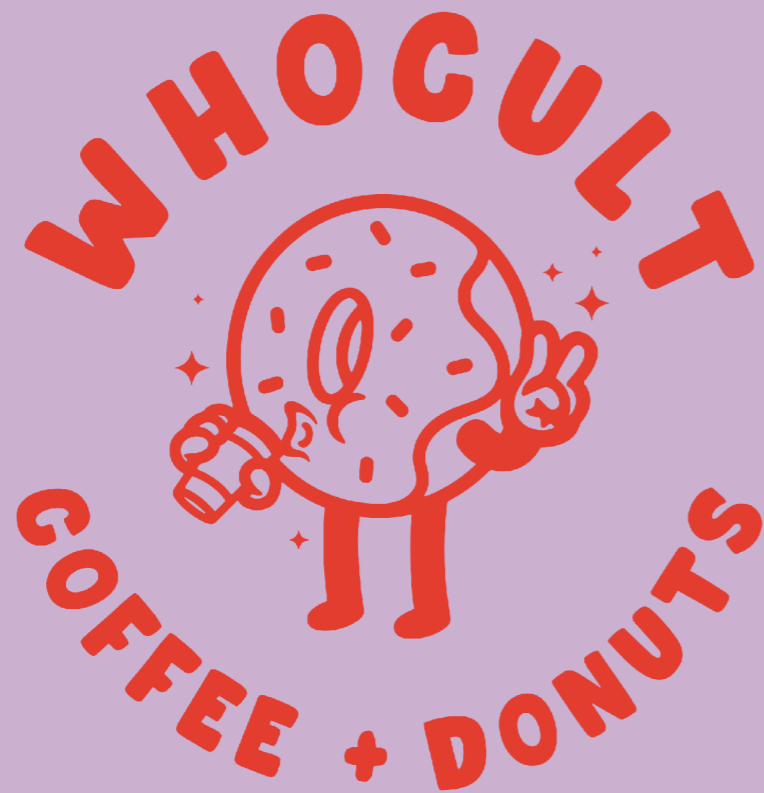
Batch
Speciality coffee subscription boxes



Hermanos
Colombian coffee roasters

CONVENIENCE
CONVENIENCE
CONVENIENCE
CONVENIENCE
CONVENIENCE
CONVENIENCE
CONVENIENCE
CONVENIENCE
CONVENIENCE
CONVENIENCE





Whocult

Whocult coffee + donuts is a hidden gem on Bridgend industrial estate, serving fresh coffee + donuts 7 days a week



Crème

Dessert shop specialising in cookies, soft-serve ice cream and coffee



LONDON

Crosstown

Handmade sourdough doughnuts



LONDON

EL & N

Most Instagrammable cafe in the world



BAO

BAO

Steamed milk buns & other inventive Taiwanese eats and drinks



Too Good To Go

Too Good To Go

To make sure good food gets eaten, not wasted



too good to be true

Urban Legend

Unbelievably tasty, with the same calories as a slice of toast!

LONGBOYS

Longboys
Gourmet finger doughnuts with light brioche bases
and surprising flavour twists

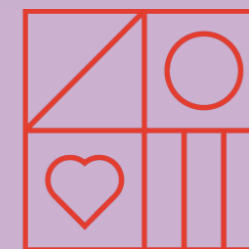


Oowee
Plant-based fast food.
Not just for vegans

SMOKE & BONES



Smoke & Bones
London's best American BBQ



Hill St. Chocolatier
Fresh artisan homemade chocolates

**NOTORIOUS
NOOCH CO**

Notorious Nooch Co
The UK's first naturally flavoured
nutritional yeast

STREET

FOOD

AND

HALLS



NORTH

COFFEE

PUBS, BARS & DRINKS

STREET
FOOD &
HALLS

CASUAL
DINING



No Frickin Chicken
American style foodie trailer, serving delicious vegan fried chicken boxes and burgers



Mother Flipper
Homemade, gourmet burgers



Eataly
London's favourite Italian food destination



Mackie Mayor
9 Independent kitchens & bars in a 1858 Grade II listed market building

Digbeth
Dining Club.

Digbeth Dining Club
Street food venues and events in Birmingham



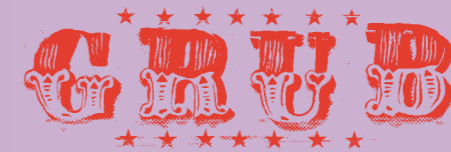
GPO Liverpool
Liverpool's premier food market

LORDS OF POKÉ

Lords of Poké
California style poké bowls and cocktails

SHARE A SLICE

Share A Slice
For every pizza bought, one is donated
to those in need

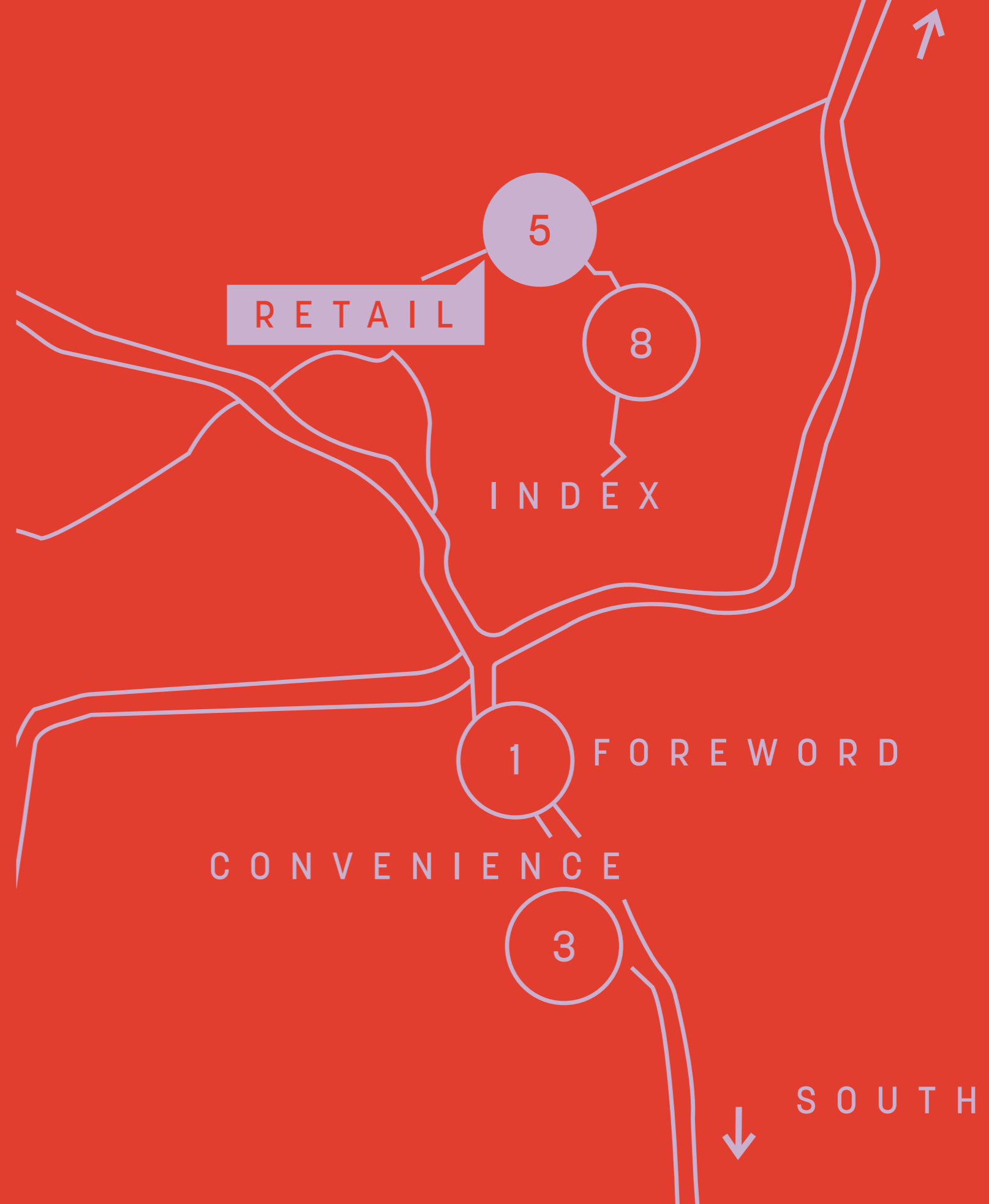


Grub
Manchester's best street food
venue and events space

Yalla Yalla LEBANESE KITCHEN

Yalla Yalla
Inspired by the generosity of grandmothers
and the hospitality of their homes

RETAIL RETAIL RETAIL
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WONDERLAB'S

DOOZY POTS

Doozy Pots
Family owned, female-led vegan ice cream

allplants

Allplants
Plant-based meal delivery service

&SODA

&SODA
Refreshingly natural vodka soda



Doughlicious
A new take on mochi balls
with dough

DUG

DUG
Potato-based milk



Fishwife
Ethically sourced, premium and
delicious tinned seafood

**eaten
ALIVE**
RAW FERMENTED FOODS

Eaten Alive
Award-winning London made
kimchi, krauts & more

RUBIES IN THE RUBBLE

Rubies in the Rubble

Tasty condiments made from ingredients that would otherwise go to waste



Killa Vanilla

Your sugar craving killing side-kick



Squirrel Sisters

Great tasting, no added sugar snacks

STIR-UP

CRAFT / CREATE

Stir-Up

Subscription based monthly
DIY cocktail kits delivered to your home



Slim Jim Food Co.

Sauces that are full of flavour
and 100% natural



Shore

Introducing seaweed into the kitchens,
offices and lunch boxes across the nation



Just Egg
Really good eggs, from plants

GRUBBY

Grubby
Plant-based recipe kits.
All flavour. No faff

truffleguys

Truffle Guys
Shaking up the truffle world

MOJU

Moju
Performance drinks,
powered by nature

**YUM
BUG**

Yum Bug
Edible insects delivered
to your door



Watermelon Road
Dehydrated fruit snacks

WIBBLE

JELLY, ALL GROWN UP

Wibble
Jelly, all grown up



The Vegetarian Butcher
Made by meat lovers, for meat lovers

NUCCY

Nuccy
Nut butter and Ashwagandha



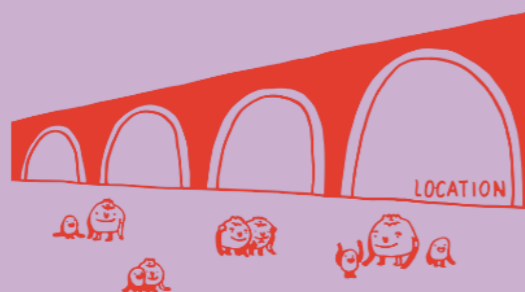
Over the Spoon
Delicious desserts that
are dairy free

NIO
COCKTAILS

Nio
Mixologist-quality cocktails
delivered to your door

CASUAL DINING





Banh Bao Brothers
Fried chicken built on the foundations of Korean cooking and flavours

BIG MAMMA

Big Mamma
Laid-back trattoria serving the most authentic Italian food



Black Bear Burger
Exceptional burgers & side dishes using the best of British produce



Bone Daddies
Rock 'n' Roll ramen

BUNSIK

분식

Bunsik
Authentic Korean Street Food.
London's best corndogs

CAFÉ LEON DORE

Café Leon Dore
Inspired by Greek coffee and pastry culture



Cawsburger
Hitcin's best burgers

happy face



Happy Face
A pizza joint for authentic
wood-fired pizza to raise a smile



Hoppers
Sri Lankan & South Indian
cuisine & exotic cocktails

INKO NITO

Inko Nito
Unconventional Japanese dining; Robotayaki
and sushi within a unique and vibrant setting

LINA STORES

Lina Stores
Founded in 1944, now still offering
beautifully authentic Italian dishes

MADE OF DOUGH

Made of Dough
Fast-fired pizzas, snacks, gelato,
milkshakes & house cocktails

UNITY DINER

Unity Diner
On a mission to showcase the power of plant-based that goes beyond the basics

ZUMA

Zuma
Authentic but not traditional; a modern Japanese dining experience

唐茶苑 YAUATCHA

Yauatcha
All day dim sum tea house offering Chinese authenticity with a contemporary influence



The Cheese Barge

The Cheese Barge
Championing British cheese



The Pizza Room
Serving happiness by the slice with handcrafted dough and authentic Italian flavours



Neat Burger
Guilt-free burgers that put the planet first

megan's

Megan's
Beginning as an antiques shop, now a community of neighbourhoods offering Mediterranean dishes



SEOUL BIRD
KOREAN STREET FOOD

Seoul Bird
Fried chicken built on the foundations of Korean cooking and flavours

PATERNOSTER
CHOP HOUSE

Paternoster Chop House
British chop house serving sharing cuts & daily specials



STICKS | N | SUSHI

Sticks N Sushi
A unique mix of Japanese and Nordic cuisine

ROKA

Roka
A social experience based on the Japanese Robata grill style dining



Morty & Bob's
The original M&B Grilled Cheese sandwiches, famous from street food stalls and festival circuits

TATTU

Tattu
Chinese cuisine journeying East to West with traditional flavours, award-winning interior design and a unique dining experience

QUAGLINO'S

Quaglino's
Exciting and vibrant dishes in a setting of style and glamour

SUSHISAMBA[®] CITY

Sushisamba
Celebrating the culture and cuisine of Japan, Brazil and Peru



PUBS BARS AND DRINKS

FRIENDS
FRIENDS
FRIENDS
FRIENDS
FRIENDS

YOUR TURN, MATE



NORTH

COFFEE

4

PUBS, BARS
& DRINKS

7

STREET
FOOD &
HALLS

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6

CASUAL
DINING

Produced and *bottled*
by The Marigny,
McMinnville, OR

**DRINK
This
WINE**

Drink This Wine
Low intervention natural red wine that's casual and unfussy



Air Up
Revolutionary drinking system that
flavours your water just by scent

MOTH:

Moth
The best cocktails in a can



clean.co
Clean Co.
Non-alcoholic alternatives to
vodka, rum, tequila and whiskeys



BEEBLE
Beeble
Award winning honey liqueurs



House of Cans
Built on booze, creative collaboration
and having a nice time

NICE

Nice
Wine in a can to bring
great wine to everyone



Karma Drinks
The world's most ethical soft drinks



Fungtn
Beer range brewed with mushrooms



Glaswegin
Distilled in the heart of Glasgow



Fountain Hard Seltzer
Fruit. Fizz. Booze



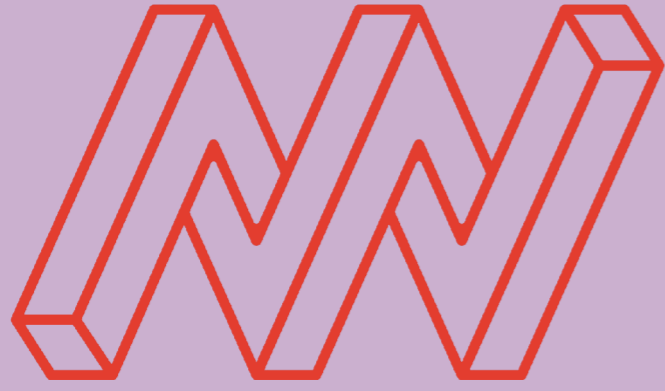
Mike's
Combination of vodka, sparkling water and real fruit flavour



Mad Squirrel
Unhinged beers



Nix & Kix
The drink with a zing!



NORTHERN WHISPER BREWING CO.

Northern Whisper
Craft beer company

TRIP

Trip
Drinks infused with CBD to find
your calm amidst the chaos



Play Brew Co
Middlesbrough's first craft beer
brewery and taproom



THE ALCHEMIST

The Alchemist
Masters in the dark arts of molecular
mixology and demons in the kitchen

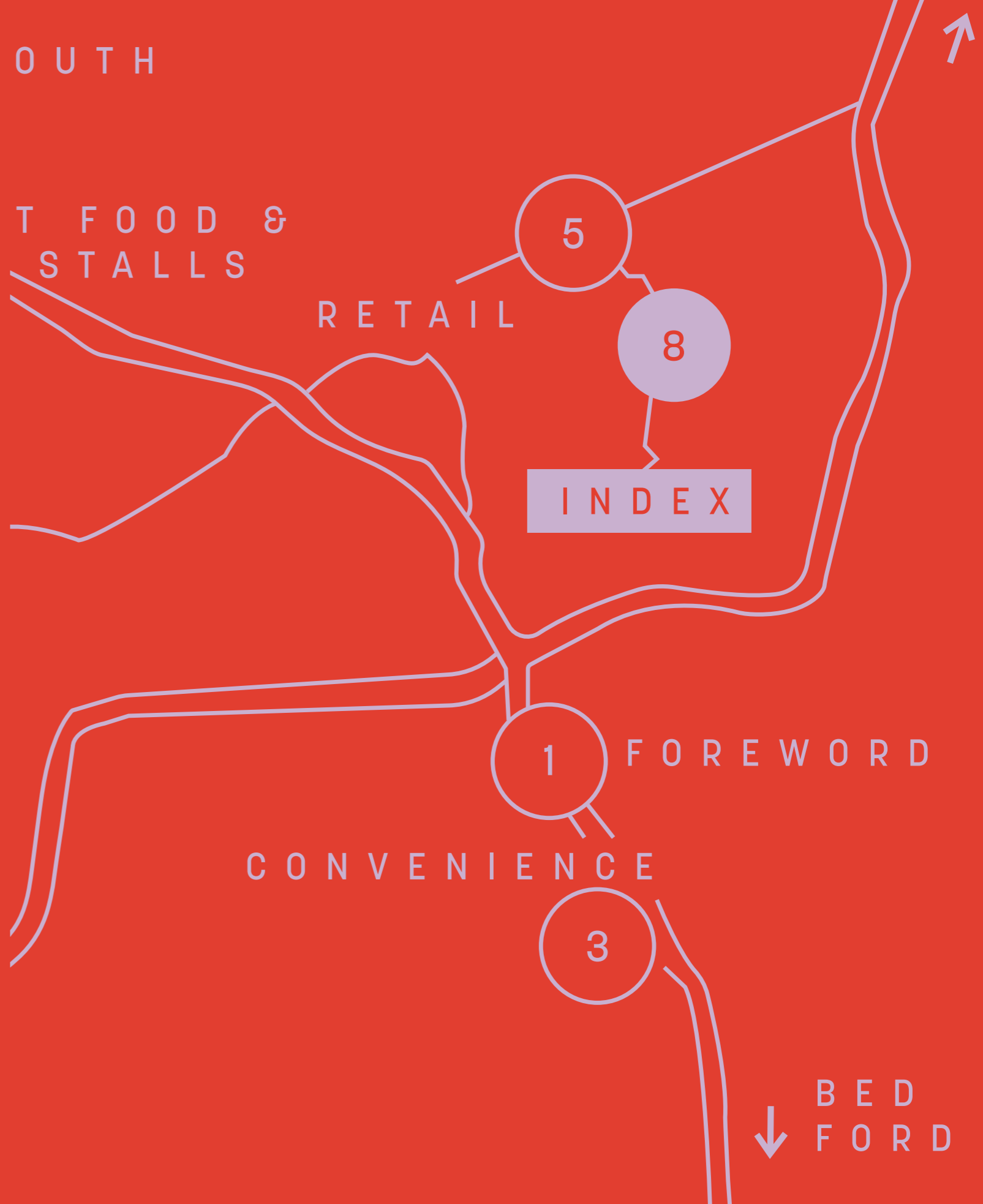
MAULE BREWING CO.

Maule Brewing Co.
No nonsense, truth telling batch-made
craft beers and ales

O'DONNELL MOONSHINE

O'Donnell Moonshine
Handcrafted spirits & liqueurs

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Food & Drink Branding

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