

FLAVOR & THE MENU

Top 10 Trends 2020

Balkan Trend Insights

Insights into the Blakan trend from our team of experts

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“Factors driving the interest in Balkan cuisine include consumer travel experiences: Adriatic destinations are among the hottest cruise ship ports of call in recent years, exposing consumers to the culture, cuisine and charm of the region.”

SHARON OLSON, FOUNDER & EXECUTIVE DIRECTOR, CULINARY VISIONS

SHARON OLSON is Founder & Executive Director of Chicago-based Culinary Visions, which works with food companies to inspire big-idea innovation and to deconstruct trends into a relevant context that helps build brands. Services include focused original research with custom-crafted professional and consumer panels, innovation labs and a wide range of culinary marketing services. Culinary Visions® publishes Conference Beat® reports throughout the year that identify trends spotted at leading domestic and international food and beverage trade conferences.