

Trends

# Wholesome Elevations





# Setting the scene

## Wholesome Elevations

This week we add a touch of sweetness to our trend tracking, with a focus on the elevation of classic, often comforting, dishes and desserts.

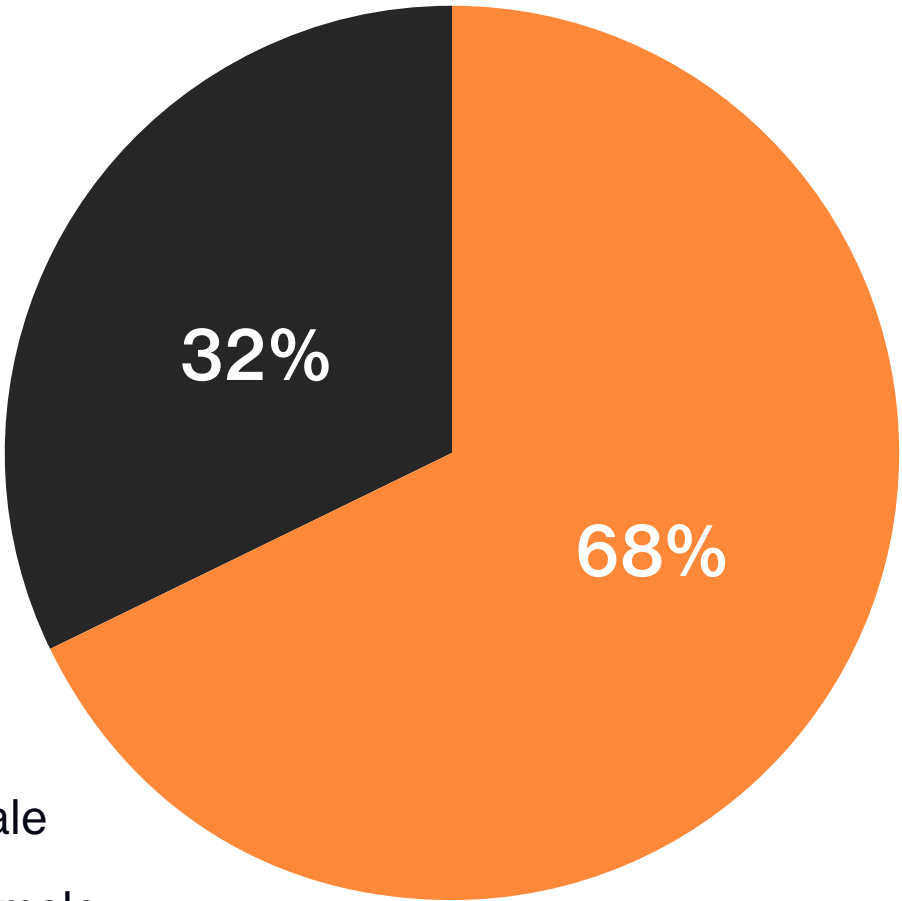
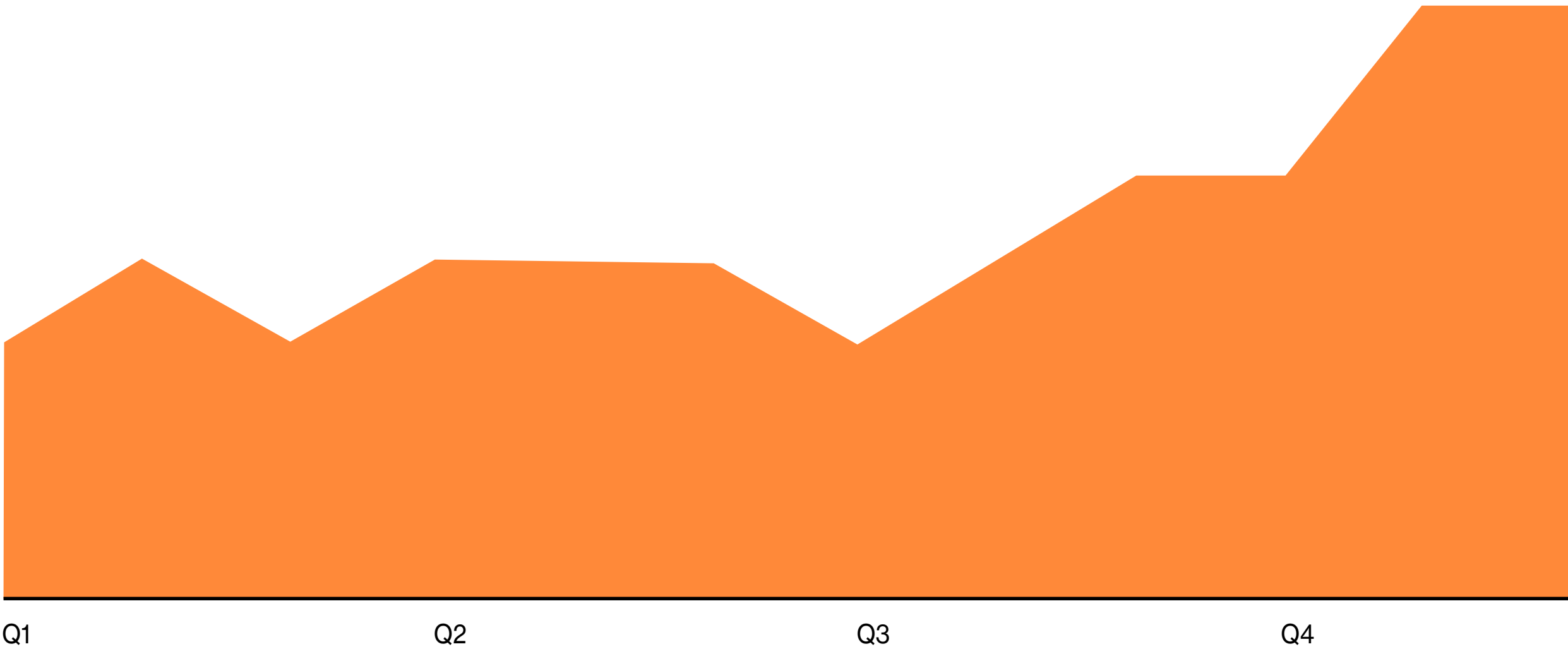
If banana bread and ramen reigned supreme through pandemic home-baking and consumption, what are people and brands doing to re-ignite interest as the world cautiously moves into a post-COVID era?

This week, we explore foodie offers that look to really ‘pack a punch’ when it comes to revisiting and elevating food favorites.



# Disney adds a touch of magic to well-loved carrot classics

disney carrot cake cookie recipe: 55.56% growth\*



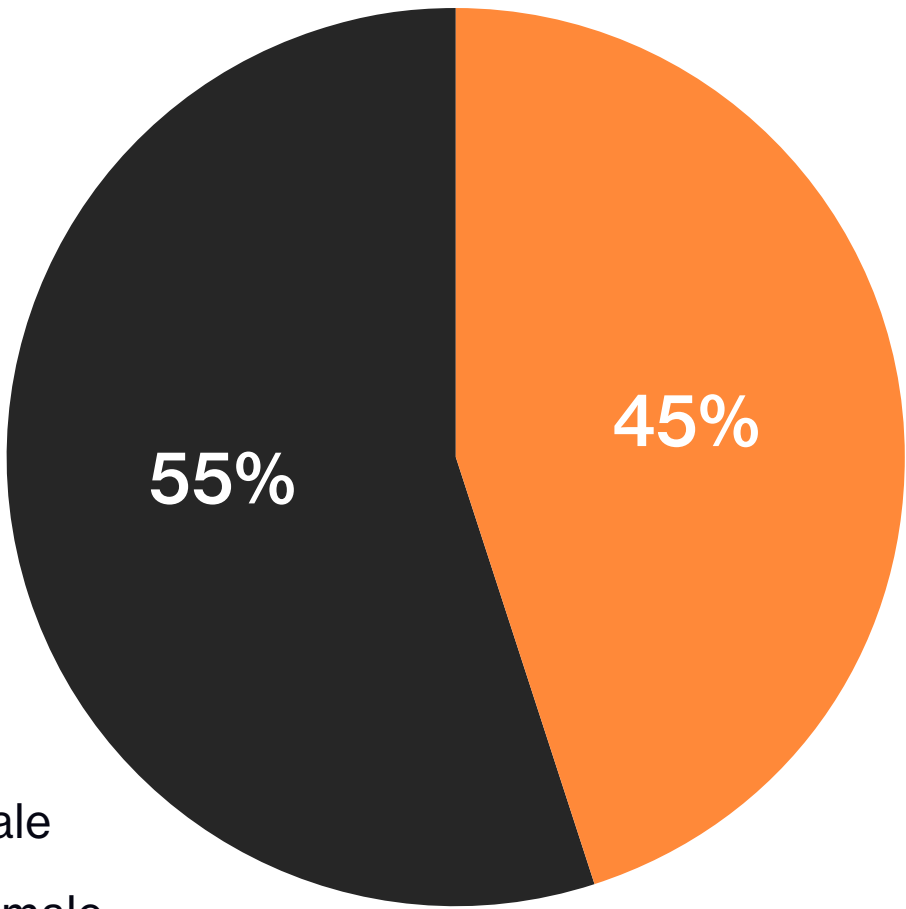
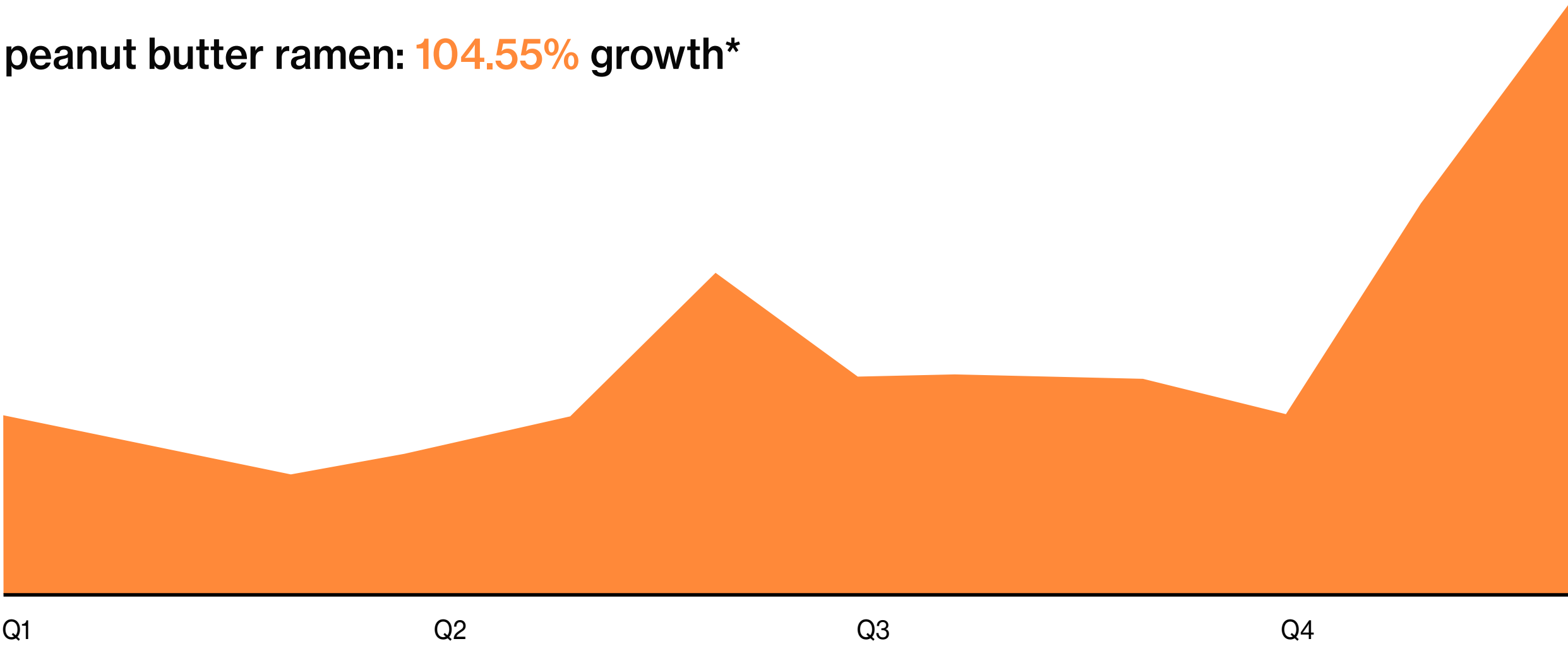
Male  
Female

Disney’s growing food **blog** attempts to further entice visual-conscious netizens with aesthetically pleasing taste experiences.



# Netizens turn to peanut butter to elevate ramen eating experiences

peanut butter ramen: 104.55% growth\*



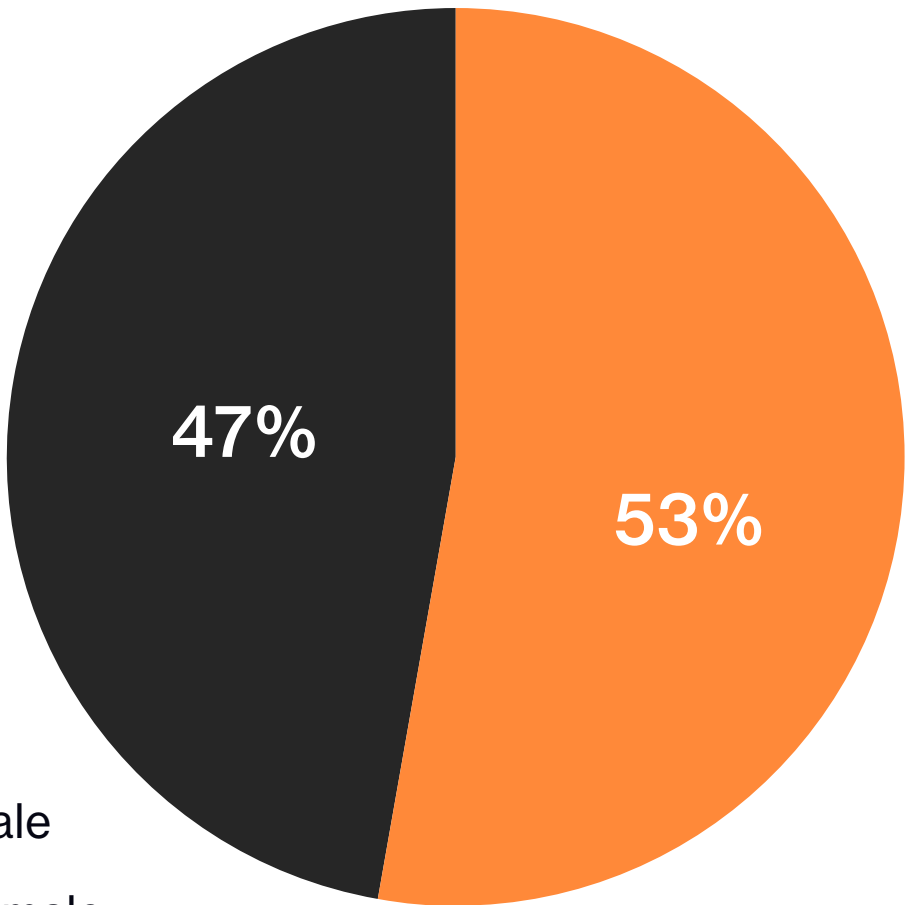
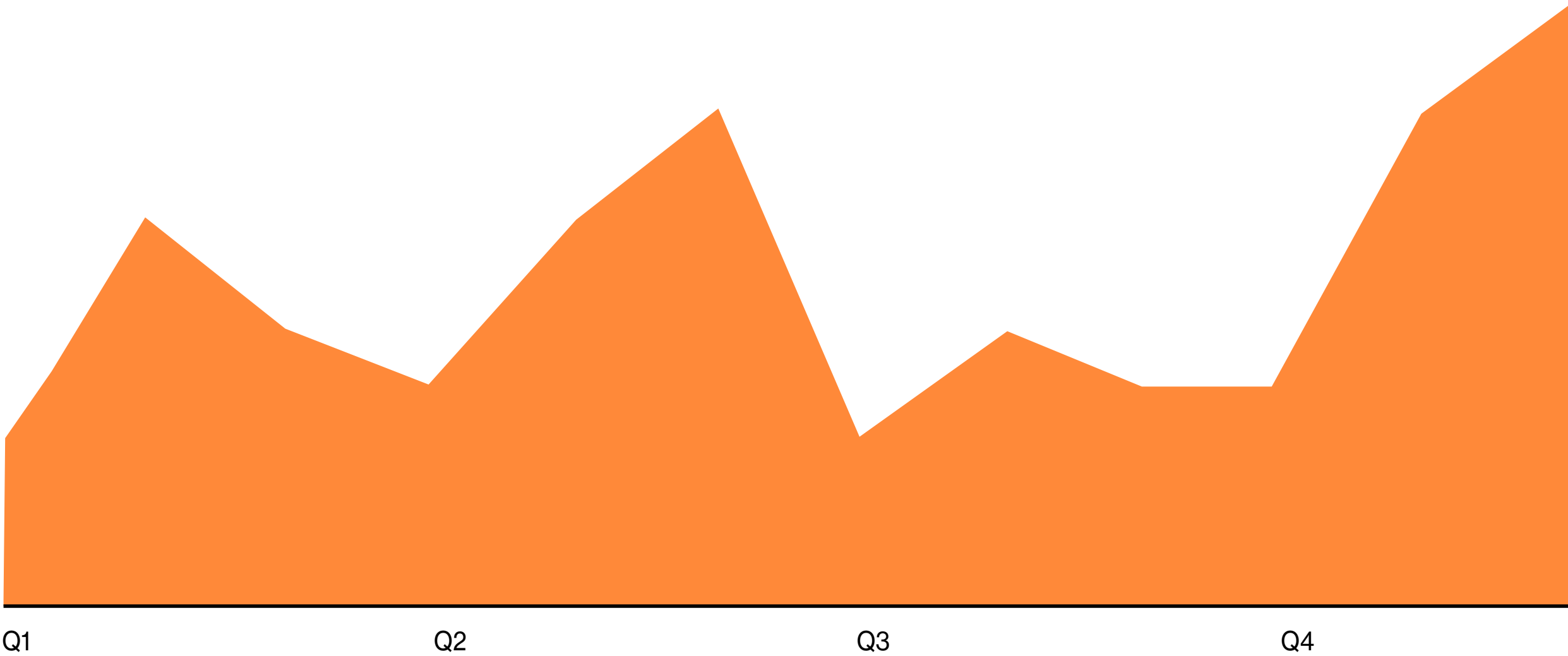
Male  
Female

While peanut butter / savory combinations are common throughout the world, East meets West with renewed energy in peanut butter ramen.



# Viral milkshake Fairlife maximises taste to protein ratio

fairlife protein milkshake: 30.77% growth\*



Male  
Female

The shake has been trending on **TikTok** due to its flavor profile, total calorie vs protein ratio... and affordability.





# Key brand takeaways

1

## Add those cherries on top

With increased home cooking, baking and culinary experimentation during the pandemic, the bar has been set higher than ever for people who are into food.

Be inspired by the likes of Disney to add a touch of magic to conventional food and beverage offers.





# Key brand takeaways

2

## Keep track of spending

Fairlife has been a hit on social media not just because of its flavour and protein vs. calorie ratio, but also because it delivers all of this at a reasonable price – an important factor in today's inflationary environment.





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