



Treat

REPORT
2021

2021: THE YEAR
delicious and playful
COME TOGETHER.





A note from

**JENNIFER ENGLISH, GLOBAL
BRAND DIRECTOR, BAILEYS**



We are delighted to be back this year with the 2021 Baileys Treat Report, as we continue to delve into delicious treating trends from around the world. At Baileys we are obsessed with treating and believe that every grown up deserves a little sweet indulgence once in a while – even better when it's

full of playfulness, creativity and fun, as is forecast in this year's report. In 2020, more than ever, treating played an important role in our everyday lives, giving us moments of sweet indulgence at home and connecting us with friends over shared recipes. Personally, I can't wait for the delicious treasures set to emerge in 2021. We all deserve some joy and celebration. On behalf of the entire Baileys team, I am delighted to invite you to jump in and indulge your senses as you discover the treating trends of 2021!





This year the Baileys team worked with leading food futurologist **Dr. Morgaine Gaye** to capture the most exciting insights from the global treating industry, forecasting delicious trends set to influence treating culture in 2021.

A note from
DR. MORGAINE GAYE,
FOOD FUTUROLOGIST



I am delighted to partner with Baileys this year in the development of the 2021 Baileys Treat Report. When looking at trends in treating, and indeed food in general, we make personal, cultural, societal, political and aspirational decisions with everything we buy and consume. I've enjoyed exploring the future of treating over the last few months and think you will enjoy the delicious and sensory treats we have unearthed in this year's report. I hope you enjoy the playful elements ahead!

Dr. Morgaine Gaye is a Food Futurologist and creator of bellwether: Food Trends, the first food trend research compendium. Morgaine looks at food and eating from a social, cultural, economic, trend, branding and geo-political perspective.

www.morgainegaye.com



Baileys Treat Collective

The bakers, shakers & makers who contributed to this report



Lily Vanilli, Baker (U.K.)

www.lilyvanilli.com

Lily Jones (aka Vanilli) is alternately described as one of Britain's best-loved artisan bakers and the Queen of Cakes. Self-taught, she started out in 2008 and created an industry-leading brand with a pioneering approach to baking and running a food business.



Silene da Rocha, Baker (Spain)

www.instagram.com/silene_darocha

Silene da Rocha is a former Masterchef contestant and the founder of one of Spain's most popular artisan and organic bakeries, Amasa, which specialises in beautiful, fresh sourdough bread which is enjoyed all across Spain.



Maria Luisa Arias, Pastry Chef (Colombia)

www.instagram.com/marialuisa_masterchef

Maria Luisa Arias is a former Masterchef semi-finalist, pastry chef, owner and founder of pastry La Nostra Cocina through which she has been characterised by innovating and building recognition in the industry for her specialty in cake design and the preparation of mini desserts.



Vallery Lomas, Food Blogger (U.S.)

www.foodieinnewyork.com

Vallery Lomas is the former winner of ABC's Great American Baking Show and one of America's most loved food bloggers "Foodie in New York".



Olesya Kuprin, Food Photographer and Author (Russia)

www.instagram.com/okuprin

Olesya Kuprin is one of Russia's most loved cookbook writers and foodie influencers who focuses on beautiful food imagery.



Pooja Dhingra, Founder and Chef, Le15 Patisserie (India)

www.instagram.com/poojadhingra

Pooja Dhingra is the founder of the Le15 chain of patisseries and cafes and has featured on the Forbes '30 under 30' list both in India and Asia. Pooja is also a well renowned cookbook writer.



Sofia Cortina, Pastry Chef (Mexico)

www.instagram.com/sofcort

Sofia Cortina is one of Mexico's most loved pastry chefs and founder of La Vitrine bakery which specialises in delicious desserts made with French techniques and draws on Sofia's Mexican heritage.



Federico Riezzo, Owner, Catch Events (Ireland)

www.catchevents.ie

Federico Riezzo aka Fede, is a mixologist and founder of Catch Events. Fede regularly hosts Baileys cocktail and treating masterclasses.



Mega Trends

Let's get playful

After the year we've had, we'll all be turning to our food to deliver the fun factor. We'll be injecting the play missing from our day-to-day lives into the way that we experience food and drinks. Bright, rich colours will bring total and utter joy to our eyes whilst fluffy, pillowy textures and creamy drinks act like a duvet day for our mouths. Whimsy, wonder, and a whole load of WOW! will be just what we (and our Instagram followers) are crying out for.



Being together is the sweetest thing

Being able to share the food we love has always made for a special moment, but that was put on pause in 2020, and what took its place became something even more important. Movements like Vote Cakes and Bakers against Racism brought people closer through food.

They bridged divides for causes that are worth believing in, and made what could have been turbulent conversations, that little bit sweeter. We can expect to see the healing power of food on display even more next year as people share the food they love with everyone. Not just those close to them. After all, what brings people together better than some delicious treats to share?

Naturally delicious

Long bouts of staying in have made us keen to get out and explore the natural world around us. Being inspired by nature will also translate into our treats with petals, leaves and even stems making an appearance, and it's going to look stunning! We'll also be more aware of our impact on the natural world. Using sustainable ingredients and packaging will become more normal than not. Who says what tastes good can't also do good?



After the success of 'Dalgona Coffee' and its multiple challenges and versions that rolled through social networks, for this year creating colourful or flavoured airs to finish desserts and drinks will be the way to take beyond the experience of consumption and revive that inner child that we all want to remember after a very challenging year, therefore our consumer will be ready for a little more colour and life.

Maria Luisa Arias

Pastry Chef (Colombia)



The playfulness food trend will feature viral moments through the platform TikTok. Whether it's a time-lapse video of spiral-coloured cupcakes rising in the oven, or various food-related twists on popular TikTok challenges that emerge. It will also emerge through dessert-inspired cocktails that people will create at home.

Vallery Lomas

Food Blogger (U.S.)



The idea of fluffy textures, in all kind of cakes, with creamy and smooth toppings or fillings like homemade pastry creams, is absolutely a treat! It's like being in heaven! It's a trend that represents technique and at the same time it's something that everybody will want to eat and why not try to make it a home?

Sofia Cortina

Pastry Chef (Mexico)



Previously cakes were made only for special occasions but today you don't need a reason to make them because the meeting has become an event itself. I like the idea that you don't have to wait for a birthday party or vacation in order to bake biscuits. You can just make next Tuesday, or this Thursday as your special day.

Olesya Kuprin

Food Photographer & Author (Russia)



2021 Treat Trends OVERVIEW



- 1 **OAT Everything**
- 2 **CLASHING Combos**
- 3 **JAPANESE Indulgence**
- 4 **SPREAD THE Love**
- 5 **HOW'S THIS FOR A Glow-up?**

- 6 **AS LIGHT AS Air**
- 7 **EXTRA Sweet(s)**
- 8 **I SHOULD Cacao!**
- 9 **MUNCH ON Mochi**
- 10 **A DROP OF Self-care**

Treating trends of 2021

1 Oat Everything

Oats have been a big deal for a while now, but we aren't talking porridge, oat milk, or even your mum's flapjacks (no matter how nice they might be). Oat based milk chocolates, ice creams, cheeses, yoghurts, and even double cream are coming our way, and we can't wait. They've moved on from their wholesome appearance and have made the jump into decadent luxury, meaning we can look forward to rich and indulgent oaty treats. Oats are after all, gluten free, sustainable and locally grown, whatever did we do to deserve them?

Currently, we find a large influx of people who want to consume and recreate vegan and healthy recipes at home, but, at the same time, delicious and nutritious. That is exactly what oats provide, an easy and equally appetizing product... perfect to include in our diet!

Silene da Rocha
Baker (Spain)

2 Clashing Combos

We've been a big fan of sweet and salty for a while now. Though next year it's ramping up into something even more indulgent and creative. While there's going to be plenty of treats that mix up sweet, sour, salty, umami and pickled flavours, we're on the edge of our seats over an Ube donut with more clashing taste combos per bite than anything you can imagine. Ube, the Philippine purple yam is made into a doughnut and covered with a deep purple ube halaya glaze. It's then filled with Ube cream and tapioca pearls and topped with salty parmesan sprinkles. If you aren't a fan of the colour purple then don't worry, you've got ice cream fries, Danish dessert pizza, potato snacks covered in milk chocolate and caramel flavour crisps to try our instead. It's all brilliant. And we can't wait!

My favourite trend is Clashing Combos, and it originates in the beloved idea of Indian snacking. We've always had a palette for the sweet and salty when it comes to snacks. Some will remember the quintessential Indian birthday party plate! The excitement of having cake and wafers on your plate and having tiny creamy cake bits on your wafers all smooshed together.

Pooja Dhingra
Founder and Chef, Le15 Patisserie (India)





3

Japanese Indulgence

Japan is a haven for delicious, whimsical treats that will put a smile on your face, and while we'll be seeing a massive influx of Japanese inspired wonders (looking at you, giant fluffy cheesecakes) these two jaw-dropping delights are great examples of what's to come. First; a wobbly, fat, pillow-like pancake that you'll be pinching yourself over. Topped with fresh fruit, icing sugar, crème patisserie or literally anything you can dream of. These will leave us needing a post-brunch nap ASAP. But if you're like us and find yourself wanting something to see you through the day after a late brunch of pancakes and iced coffee, then the Taiyaki fish will give you the boost you need. The soft waffle-like cone in the shape of a fish is stuffed to the gills with ice cream, sprinkles, sauces and wafers. We promise you, finding one of these will be the catch of the week.



The Japanese truly know how to embrace the indulgent side of life. From beautiful, pillowy, fluffy pancakes to fun Taiyaki waffle cones, I can't wait to explore the delicious treats that will come from this trend.

Fede Riezzo

Owner, Catch Events (Ireland)



4

Spread the Love

Who doesn't love a spread? They're versatile, impossibly delicious, and turn your toast into a meal to remember. And one thing is for certain, we're going to be seeing and eating the stuff a lot more next year. From garlic-free sweet hummus flavoured with apricot, beetroot or chocolate orange, to latte inspired spreads of green tea and pumpkin spice, these spreadables are worth keeping an eye out for. We're going to be seeing a million different nut and seed spreads including a rich watermelon seed and an outrageously decadent bourbon peanut butter. But we're not scraping the bottom of the jar just yet. The spiced Dutch biscuit, Speculoos will be lending itself to everything from a delicious spreadable cake filling, to being blended into a sweet and spicy dip. Or for those who want to add a touch of luxury to their afternoon tea routine, Sloe Gin spreads and Champagne butters will make the humble piece of bread into a meal fit for royalty. Anyone for Baileys spread?

5 *How's this for a glow-up?*

Remember when glow in the dark was a thing? We miss it. But in 2021 it's going to be back, and better than ever. This isn't a Halloween party glow stick though. We're talking food and drink that can stand out from the crowd, even in a dark room. Edible algae that gives off a gentle bioluminescent glow in low light will find its way into our favourite cocktails, giving them an incredible other-worldly appearance that will be hard to ignore. We can also expect to see sweets and desserts literally lighting up our lives (and living rooms) in ways they never have, bringing a magical experience to the front and centre of any dark evening. You can expect to see glow in the dark trends at bars and parties looking to ramp up the fun as much as possible. Will someone pass us a Glowtini?

6 *As Light as Air*

If you've ever found yourself creeping to the fridge for a handful of grated cheese (it can't just be us, right?), this one is for you. Puffed cheese (or Keto Popcorn) is 100% cheese with the moisture baked out, leaving an impossibly light and crunchy snack that's high in protein AND makes eating a block of cheese completely acceptable. Sign us up! The light yet indulgent treats don't stop there though. We'll be seeing more and more puffed air snacks that make treating yourself a bit healthier, with the likes of avocado puffs taking over the shelves. Light and creamy will also be a big feature as we see more whipped hot chocolates, Dalgona inspired coffees, cakes as light as feathers and irresistible desserts that you'll want to find room for. Next year, aerated snacks and treats will be everywhere, and we promise, they'll leave you craving more.



I have been using these in my piping and cake decoration and they have been really catching on. They almost glow in the dark (glowing in low light) and have a lot of the playful, 80's elements we've seen gaining popularity overall. I expect to see a lot more of this in the coming year (they have already been selling out online!)

Lily Vanilli
Baker (U.K.)



A trend with high complexity, which is very exciting when it comes to delivering sensations of flavours at the gastronomic level. It is also so visual and striking when presented on the plate.

Silene da Rocha
Baker (Spain)





7 *Extra Sweet(s)*

It's hard not to love the classics. Macaron cookies, Danish pastries, rich ice creams and cake galore. They're hard to beat. But next year will give everyone's favourites a fantastically over the top new look.. and taste. Made from Danish pastry, the Nougat Crown is a new take that fills the trusty favourite with almond paste, custard or hazelnut cream. These delectable delights are then topped with everything but the kitchen sink to make a colourfully creamy treat that makes everything about pastry, so much better. Then we have the Macaron Ice Cream Sandwich. A summertime showstopper that will be hard to resist. Flavours like Thai Tea and Fruity Pebbles are infused into two macarons, between which sits a generous ice cream layer. This updated classic is then dipped into colourful icing or chocolate sauce and topped with anything you can imagine; giving it an incredible flavour and texture. You can expect to see new takes that bring all sorts of flavours and colours to old faves. The only limit is your imagination.

8 *I Should Cacao!*

Surprise surprise, we all love chocolate. Yes, it's a shock to us too. But allow us to introduce to you something new and a little different (you can thank us later). Cacao pulp, the bit you don't see as it's normally binned when making chocolate, is a sweet and fruity flesh perfect for jams and juices. It makes a wonderful addition to summery cocktails too. You can also expect to see it as a flavourful alternative to coconut water, topped with eye catching edible flowers for the perfect non-alcoholic refresher. Less waste, more taste. What's not to love!



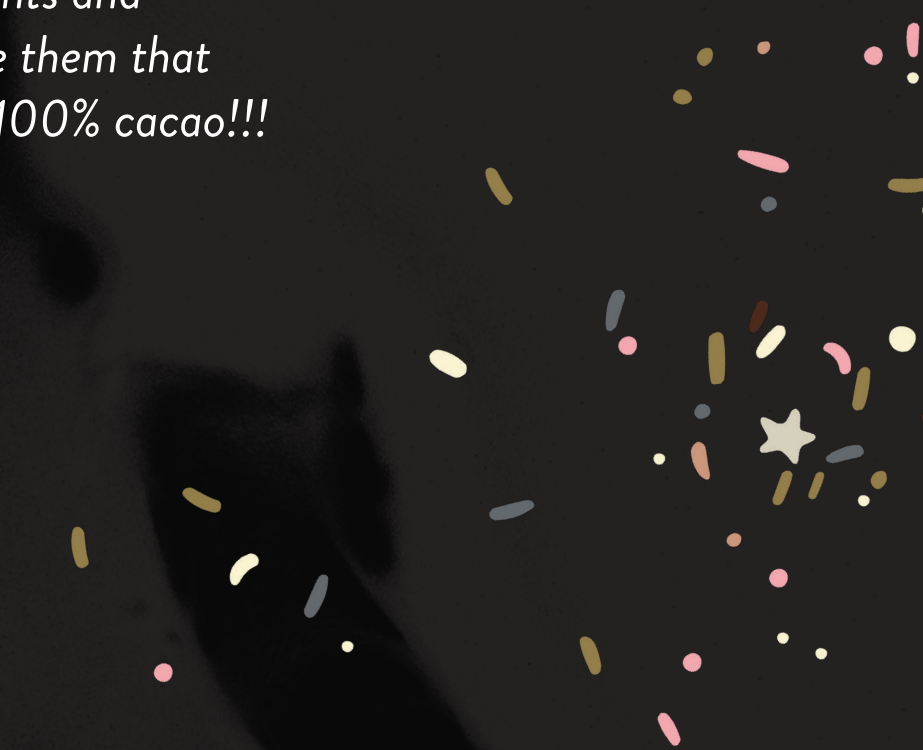
I'm most excited about Macaron Ice Cream Sandwiches. To get the texture of the crispy macaron shell just right, it's the kind of confection that should be enjoyed out and about, and the cool ice cream will be perfect for summer. It will be a wonderful way to get outside after a very long winter, especially due to more time at home due to the ongoing circumstances.

Vallery Lomas
Food Blogger (U.S.)



Cacao and chocolate bring so much joy to our mood that no one can resist them. Both products have so many antioxidants and benefits for our health that make them that healthy treat for any time, I am 100% cacao!!!

Silene da Rocha
Baker (Spain)



9 Munch on Mochi

Mochi can be a love it or hate it affair. But next year there's going to be a mochi for everyone. Our crystal ball (it's made of mochi, just so you know) is seeing ice cream with a mochi textured top layer, Mochi pancake mixes, mochi doughnuts and even savoury skewers of stuffed mochi balls all on the horizon. But if those don't get your taste buds going, then we've got something else for you. We'll be seeing mochi skin care routines that leave your face feeling refreshed and glowing. When it comes to mochi, everyone will be spoiled for choice when it comes to spoiling themselves.



More and more we're looking to Asia for kindred spirits and inspiration via Instagram. Beautiful layered and filled jellies have been gracing our screens and have started to pop-up on mood boards and in shoots in the UK. They will be sure to make their way onto more bespoke menus in the coming year.

Lily Vanilli
Baker (U.K.)

10 A Drop of Self-care

Unsurprisingly, everyone has been indulging in a bit more self-care than normal this year. Or at least we have! From the obvious and ever necessary tasty treats, to taking some much needed me time, it's been a big deal. Whilst next year will be different, the self-care kick will continue, and there will be plenty of new things to explore. People will be indulging in new botanical drinks that offer qualities like 'calm', 'focus', 'glow' and 'rest', and new fermented beverages like hop water; a non-alcoholic drink with a slight beer or ale taste, will be bigger than ever. So, regardless of how you want to look after yourself, there are going to be plenty of new drinks that make "me time" even better.



Although for several years there has been a large community focused on the creation and adaptation of sweet recipes to incorporate them into a healthy lifestyle, this year the use of substitute flours, natural sugars or homemade nut-based butters will be a trend in recipes such as brownies, cookies and breads

Maria Luisa Arias
Pastry Chef (Colombia)





A note from

**RUBY SHARMA, PARTNER
MANAGER AT PINTEREST**



With Pinterest, you have the power to create a life you love and this year it was all about finding inspiration to make your home-life an oasis of baking, self-care and treating yourself. Each

time someone searches for an idea on Pinterest, it's an indication of what they're thinking about trying or buying next. From top searched treat inspirations like Dalgona Coffee to emerging new trends like Japanese pillow pancakes, Pinterest helped people stay inspired as they stayed inside. Building on the 2020 Baileys Treat Report, we're seeing how people are treating themselves to have fun and explore ways to express their creativity and self-care - thankfully, one thing that's not "unprecedented" about this year.

- 909%** Banana Bread Recipe⁴ — TR20 A Taste For Nostalgia
- 777%** Gingerbread Recipe⁴ — TR20 A Taste For Nostalgia
- 637%** Pumpkin Bread⁴
- 597%** Ice Cream Tacos⁴ — TR20 A Pudding Less Ordinary
- 593%** Paleo Banana Bread⁴
- 292%** in Gothic Desserts⁴
- 230%** in Peanut Butter No Bake Cookies²
- 188%** in Fluffy Japanese Pancakes³
- 164%** Healthy Lemon Desserts²
- 160%** Homemade Cakes⁵
- 145%** in No Bake Cookies with Old Fashioned Oats²
- 144%** Cotton Candy Burritos⁴ — TR20 A Pudding Less Ordinary

279%
increase in Dalgona
coffee search¹

29%
increase in self-care
at home ideas¹
— TR20 The Right to Pleasure

439%
increase in
Baileys chocolate
coffee float⁴
— TR20 Grown Ups Only

1. Data from Pinterest US Emerging Trends 11/3/20 - 24/3/20 compared to 26/2/20 - 10/3/20
 2. Data from Pinterest US Emerging Trends 23/2/20 - 5/4/20 compared to 9/3/20 - 22/3/20
 3. Data from Pinterest US Emerging Trends 30/3/20-12/4/20 compared to 16/3/20 - 29/3/20
 4. Based on Pinterest data on US Emerging Trends 2020
 5. Based on Pinterest data on US 08/06/20 - 21/06/20 compared to same period 2019
 As predicted in the Baileys Treat Report 2020 (TR20)



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*Baileys Treat
Report 2021*

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