

## 2023 Sandwich Trends with Kara Deli Rolls

With the total eating out market set to reach a total of £95.9bn by the end of 2023, the main drivers of growth will be seen in quick service restaurants, coffee shops and sandwich retailers. In response to the growth, Kara have relaunched their much love deli rolls to help operators expand their food to go menu formats.

The delis have been revamped and come in a white and wholemeal variant, both now come topped with semolina. With new investment into their Sheffield production line, the delis also come sliced, allowing for added convenience in the kitchen; chefs simply need to thaw and serve.

2023 is the year for the next generation of sandwich. With the cost of living rising, many consumers are hesitant to part with any extra pennies they have when it comes to eating out. If they choose to, they want to make sure they are getting the most for their money. 2023 will see the rise of deep filled sandwiches, the bigger the filling, the better.

Get ready to load up your bread carriers, here are some sandwich trends we are seeing this year.

## Gone Fishing

With 66% of consumers stating that they are becoming more sustainable and environmentally conscious when eating out, we are seeing the growing trend of 'sustainable diets', which in turn is increasing the demand for vegan seafood. We are seeing many operators expanding their vegan offering through the use of vegan fish, whether it be vegan "salmon with cream cheese" or vegan chilli "squid," get your sandwich menus ahead of the game.



## Keep it Korean

44% of consumers are health conscious and as a result fermentation is growing. Kimchi, is salted, fermented vegetables, and is the viral ingredient which is paving the way in 2023, we are seeing this ingredient being used in more toasted sandwiches- kimchi cheese toasty anyone? Korean flavours are all over food and drink at the moment, so sandwiches are no different, gochujang and Korean pork sandwiches making their way onto sandwich menus.

Data collected from Lumina Intelligence Menu and Food Trends, January 2023

The Food People, July 2022

### Clucking Classic



With consumer confidence at an all time low, many consumers are turning to retro flavour profiles when eating out. From Jam Roly Poly for dessert to classic chicken sandwiches. Classic roast or poached chicken is an integral part of the 2023 sandwich revolution, however, classics are getting new modern twists incorporated. We are seeing chicken being paired with chicken fat mayonnaise, crumbled chicken skin or chicken fat croutons for an added crunch. Herbs are also a key flavour with basil pesto, thyme and parsley all freshening up menus.

### Veg Centre

The biggest veggie trend this year will be the adoption of complete vegetables in sandwiches rather than mock meats. Vegetables are being roasted, deep fired or chargrilled in order to enhance the flavours. Deep filled veggie sandwiches are also great ways for chefs to use up left over veg in the kitchen. Veggies we are seeing in sarnies this year include fried courgettes, roasted parsnips and pickled red cabbage- great for vibrant Instagram pictures.



**With our product range, the possibilities are endless when it comes to crafting the perfect sandwich. Check out our [wholesale bakery product range](#) or get inspired with more of [our recipes](#).**