



Trends Impacting Your College & University in 2020

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Visual Merchandising & Product
Concepts

CIII
X NACAS
2019
ANNUAL CONFERENCE & EXPO

Agenda

- Food Trends/Unpredictable Proteins
- New Equipment
- Consulting Design and Merchandising
- Anywhere & Anytime
- Beverage Trends

Food Trends

- Unpredictable Proteins
- Plants & Veggies
- Fresh Herbs & Local

Chickpeas
Unpredictable
Proteins
veggie positive
consumers

Plant Protein

Menus of
Change

Beneficial
Bug Proteins

Blended
Meat

Quinoa

Plant-forward

Beneficial Bug Proteins

Impossible Burger

Plant-based everything



Impossible Whopper



Plants and Veggies

Plant based proteins
Flavor innovations
Responsible eating habits
Flexitarians
VB6



pass the PLANTS

2019 Lettuce Kale Celtuce 2020 Seaweed & Jackfruit



Build a breakfast



Farm to Fork



Asian & Mediterranean Fusion



New Equipment

- Robotics
- Labor Savings
- Multi Functional



The Blendid robot pours its finished smoothie, blended without human hands, at the USF campus.



Robotics

Blendid Smoothie Robot

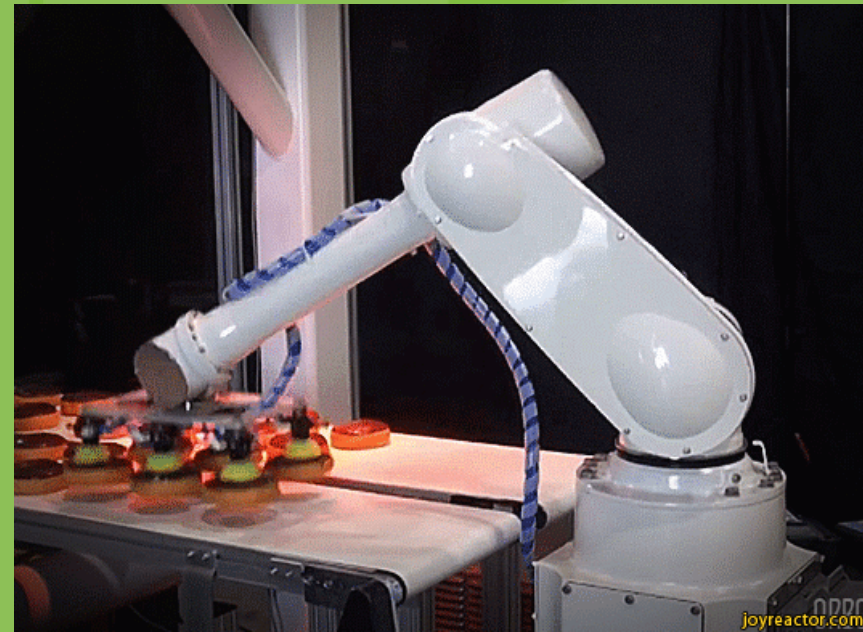




Room Service
Information Robot



Robotics



Enable lean practices with the right equipment
Multi-use equipment
Robotics
Employ central commissary

Delivery Robots



How GMU students' eating habits changed when delivery robots invaded their campus

24-7 Vending



Multi Functional

Invest in efficient equipment to sell food outside of dining areas

Display, store, and merchandise in one piece of equipment

Make food highly accessible



Automated Equipment

PORTABLE
SELF CONTAINED COFFEE COUNTER

CIIX



Sally the Salad Robot



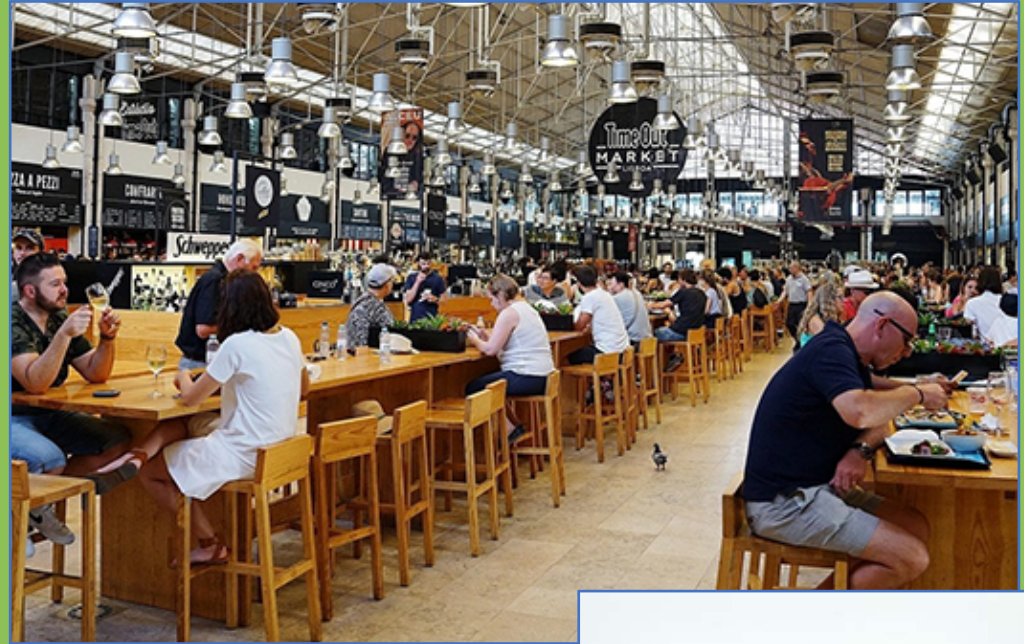
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Meet Sally, the World's First
Fresh-Food Making Robot

Anywhere & Anytime

- On the Go
- In a Bowl
- Day Parts

Food halls
Ghost kitchens
Food trucks
On-premise food



Ghost Kitchens



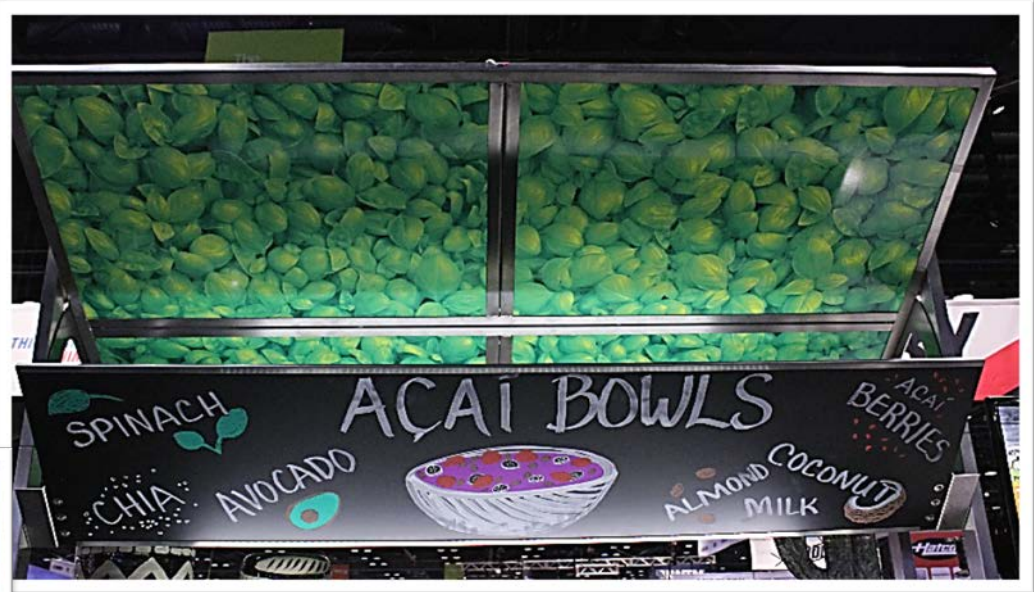
GHOST KITCHENS

Countless menu concepts, one kitchen!



Everything in a Bowl





Consulting Design and Merchandising



biophilia noun

bio·phil·ia | \ ,bī-ō-'fi-lē-ə ,-'fēl-yə\

Definition of *biophilia*

: a hypothetical human tendency to interact or be closely associated with other forms of life in nature

“In every walk with nature one receives far more than one seeks.”

- John Muir, 19 July 1877

Fallingwater by Frank Lloyd Wright, Bear Run, PA.

Living walls...

Bringing nature indoors

Studies indicate people are more relaxed
Have improved mental and physical health
Contributes to improved indoor air quality



The GrowUp Greenwall modular system

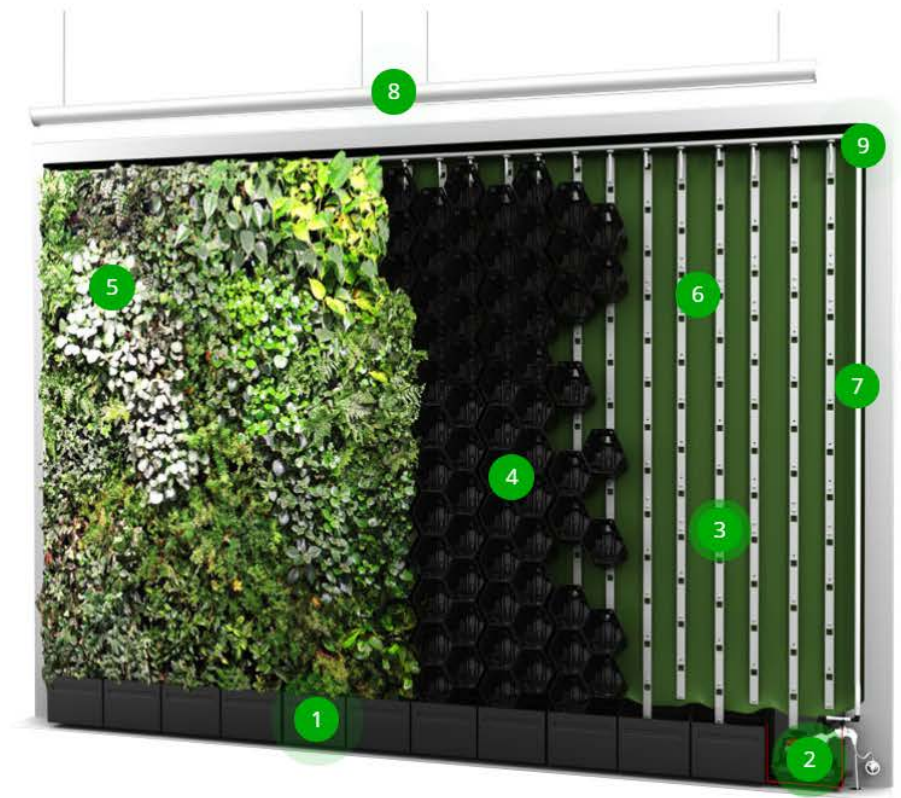
Our system is modular and scalable. From a small 20 pot home veggie growing solution, to a full scale commercial project, the GrowUp system can adapt to meet the requirements.

GrowUp Greenwall Components:

1. water tank
2. submersible pump
3. vertical rail
4. pot
5. plants
6. weatherproof sheeting
7. irrigation line
8. grow lighting
9. float sensor



<https://www.growup.green/>



Approx. \$35 sq/ft (excluding plants) 10' x 10' = \$ 3,500

Organic elements that are crafted, not mold...

Jewelry case
LED stem lighting

EARTHY TEXTURES
AND COLORS

Gray
Slate
Marble



Meritage ...by Multiteria



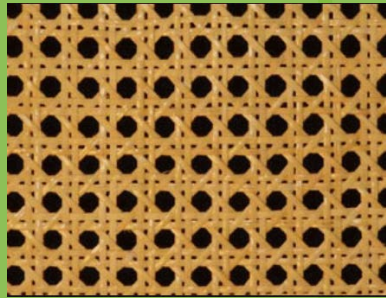
Blending natural shapes and textures with modern finishes...

Organic elements that
are crafted, not mold...

Terracotta



Cane Webbing



Charred Wood

YAKI OAK Y0621  Wilsonart



Mustard Yellow



Organic elements that are crafted, not mold...



Pastels and bold, strong colors

NEON message lighting





Design trend... be Authentic and local



Design trend...
be Authentic and local





Design trend...
be Authentic and local



와그잡의 트러블블로그
<http://blog.naver.com/nau2001>



Design trend...
be Authentic and Local

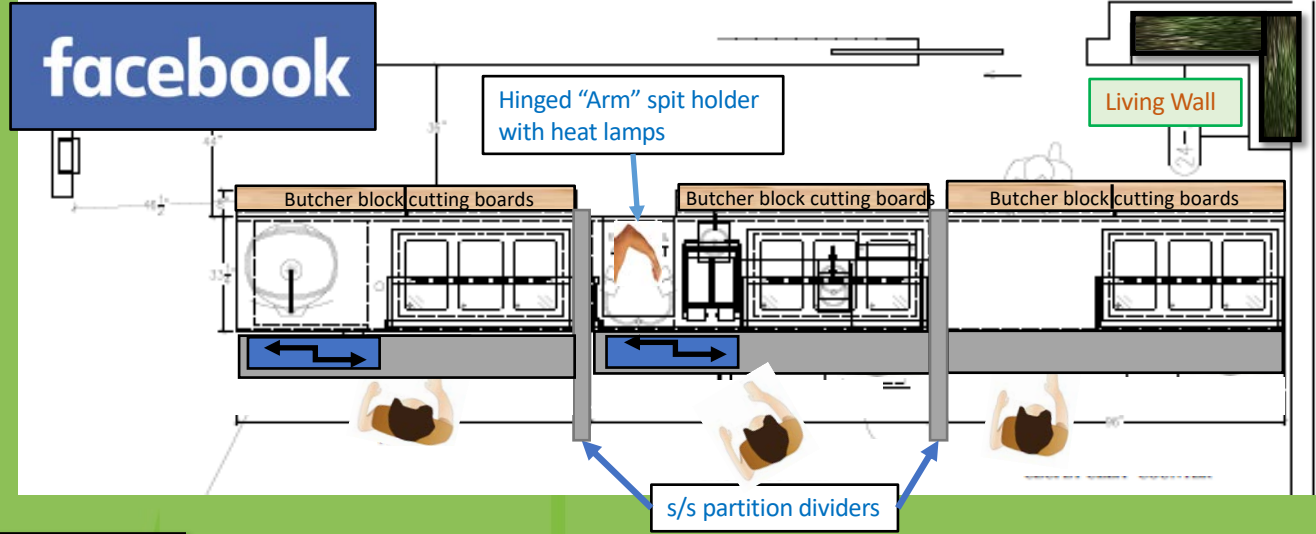




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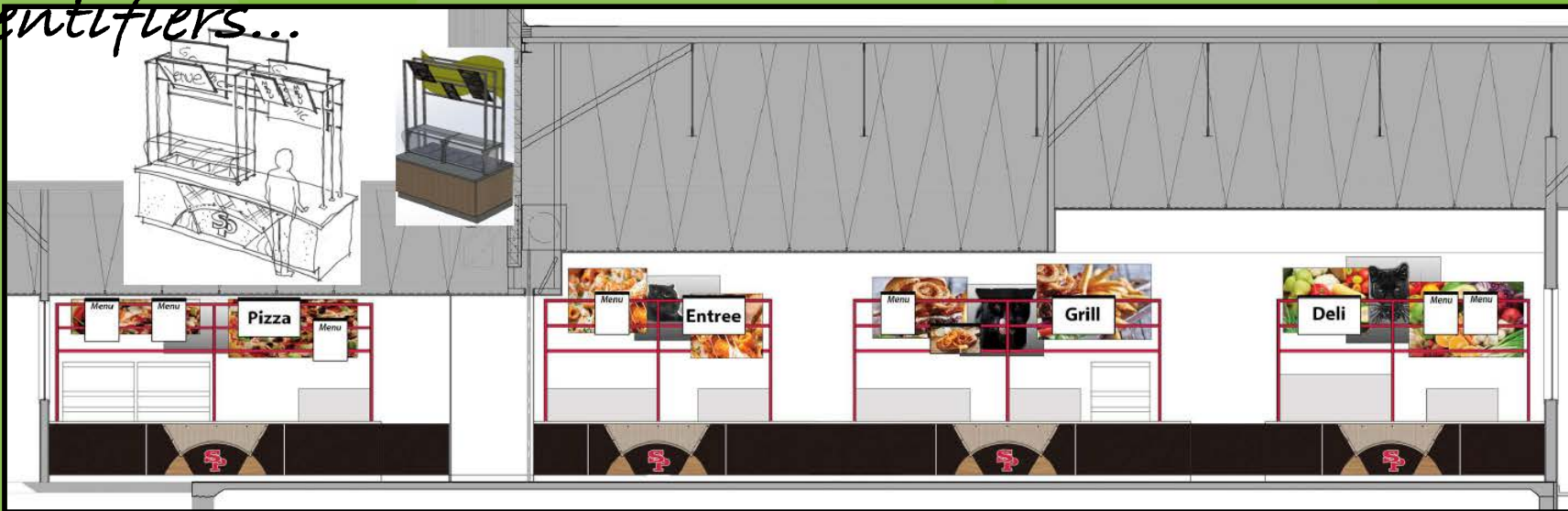
Exterior graphics are place holders/preliminary







Using Artistic Overstructures as Food Station Identifiers...



Air Screen Enclosure with Hi Res vinyl wrap, lights and signage.



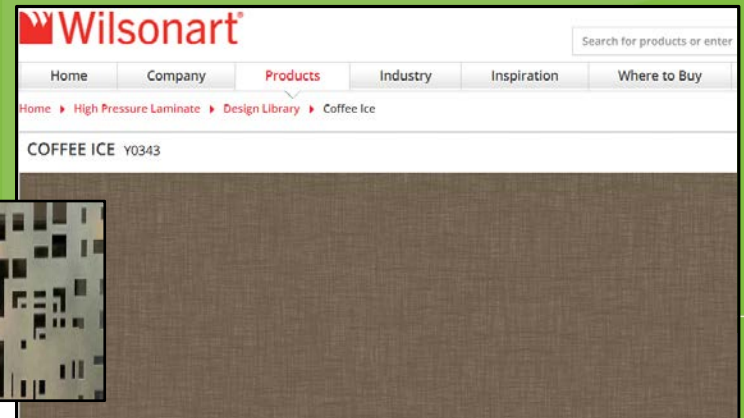
Fin Floor.

Air Screen Enclosure

New Style "Pergola"



S/S Laser cut panels typ. Random patterns and abstracts, varies at each station.



Design Opportunity...
Use Authentic Local Art...



Display Art by locals artists...

it connects the campus
to the community...



Wall murals by locals artists...



<https://www.eazywallz.com/blogs/wall-mural-ideas/20-of-the-best-wall-murals-in-restaurants-around-the-world>





San José State U
Student Union
Renovation
and Expansion
Project





Bright∞m



Food Lockers...
heated but not cold (yet)

Merchandising

Earthy Colors

Clean Lines

Fresh Heathy

Wellness





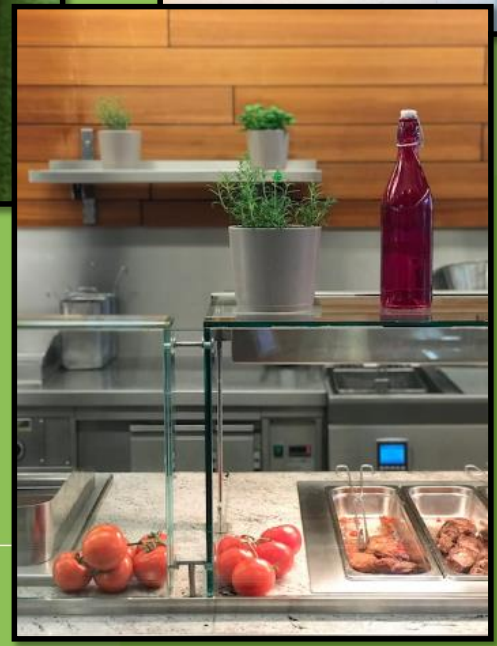
SUCCULENTS

FRESH HERBS

DRIVEN BY:

HEALTHY-EATING CONSCIOUSNESS

KNOWING WHERE YOUR FOOD COMES FROM



CHALKBOARD SIGNAGE



CHALKBOARDS & MESSAGING



THE NO-NEED-TO-READ INFO-GRAPHICS

BEVERAGE TRENDS

Food
Connection

Human
Connection

Technology

COFFEE STATS

\$40 Billion/year

41% of adults
drinking coffee

59% “specialty”

COFFEE HARVEST

Harvested by:
Machine
Hand Picked

The average picker brings in 100lbs of cherries/day
They are paid for weight or grade depending on location



INDUSTRY CHALLENGES

Access
Production knowledge
Market instability
Coyotes
Lack of Transparency





TEA TRENDS

Responsible
Sourcing

Tea Cocktails &
Service

Green & Fusions

Pairings

OTHER BEVERAGE TRENDS

Cold pressed juices

Natural Flavors and Herbs

Plant Based Proteins



Lead by design.

THANK YOU

QUESTIONS?