

Ardo
Culinary Report
— 2025 —



We preserve nature's gifts

Trends for Food Service

The Food Service industry is constantly evolving, driven by changing consumer preferences and emerging trends. This report explores the key trends shaping the industry in 2025, focusing on three main themes: health, convenience and sustainability.



Quinoa salad with pulses and yoghurt dip

[→ RECIPE](#)

Trends for Food Service

Health



**Growth of
plant-based**



**Increase of
personalised
health**



Convenience



**Growth of
convenience**



**Exploration
of global
flavours**



Sustainability



**Growing
demand
for local and
seasonal
ingredients**



**Tackling
food waste**





Health

The health-conscious consumer is at the forefront of the Food Service industry. Two significant sub-themes under this category are the growth of plant-based options and the increase in personalised health. The **demand for plant-based foods continues to rise** as consumers seek healthier and more sustainable alternatives to traditional animal-based products. Additionally, personalised health is gaining traction, with consumers looking for **tailored dietary solutions that cater to their individual health needs and preferences.**



Mexican Barley Salad

→ [RECIPE](#)

Growth of plant-based

Globally, the demand for plant-based food is rising. These versatile dishes are perfect for those with dietary restrictions, reducing common allergens, or diversifying protein sources. As a result, plant-based dishes have undeniably become part of today's cuisine.

Trying to cater to that **wide array of dietary needs and wishes**, chefs in the **Food Service** are stepping up to offer more plant-based menus. This shift not only fits into changing customer preferences, but also in the bigger picture of the industry looking to break classic food patterns with **more sustainable, nutrient-rich alternatives**.

This trend encourages the industry to rethink how we nourish ourselves and to create innovative, tasty plant-based dishes.

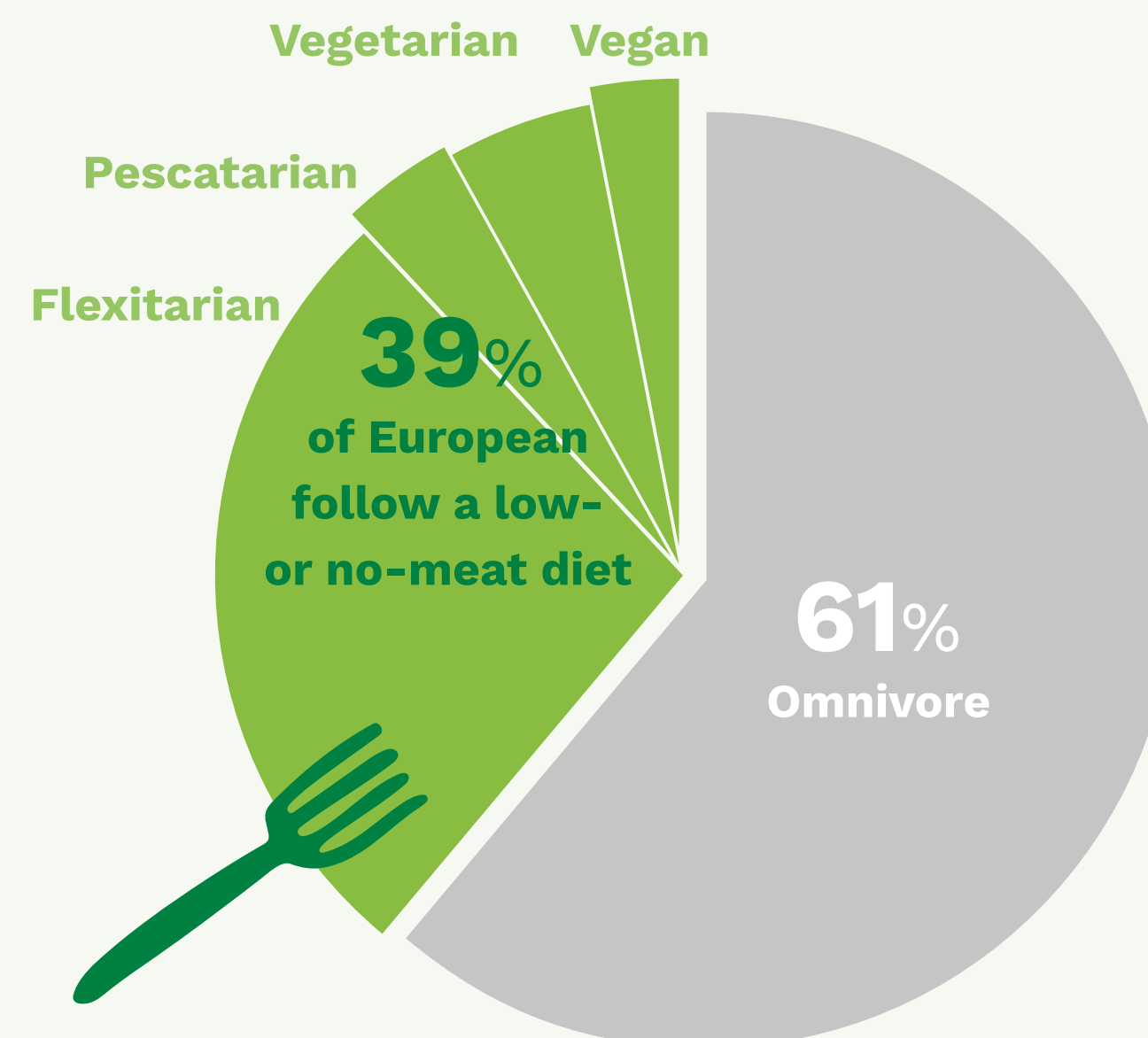
“The protein shift towards plant-based alternatives is not just a trend, but a necessary evolution in how we approach nutrition and sustainability.”

- Bavo De Boever,
Group NPD Manager

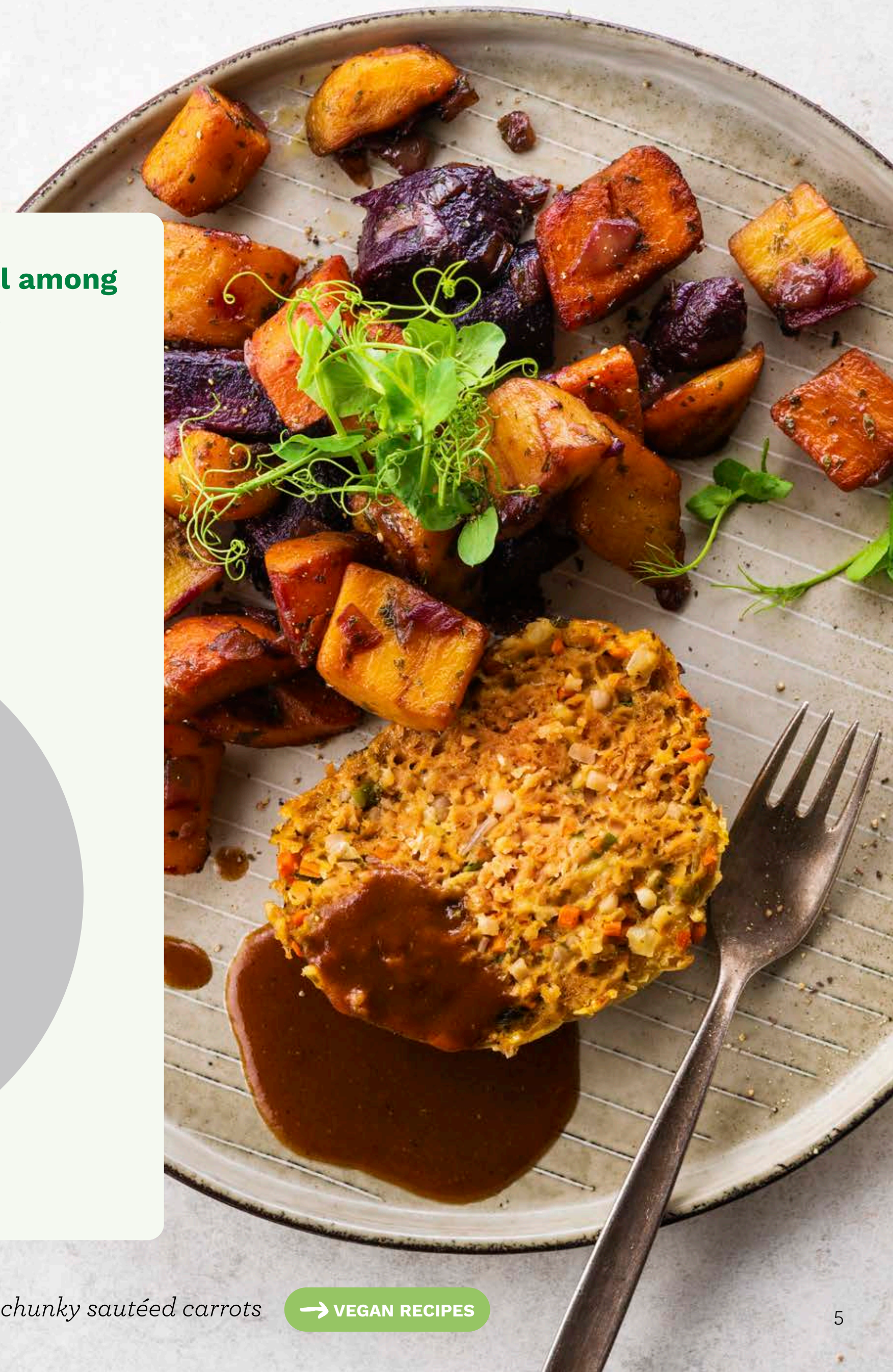


The plant-based diet has lots of potential among flexitarian consumers. 39% of Europeans follow a low- or no-meat diet.

Survey among European consumers across ten countries in 2023*



*Source: Veganuary, 2023, Official participant survey



Vegan meat loaf and gravy with chunky sautéed carrots

→ [VEGAN RECIPES](#)

Your challenge as a chef : introducing plant-based food in your menu

SOLUTION 1

Half-Half

The Half-Half campaign encourages chefs to replace half of their meat portions with nutritious plant-based alternatives, such as pulses, grains, etc. This initiative not only promotes healthier eating habits but also helps to reduce the environmental footprint and foodcosts of everyday meals.



Spirelli bolognese with lentils [→ RECIPE](#)

SOLUTION 2

Rename your dishes

Grilled zucchini lasagna sounds so much more delicious than vegan lasagna, no? With a vast array of fresh frozen options at hand, let's start mixing plant proteins, gluten-free products, etc with familiar flavours to create brand new (yet traditional) dishes. Give these dishes an inviting name that highlight their key ingredients to really make them shine!



Grilled zucchini lasagna with creamy spinach [→ RECIPE](#)

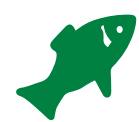
SOLUTION 3

Flip the menu

Reframe your menu as being complete plant-based or vegan and mark the exceptions that contain animal ingredients.

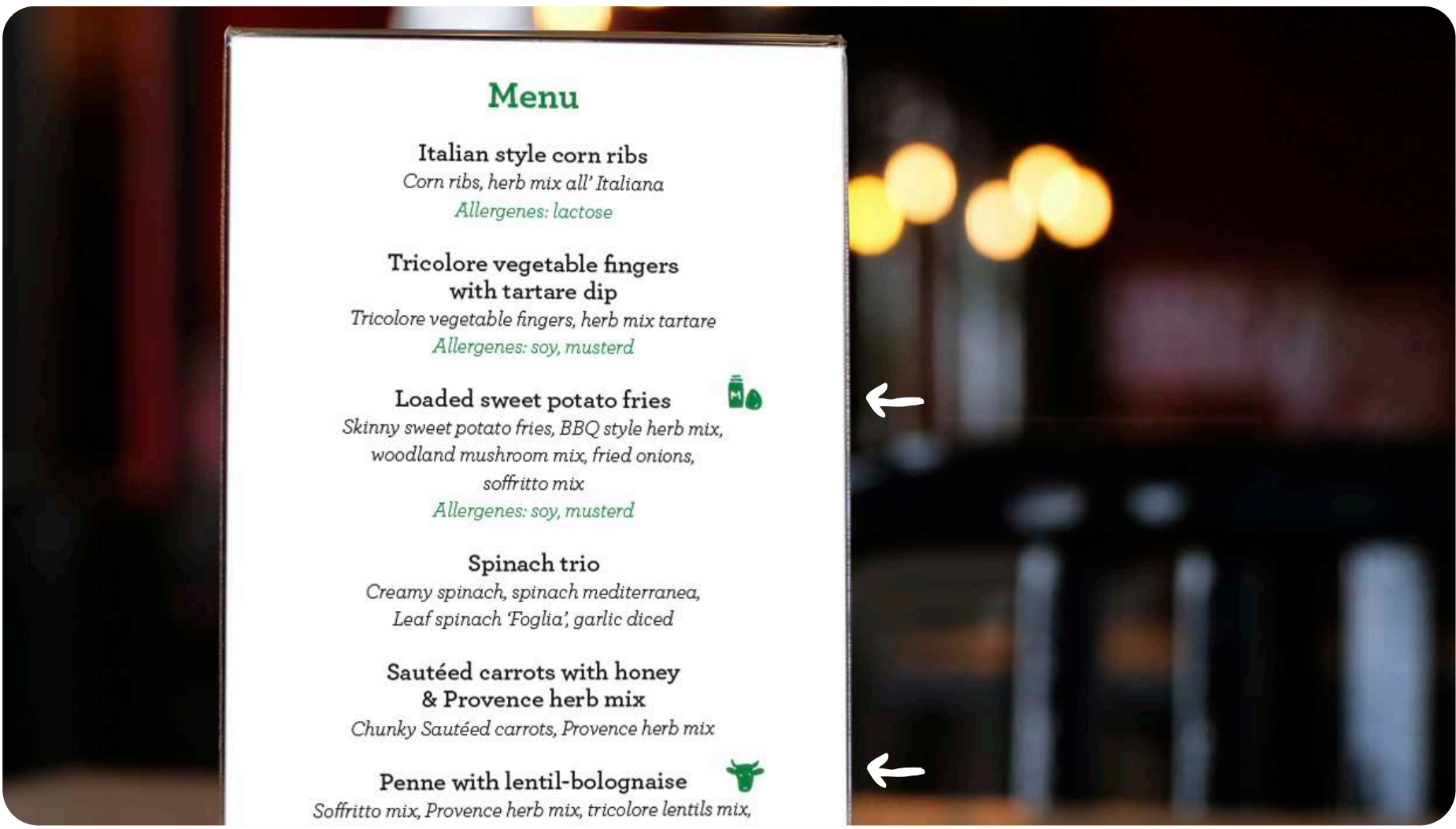

these dishes
contain beef


these dishes
contain pork


these dishes
contain fish


these dishes
contain chicken


these dishes
contain dairy
or egg



“Incorporating plant-based dishes has allowed our customers to cater to a wider range of dietary needs without compromising on taste or quality. Even their margins got an increase. It's a double win!”

- Jill Læby Pedersen & Mette Sloth,
Culinary advisors Denmark



Celeriac purée with tapenade of ceps

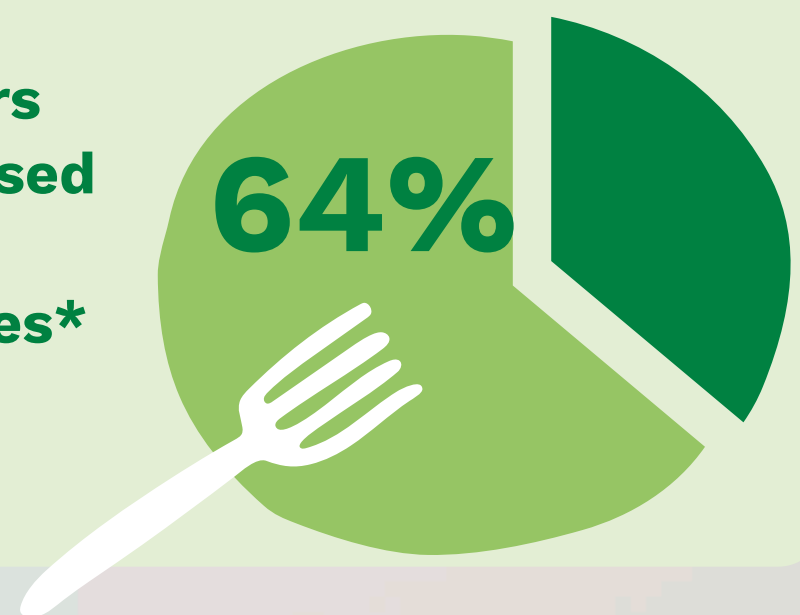
→ [RECIPE](#)

Personal health

Personalised nutrition is gaining momentum. With **consumers becoming more health-conscious**, people are increasingly seeking meals that cater to their specific health goals, such as weight management, muscle building, and immune support. This shift is driven by a growing awareness of the **benefits of tailored diets** and the desire for **functional foods that offer tangible health benefits**.

The global market for personalised nutrition is expanding rapidly, reflecting this trend. Food Service providers can respond by **crafting health-focused menus** that incorporate nutrient-rich ingredients like quinoa, kale, spinach, ginger, and berries, providing delicious and beneficial dishes that cater to diverse dietary needs. By doing so, they can attract a broader customer base and meet that growing demand for meals that support individual health goals.

64% of global consumers demand more personalised nutrition and products tailored to their lifestyles*



→ SMOOTHIE RECIPES

*Source: Innova Market Insights, 2024



Your challenge as a chef : navigating customers' health goals

SOLUTION 1

Menu diversification

Create health-themed menus, such as immune-boosting or stress-reducing meals, to appeal to health-conscious customers. Enhance the menu visually by using icons to indicate features like low carb, high fiber, or high protein options. Some health-theme suggestions on the next page.



Spinach stew and chickpeas

→ RECIPE

SOLUTION 2

Eat the rainbow

Be mindful of the nutrients naturally present in vegetables and fruits. Each colour offers unique health benefits, so aim to maximise these by mixing and matching vibrant colours — white, yellow, orange, red, purple, and more — when creating recipes that are not only delicious and healthy but also Instagram-worthy.



→ ARDO RECIPES

SOLUTION 3

Sense of wellness

Names that evoke a sense of wellness and health can be very attractive. Underlining the healthy benefits immediately signals a nutritious choice. Your meals and drinks will be real eye-catchers with a fun and creative name! Need some extra inspiration? Check out some recipe suggestions on the next page.



Hint: use AI to help you name your dishes, it's easy and real fun!

Some easy-to-prepare and nourishing recipe ideas

Immune-boosting superfood

Benefit: rich in antioxidants and vitamins that support the immune system.

Hint: add some extra punch to this side dish with kale, lingonberries, and a ginger dressing.



Immune-boosting stew with kale

→ [RECIPE](#)

Energy-boosting bowl

Benefit: a nutrient-dense meal that provides sustained energy throughout the day.

Hint: top with avocado for extra nutritional value.



Energy-boosting bowl with avocado, pulses and lentils

→ [RECIPE](#)

Stress-reduction smoothie

Benefit: high in antioxidants and anti-inflammatory compounds, this smoothie helps reduce stress and inflammation.

Hint: replace the apple juice with almond milk – it's lactose-free!



Stress-reduction smoothie with blueberries

→ [RECIPE](#)

Ginger power shot

Benefit: packed with immune-boosting properties and anti-inflammatory effects, this ginger shot is a quick and effective way to support overall health.

Hint: turmeric not only makes your shot look bright yellow, it also enhances detoxification.



Power shot with ginger and turmeric

→ [RECIPE](#)

“Using Ardo’s fresh frozen products ensures we deliver high-quality, nutrient-rich dishes that support our customers’ health goals.”

- *Kenny Desmadryl, owner Poke Bowl Medard*



Poke bowl Nordic style

[→ RECIPE](#)



“Ardo provides the essential ingredients chefs need to easily create health-boosting dishes. We take pride in contributing to the health of consumers everywhere.”

- Heidi Goovaerts, Food Service Director



Butternut tajine

→ [RECIPE](#)

Convenience

In today's fast-paced world, convenience is a crucial factor. As chefs face workforce challenges, quick and efficient solutions are crucial. Another notable evolution in Food Service, is the **growing trend of global flavours**, where chefs creatively blend global culinary influences with local ingredients to create unique and culturally resonant dishes. This trend not only caters to the desire for convenience but also satisfies the growing appetite for diverse and exciting flavours.



Vegan falafel wrap

→ [RECIPE](#)

Growth of convenience

As the fast-paced out-of-home market continues to evolve, **convenience** has emerged as a **critical factor for operators**, especially in response to ongoing staff shortages. In fact, 45% of restaurant operators reported that their restaurants didn't have enough staff to meet demand in 2024*.

The need for **streamlined, practical solutions** that still meet chefs' and consumers' **expectations of quality and taste** is driving the growing demand for convenience products like fresh frozen vegetables, herbs, and fruit.

As a chef, embrace the convenience of ingredients such as grilled vegetables, pre-cooked pulses, and ready-to-serve solutions to enhance efficiency, maintain the quality of your culinary creations, and save valuable time — while also **customising these options to suit your unique style and menu**.



45% of restaurant operators said their restaurant doesn't have enough staff to meet demand in 2024*

*Source: National Restaurant Service, 2024, State of the restaurant industry



*Barley risotto with butternut
and forest mushrooms*

→ [RECIPE](#)

Your challenge as a chef: delivering high quality service, despite staff shortages

SOLUTION 1

Quickly create dishes

Fresh frozen ingredients means no need to wash, peel, or chop, and as they are blanched, they also offer a reduced cooking time, perfect for speeding up your kitchen operations! Our pre-cooked pasta and pulses e.g. save you even more time with no soaking or cooking required, making meal preparation super easy and efficient.



→ ARDO RECIPES

SOLUTION 2

Ensure consistency in your dishes

Working with fresh frozen is top convenience. Even during peak moments, you always have the right product at the right quality at hand.



Mediterranean salad, grilled asparagus and anchovies

→ RECIPE

SOLUTION 3

Ready-to-heat wonders

Ardo's A Table range makes it super easy for you to create delicious and surprising dishes for everybody. Imagine a spinach risotto or a paella: the world on your plate, in no time! Enjoy it as is, or let the chef add the finishing touch.



Veggie paella with chorizo and prawns

→ RECIPE



"Ardo's vegetable fingers are a real gamechanger!"

- Alexandra Chmielewski,
SJS Catering + Management GmbH Bremen

Why did you originally choose vegetable fingers? “We chose them because they’re a vegan product that is both new and innovative.”

What surprised you most when you first used vegetable fingers? “What fascinated us most was that the colours stayed vibrant before and after cooking. Plus, on the buffet, we could keep them warm for a long time. Even after almost 1.5 hours, the fingers didn’t lose their colour, taste, or consistency. Great!”

What specific benefits do you see for your business by offering vegetable fingers? “The advantages are clear: easy handling, reliable calculations, and simple portioning. It couldn’t be much easier for us. Even in challenging situations, we can use the fingers quickly and easily.”

They’re perfect for finger food buffets and help us stand out from the crowd.”

What feedback have you received from customers about the vegetable fingers? “Our customers — kindergartens and schools — explicitly ask for the trio vegetable fingers because they’re so popular with the children. The product is a real asset to our menu: an eye-catcher and a culinary delight for the kids.”

If you were to recommend vegetable fingers to other colleagues or partners, what would you say? “I would give an unreserved recommendation. The trio vegetable fingers is a unique and outstanding product in every way, and I’m happy to recommend it.”



Kids plate: vegetable fingers
with chicken and beans [→ RECIPE](#)

Global flavours

With consumers looking more and more for both tradition and innovation in flavour experiences, **global flavours are on the rise.**

Driven by the demand for adventure and new taste experiences, restaurants are **diversifying their menus to include ethnic dishes** — a shift that is also evident in the rise of food trucks and fast-casual dining & festival catering.

The market is experiencing a growing demand for high-quality herbs and versatile herb blends sourced from around the globe. This trend reflects **consumers' desire to enhance flavours in their cooking, while exploring diverse culinary traditions.**



Nearly 60% of consumers value global flavours in their diets*

Mexican style Corn ribs for sharing

→ RECIPE



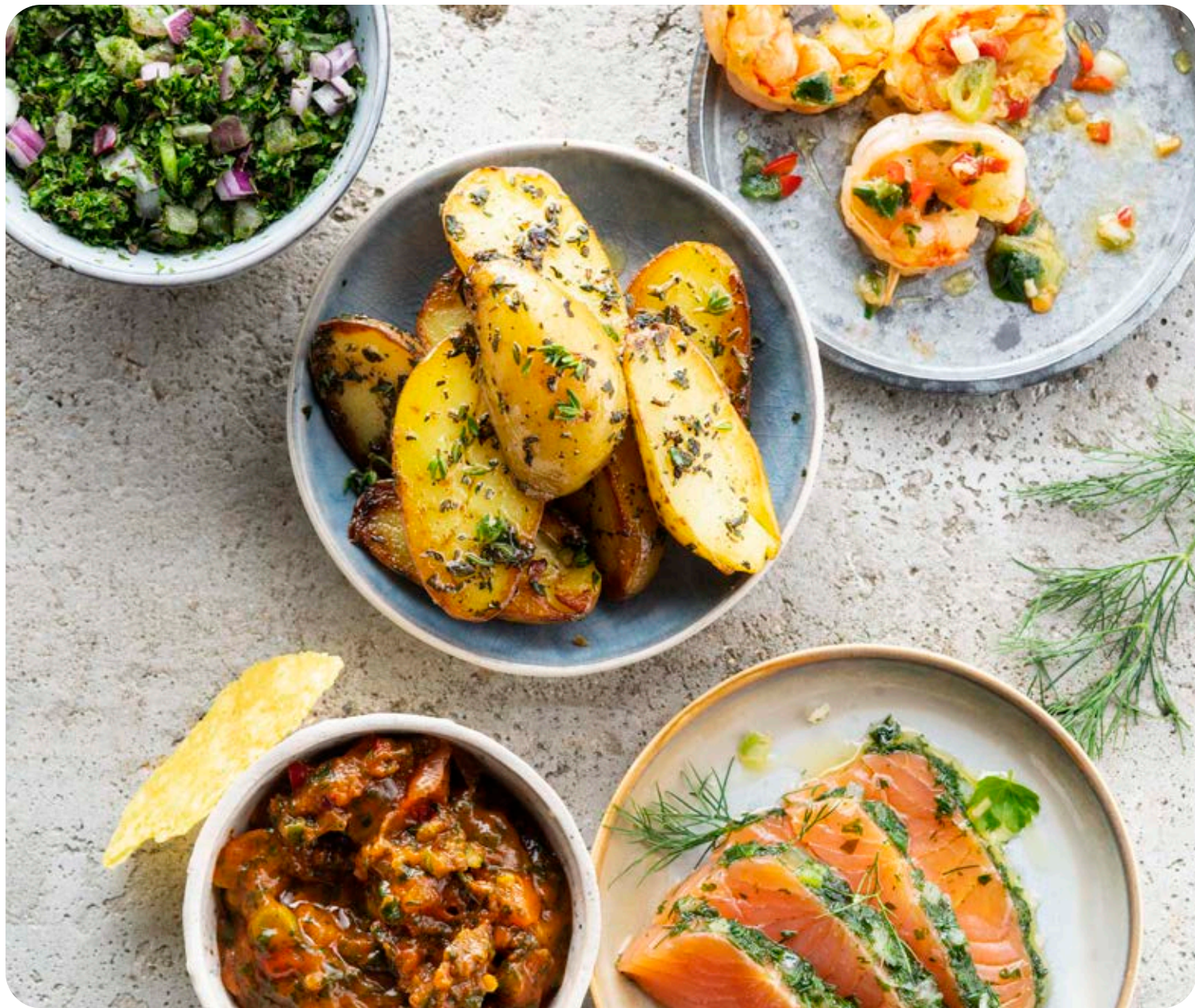
*Source: Innova's Top Flavor Trends 2024: Now & Next in Local Delights report.

Your challenge as a chef : the world on your plate in 1-2-3

SOLUTION 1

Ready-to-use fresh frozen herbs and herb mixes

They allow you to quickly enhance dishes with vibrant, authentic flavours. 100% convenience when you're experimenting with flavours.



Provence potatoes, Thai scampi, Bruschetta mix
à la Napoletana, smoked salmon Scandinavian style

→ [HERB RANGE](#)

SOLUTION 2

Bring the world into your kitchen

Bringing the world into your kitchen in a quick and easy way has never been easier. With fresh frozen herbs and vegetable mixes, like a chop suey mix or mekong rice mix, you bring the world into your kitchen, without compromising on freshness or quality.



Chop suey spring rolls

→ [RECIPE](#)

SOLUTION 3

AI is reshaping professional kitchens

Integrating AI will significantly help you in quickly drafting new world cuisine recipes, saving time and fostering creativity.



Cauliflower nasi goreng

→ [RECIPE](#)

"As a Culinary Advisor for Ardo, I've seen firsthand how our fresh frozen products empower chefs to create diverse, high-quality dishes that cater to modern dietary needs. For example, using our roasted vegetable mixes to prepare a vibrant Spanish-inspired Vegetable Paella delivers exceptional flavour and consistency while saving preparation time. Ardo products truly help kitchens thrive, blending culinary excellence with operational efficiency. Extra time chefs can use."

- João Ferrao, Culinary advisor Spain



Paella royal

[→ RECIPE](#)



“Frozen herbs are a gamechanger in the kitchen. They allow us to work quickly and efficiently without sacrificing flavour.”

- Steven Ugochukwu,
Culinary advisor Belgium



Herbs lift your creations to a higher level. That's why we at Ardo have composed an extensive range of carefully selected herbs. Their taste, colour, aroma, and texture are like freshly picked herbs, and above all they are very easy to use.

What are the benefits of Ardo's fresh frozen herbs?

- **very convenient:** long shelf life without taste and flavour degradation. Stable prices all year round
- **economical:** pre-washed and pre-cut, so the whole product can be used
- **pure taste:** 100% natural, clean herbs. A full range of tastes and flavours
- **sustainable:** no food waste. The herbs are grown and picked in the open air and in the right season
- **quality guarantee:** full microbiological testing and full traceability



→ HERBS RANGE



Sustainability

Sustainability remains a key concern for both consumers and businesses in the Food Service industry. **Using local and seasonal products** is a significant sub-theme under this category, as it promotes **environmental responsibility**.

Secondly, **food waste** is also a growing concern within the Sustainability trend. Together we can make the Food Service industry more sustainable.



Sustainable products

Sustainability starts with smart choices that benefit both the kitchen and the planet.

From locally grown produce cultivated in open fields and processed in nearby factories to innovative approaches on the fields like MIMOSA+, we are redefining what it means to cook sustainably.

Embracing plant-based options, such as vegan alternatives to traditional favourites, significantly reduces CO₂ emissions without compromising on quality or flavour.

As a chef, you can actively contribute to sustainability and make a positive impact on both your menu and the environment.



74%

74% of global consumers have a positive perception of sustainable food, highlighting the growing demand for environmentally responsible practices*

* Source: Sodexo, 2024, Sustainable food barometer



Your challenge as a chef: creating a more sustainable menu

SOLUTION 1

Fresh frozen: a smart choice

At Ardo, we harvest vegetables, fruit, and herbs at peak ripeness and freeze them immediately to ensure consistent quality and flavour all year round. Our fresh frozen products are pre-washed, pre-cut, and easy to portion, so you can be confident that the weight you buy ends up on the plate.

With their long shelf life, our products help reduce food waste, making them not only a cost-effective choice but also an eco-friendly option for your kitchen. Affordable, always available, and reliable, they support high kitchen standards while minimising waste.



→ ADVANTAGES FRESH FROZEN

SOLUTION 2

Embrace plant-based

Plant-based offers a sustainable alternative, e.g. creamy spinach, our vegan alternative to cream spinach. Offering the same full flavour and creamy texture, but entirely plant-based and perfect for everyone — from vegans, to flexitarians and meat lovers.



→ VEGAN CREAMY SPINACH

SOLUTION 3

Look for the MIMOSA+ Label

This MIMOSA+ label reflects our dedication to sustainable agriculture that goes beyond the crop itself. MIMOSA+ focuses on regenerating soil health and revitalising surrounding ecosystems, ensuring a more holistic and impactful approach to sustainability.



→ MIMOSA+

Less food waste

Food waste is a significant global issue, but it's also an area where small changes can have a big impact.

By making smarter choices, we can help reduce the strain on the environment while still enjoying delicious meals.

For example, incorporating "wonky" vegetables into our diets not only reduces waste but also encourages us to think beyond aesthetics when selecting products.

Pre-portioned, fresh frozen products offer a flexible solution to reducing food waste, allowing us to take only what we need and store leftovers for later use.

Ardo goes a step further. For example, Ardo's broccoli cuts that include both stems and florets help reduce waste by using parts of the vegetable that are typically discarded. This approach is also more sustainable, with a reduction in CO₂ emissions and water consumption. Reducing food waste with great taste!

*More taste,
less waste!*



** Less CO₂ and water usage thanks to 33% less food waste*

→ BROCCOLI CUTS

less CO₂
and water*



Your challenge as a chef : avoid food waste

SOLUTION 1

Convenient and waste-free portions

Our products are already pre-washed and pre-cut. This means you can be sure that the weight you buy actually ends up on your plate. Our fresh frozen products are also easy to divide into portions: take out what you need, the rest goes back in the freezer.

SOLUTION 2

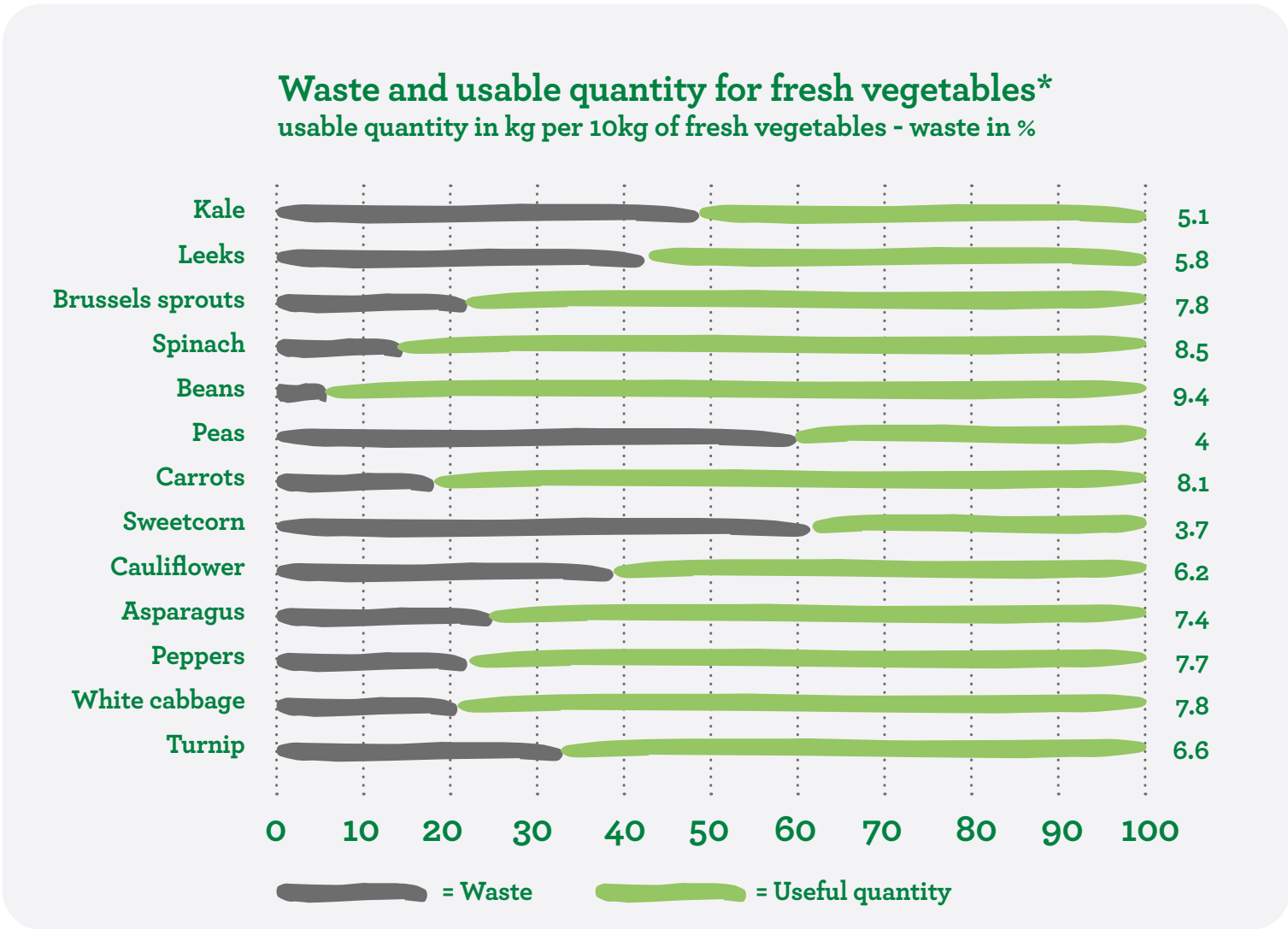
Less CO₂ = more impact

Opting for specific products can have a serious sustainable impact. Broccoli cuts e.g. are a sustainable choice, with less CO₂ emissions and water consumption. They include both stems and florets: great taste, less waste!

SOLUTION 3

Reduce food waste with leftovers

Using leftovers in salad bars, quiches, and other dishes is a simple yet effective way to reduce food waste. This approach helps minimise waste while offering delicious and creative menu options.



* Source: Deutsches Tiefkühl Institut

→ ADVANTAGES FRESH FROZEN



Green soup with broccoli cuts

→ RECIPE



Tricolore carrot quiche

→ RECIPE



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Minestrone alla Napoletana

[→ RECIPE](#)