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EPICURIOUS.COM PREDICTS 2010 FOOD TRENDS
Culinary Forecast for 2010 Includes Fried Chicken, Homemade Beer and Immunity-Building Foods

NEW YORK, December 1, 2009 – Epicurious.com, the premier food website, has released its third annual list of food trend predictions for the coming year. Epicurious editors once again curated the list of culinary forecasts, but this year's list is divided into trends on the Front Burner (those things you're likely to see more of in 2010) and corresponding trends on the Back Burner (trends that have peaked and are receding in popularity).

The full story is here:

<http://www.epicurious.com/articlesguides/blogs/editor/2009/11/epicurious-predicts-top-ten-food-trends-for-2010.html>

DISH

- **Front Burner:** Fried Chicken
With its crispy skin, moist meat, luxurious flavor and inexpensive price tag, what's not to love?
- **Back Burner:** Burgers
With as many haute burger stands flooding the country as there are McD's, we've reached meat saturation.

DESSERT

- **Front Burner:** Mini Whoopie Pies
A staple of the south, this chocolate sandwich filled with marshmallow cream is a dream come true.
- **Back Burner:** Mini cupcakes
As we've watched our wallets shrink, so too have cupcakes, but these bite-sized icing bombes just leave us feeling unsatisfied and on jittery sugar highs.

INGREDIENT

- **Front Burner:** Lamb
Lean, often grass-fed, and nutrient- and flavor-packed, this is meat that can be dressed up (loin) or down (burgers).

- **Back Burner:** Pork
We love pork, but when every corner cafe has a bacon-wrapped item on the menu, it's time for something new.

HEALTH TREND

- **Front Burner:** Eating an immunity-building diet
With H1N1 (flu) hysteria continuing unabated, building your immunity with foods, such as those suggested by John La Puma, M.D., in Chef MD's Big Book of Culinary Medicine is poised to become the big health trend of 2010.
- **Back Burner:** Dining on Omega 3s
We all know how important Omega 3 fatty acids are, but we also know that too much mercury, found in Omega 3-rich fish like tilefish, swordfish, king mackerel, and grouper, can make you sick.

PROFESSION

- **Front Burner:** Butcher
Hipsters have moved from farming to butchery, embracing becoming one with their food, and trading in their plow for a good meat hook: Tom Mylan is the poster boy for this trend.
- **Back Burner:** Mixologist
We love inventive cocktails but are growing weary of the Las Vegas style over-the-top theatrics. Just pour us a drink with good ingredients.

DRINK

- **Front Burner:** Homemade Beer
Marrying the rebirth of microbrews and the popularity of homemade wines, hosts who want a *real* house beer are going hyperlocal with beer kits such as Cooper's and Rogue Brutal Bitter.
- **Back Burner:** Mad-Science Cocktails
After all the smoke and mirrors, these crazy cocktails made with essence of bubblegum or pulverized eye of newt are just too precious, expensive, and silly.

CITY

- **Front Burner:** Vancouver
Before the Olympics was a glimmer in the mayor's eye, Vancouver was turning into an amazing food city, with some of the world's best Japanese and Thai fare, stunning and sustainable seafood restaurants such as C Restaurant and Blue Water Cafe, terrific food markets like Granville Island Public Market and now, delicious local wines.

- **Back Burner:** Barcelona
As the leading edge of first the tapas movement and then molecular gastronomy, this city has jumped the shark. While it will always have stellar wines, produce, and tapas bars, many of the restaurants are overpriced and underwhelming.

ENTERTAINING TREND

- **Front Burner:** Potlucks
With wallets and schedules tight, having guests bring a specialty reduces the burden on the host and lets your friends show off their own Iron Chef culinary skills.
- **Back Burner:** Formal Dinners at Home
Elaborate multicourse meals feel off-base in today's economic climate.

SEX SYMBOL

- **Front Burner:** Sam Kass
The baby-faced White House's Food Initiative Coordinator has a full plate: Among his duties are leading official policy to encourage sustainable and healthy eating habits in our country's school children, running the First Family's garden, and oh yeah, cooking daily at the White House. But this 28-year-old is also a hot dish himself.
- **Back Burner:** Curtis Stone
He has shown the Biggest Losers, as well as the country, how to eat healthfully and deliciously, and he'll always have a place in our heart. But we'd like to see him be a bit more creative in his suggestions as it's easy to fall off your diet wagon if you're bored of the same ole grilled chicken or fish.

About Epicurious.com

Epicurious.com, a Condé Nast Digital site, is a premier award-winning food Web site, which incorporates more than 27,000 professionally tested recipes from leading magazines and chefs, 115,000 member-submitted recipes, and web-exclusive original content from Epicurious.com editors and leading food authorities around the world. Epicurious offers a wealth of articles, tips, and videos focused on cooking, entertaining, wine, cocktails, and shopping.

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