

YourStudio

Future Flavours F&B Micro Report

February 2024

F&B is evolving. Hospitality environments are catering to a myriad of functions, whilst brands are confidently stripping back their offering and leaning into simplicity, heritage and history.

This report by YourStudio highlights the trends influencing change in the hospitality and F&B world whilst our Melbourne studio identifies how these trends are coming to life in the context of Sydney.

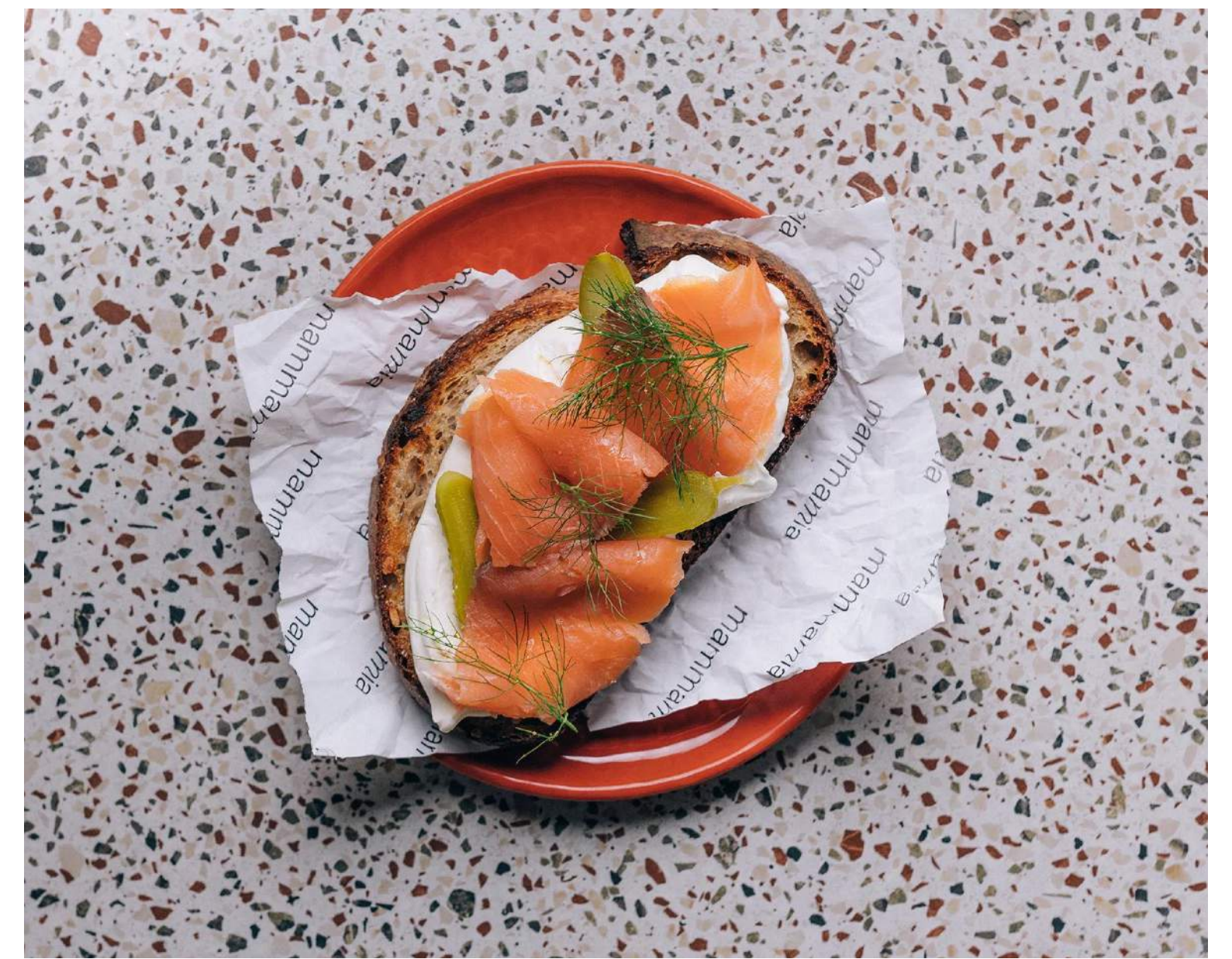
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“We should expect to find some astonishing new concepts around honest, transparent, highly-customized and specialized F&B”

Hospitality Insights, 2023

Global F&B at a Glance



“The Global Food & Beverages Market is expected to grow from USD \$7.2 trillion in 2023 to USD \$9.2 Trillion in 2027 with a compound annual growth rate of 6.3%”

Research and Markets Food and Beverages Global Marketing Report, 2023

“95% of restaurants agree that restaurant technology improves their business efficiency yet only 31% of restaurants offer alternative methods of payment such as mobile pay”

WebFX, 2023

“Consumers are focusing on prioritising local food (48%), paying attention to ingredients (37%) and respecting the environment (36%) in 2023”

Allso, 2023

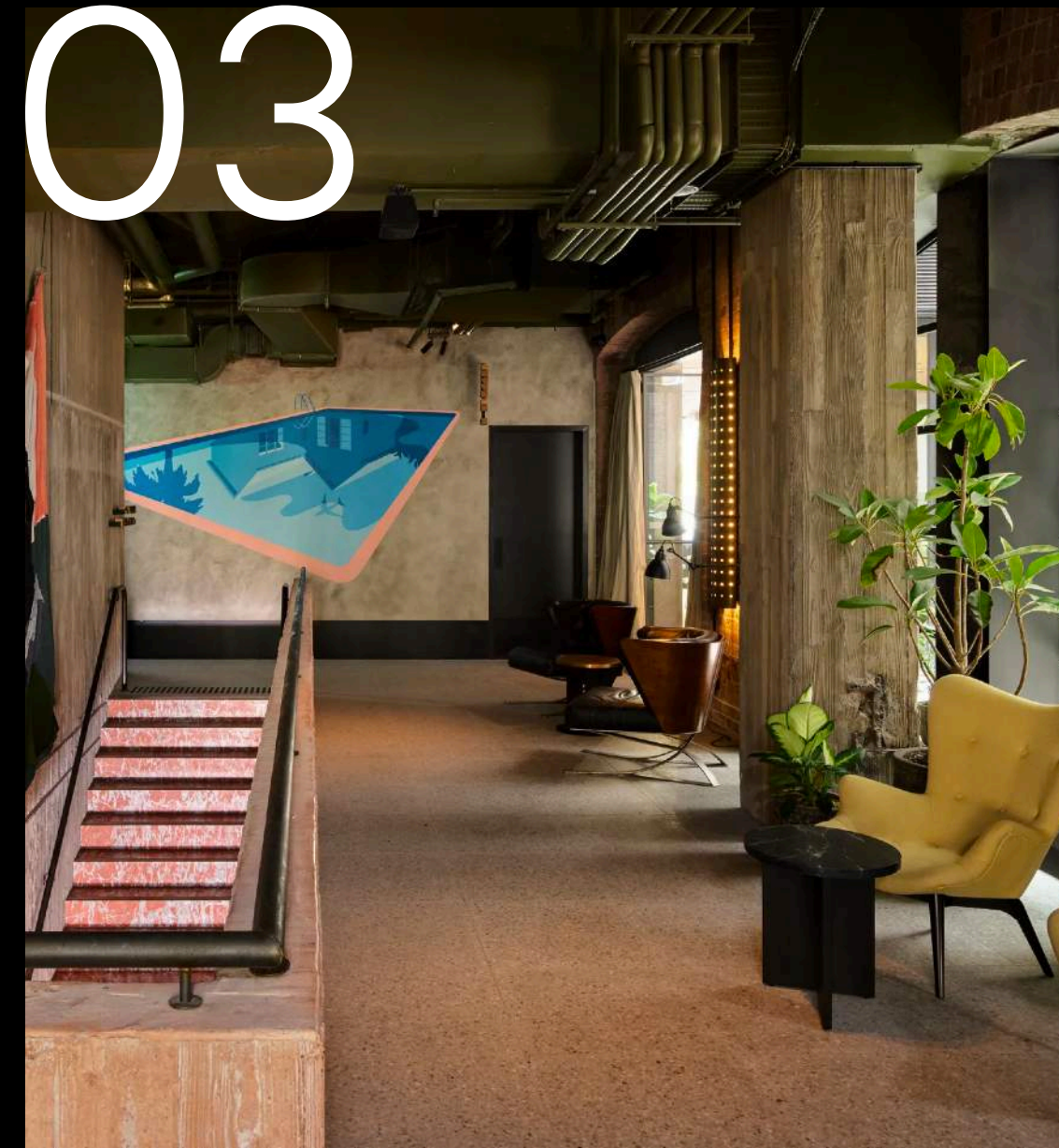
Four Key Market Observations



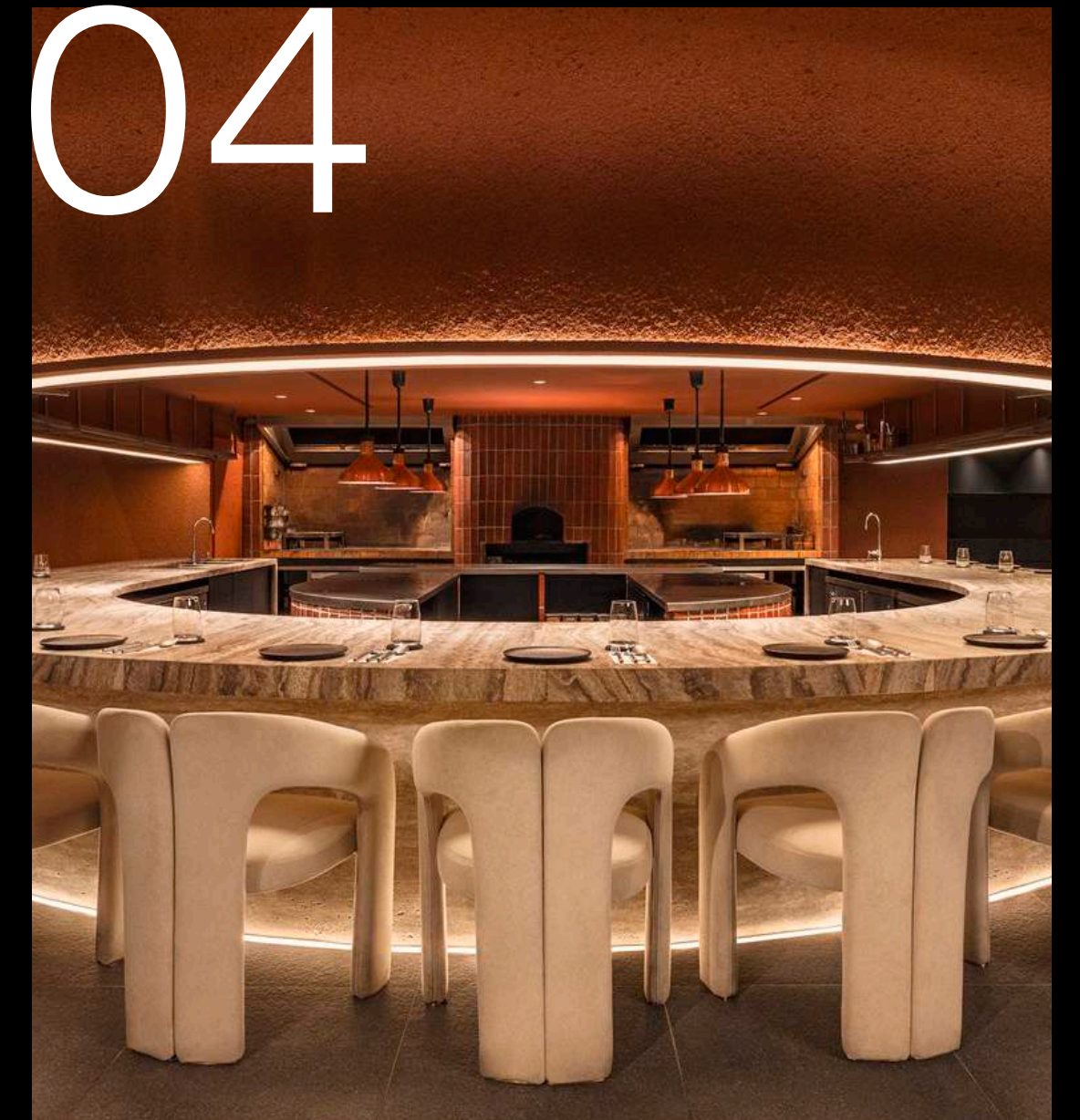
**Celebration:
Less is More**



**Reclamation:
Heritage on a Plate**



**Hybrid:
Spaces**



**Food Hub:
Destinations**

01 Celebration: Less is more

“Restaurant design in 2024 has turned into a philosophy of design that is loved for its simplicity and elegance. Minimalist interior decorations for restaurants have raised in popularity...”

Adam Tinworth, The Bazaar Voice, 2022

Global Expressions

Transparent Process



We are Ona, Paris

Crosby Studio transforms culinary art into a tangible and symbolic experience, celebrating the hidden kitchen environment and redefining traditional dining conventions.

Joyful Ingredients



Nudake, South Korea

The fantasy-inspired, artistic dessert brand, Nudake shares a sensation of happiness in their store design, crafted to offer a complete experience of the ingredients used.

Combined History



Guinness Brewery, USA

Combining Irish and American brewing innovation, the state-of-the-art brewery recalls Guinness' history in the city of Baltimore, the beer brewer's first arriving by rail in 1910.

01 Celebration: Less is More

“The world of F&B is ripe with stories...that can serve as tools to promote brand recognition, demonstrate thought leadership, or engage potential customers by offering a transparent insight into life behind the scenes.”

Veen, 2022

Four Pillars Laboratory Sydney



A gin lab, retail shopfront, and cocktail bar located in a heritage listed, two-storey freestanding brick landmark located in Surry Hill's gourmet restaurant and retail strip.

With two entrances, the shopfront sparks sensory interest in Four Pillars gin, leading to a hardwood-lined lab for product education.

Chiswick Woollahra Sydney



Chiswick embodies a philosophy of honest produce, artful cooking, and a warm atmosphere. The restaurant blends the old and new, combining a country garden with a pavilion.

The menu notes about what's currently cropping for use in the kitchen, are reflected in the botanical imagery throughout the space. These values are also reflected with the farmer market's, hosted outside and driving this education further.

02 Reclamation: Heritage on a Plate

“74% of people say food is their way of connecting with their culture and 83% say food is their way of discovering new cultures.”

VML Intelligence 2023

Global Expressions

Native Ingredients



Lebanese Grocer, New Zealand

A grocery store specialising in nostalgia for the Lebanese household brings the taste of their native Beirut to Auckland through dining events, cooking classes and an expanded restaurant in the rear courtyard.

Immersive Aesthetics



Mala Sichuan, Houston Heights, USA

The vision of the restaurant was to serve Chinese cuisine by giving visitors an immersive experience of the Chef's countryside hometown of Chengdu.

Nostalgic Atmosphere



Little Donna, Baltimore, USA

Little Donna encapsulates the feeling of coming home, inspired by the chef, Robbie Tutlewski's Yugoslavian grandmother 'Little Donna' and the city of Baltimore.

02 Reclamation: Heritage on a plate

“Young chefs, who are the kids and grandkids of migrants, will continue to open venues that revisit their roots in a modern Australian context.”

The Seasoned Traveller, 2023

Baba's Place

Sydney



A deeply personal dining experience, Baba's Place is a Marrickville warehouse diner paying tribute to Sydney's multi-cultural communities. The design is kitsch with plastic tablecloths and old family photos.

The restaurant, a homey space, constantly transforms into a versatile venue with art exhibitions, music events, and weddings. Beyond hospitality, it promotes creativity, reflecting the brand's values.

Harbord Beach Hotel Sydney



A pillar of the Australian Northern beaches community, Harbord Hotel has undergone a new refurbishment that pays tribute to the surf culture of Freshwater beach.



The menu reflects the restaurant's theme with a focus on salt, wood, and smoke. They also host events celebrating Australian surfing and counter-culture.

03 Hybrid: Spaces

“Consumers across most segments are no longer looking for just a place to stay - they are looking for multi-purpose spaces, that can meet the demands of their changing lifestyles.”

Elena Ladisova, Vice-President at Brookfield, 2023

Global Expressions



The Sanctuary, Milan

With convenience increasingly becoming more valued by city-dwellers, all inclusive resorts and hotels are going above and beyond with culinary offerings.

Suiba, Japan

The kitchen studio idea was conceived in response to the growing demand for shared kitchens available to rent. The concept encourages a new way of dining as guests can cook communally.

BBT Hilltop, Kuwait

A drive-in burger restaurant that acts as an urban installation and outdoor cinema in the heart of the business city centre, artistically driving a new landmark and becoming a notorious place for gathering.

03 Hybrid: Spaces

“Multi-concept venues have been taking the hospitality scene by storm... with larger operators providing three or more drinking and dining experiences at one location”

The Seasoned Traveller, 2023

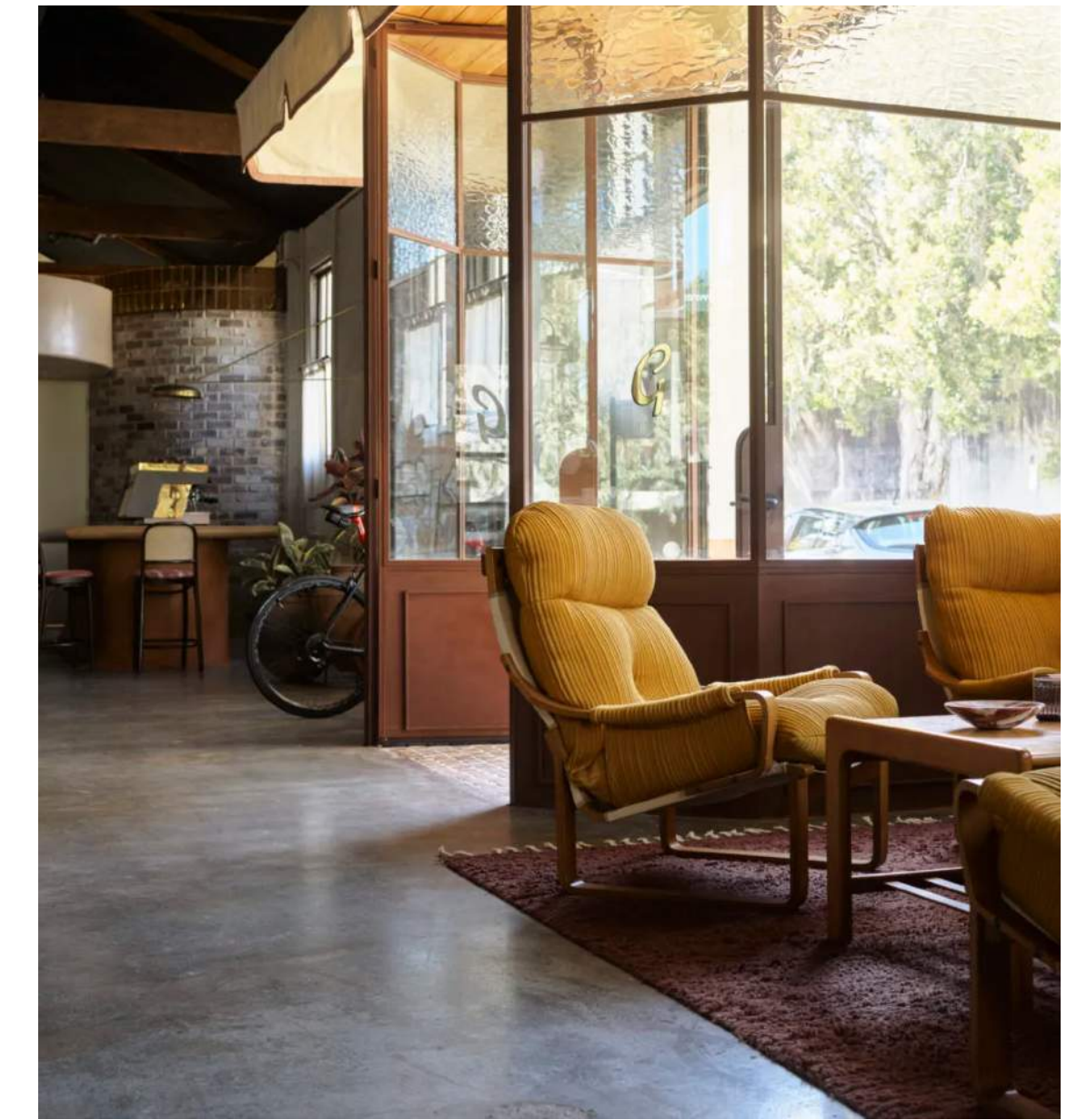
Genovese Coffee House Sydney



Genovese Coffee House blends tradition with modern touches in its intimate Italian-inspired cafe, offering espresso, roasting, and a kitchen in a historic 300-sqm space.



The cafe caters to both dine-in and takeaway, with a large communal table for workshops and brewing courses, creating a holistic experience.



Ace Hotel, Sydney



The Ace Hotel has created an inclusive, a community-driven hub where people share and connect over the best things in life: art, culture, music, food and wine.



The rooftop and common areas are open to all, with a library and workspace hosting regular events. Each space is designed for an engaging experience.



04 Food Hub: Destinations

“People are not coming in to pay for food and beverages, they are coming to pay for an experience.”

Brad Stewart, Director of F&B at Noelle, Forbes 2024

Global Expressions



James St, Australia

An urban, outdoor mall experience that stretches along a promenade towards the Brisbane river, James St is a gastronomical giant that's developed a community, even with its own cook book of recipes.



Queen Vic Market, Australia

The new food hall in Queen Victoria Market (2024) will be the centrepiece of Melbourne's famous market. The offering, a reflection of the way Melbournians use the market these days.



La Cocina, USA

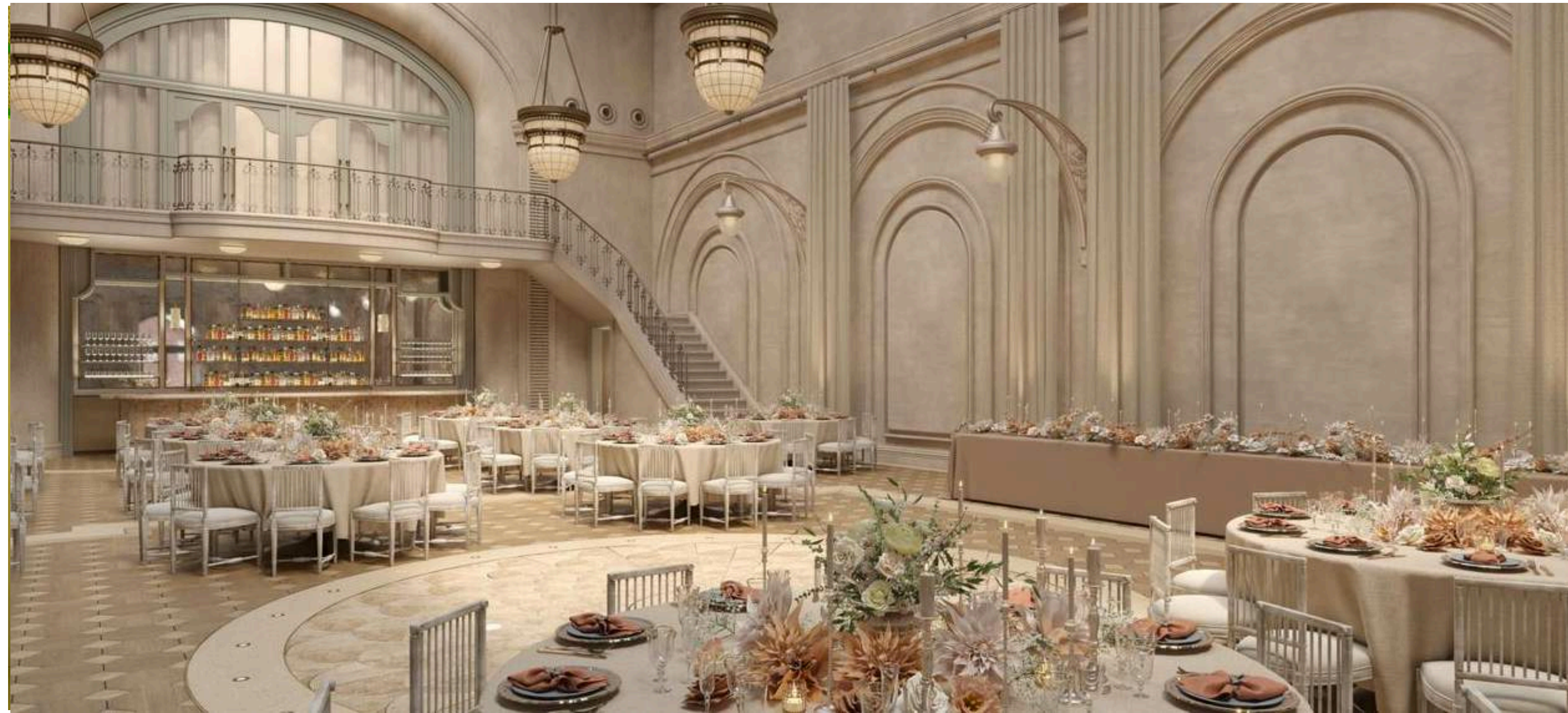
Powered by all female, minority and immigrant entrepreneurs, the vibrant dining space is a vessel for community-led development and represents the melting pot culture of San Francisco.

04 Food Hub: Destinations

“I anticipate a number of F&B outlets to include heightened offerings, including cocktail classes at world class bars and cooking classes with world class chefs.”

Gabriel Sanchez, Food and Wine, 2023

The Grounds Sydney



The Grounds, a sustainable coffee innovator, blends science, industry, and organic gardens in a stunning space. It recently opened a sister venue in South Everleigh.



The Grounds goes beyond coffee, offering events, an organic farm, and a community space in a repurposed factory. It collaborates with local food and beverage for a unique cultural experience.

Darling Square Sydney



A modern re-imagining of the iconic Jacksons on George St. Spread across a series of streets, Sydney Place is a curated, authentic collection of Sydney's best places to drink and dine with diverse experiences to explore.

Nakano Darling, located in the strip with Japanese bars and street dining, turns the strip into Sydney's little Japan. The precinct also has a public library, ideas lab and hosts national events such as Vivid Sydney.

YourStudio

YourStudio creates environments and experiences that inspire human connection

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