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INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



ALL IN THE PUDDING

**Are sweet treat
restaurant concepts
going mainstream?**

The opening of two new sweet treat concepts in recent weeks caught my eye as I have had this type of food service provision in my mind as a possible trend for some time. First, Pizza Pilgrims announced their new '[Nutelleria](#)' outside its Kingly Court pizzeria in London's Carnaby and, second, I saw the '[world's first donutelier](#)' has been opened in central London by Roladin.

In this week's Industry Digest, [Mark Ashton](#) explores this trend and considers the drivers of these sweet treat concepts that are increasingly taking centre stage.

Have a great weekend!



SWEET TREATS TAKING CENTRE STAGE?

Mark Ashton

The rise of these sweet treat concepts (and possibly the 'premiumising' of desserts) may be explained, at least in part, by the growing interest in snacking occasions. According to [Mintel's Menu Trends - UK, 2023](#) report, 14% of Britons have had snacks from foodservices (dine in and/or takeaways) in 2022, up 2 percentage points from 2020.

Growing interest and supply of desserts that people know and like also may tie in with how people are turning to comfort food during difficult times, such as the current cost of living crisis. This can also be explained as a 'lipstick effect' - a theory that when facing an economic crisis consumers will be more willing to buy affordable treats or guilty pleasures. In the same [Mintel Report](#), they found that 78% of consumers agree that eating familiar dishes is comforting.

Indeed, the examples I cited are certainly not stand alone. Whilst there are certainly premium one-off outlets such as the first [donutelier](#), other small groups, such as [EL&N](#) with their high-camp electric-pink interiors, are also in the market. Multi-unit chains too appear to be in the rapid growth stage of the service firm lifecycle with [Creams](#) having 100 sites in the UK and [Heavenly Desserts](#) recently reported to be approaching their [50 store landmark](#). So perhaps there is more to this trend than simply increased snacking and indulgence in guilty pleasures?

I also wonder if there is an element of reinventing the Great British Institution of afternoon tea, but in a more accessible way? Other contemporary examples of new openings are explored below.

The famous London [Hummingbird Bakery's](#) most recent site in St John's Wood also includes a station where guests can customise their desserts and cakes and order a new red velvet ice cream - combining the sweet treat and personalisation trends. Later this month, [St John](#), is to open an all-day café and bar at [The Lightroom](#) - the new arts venue in London's King's Cross. It will offer St John's signature doughnuts and madeleines freshly baked to order.

Microbakeries also seem to be popping up around the world, in part driven by [pastry chefs escaping commercial kitchens post pandemic](#). Examples from [London](#), [Australia](#) and [New Zealand](#) suggest interesting innovation on multiple levels.

It seems this trend isn't stopping soon and those with a sweet tooth may be increasingly spoilt for choice!

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