



# Transforming Tastes into Experiences

In 2025, food and beverage isn't just nourishment — it's narrative, theatre, ritual and status.

Diners are seeking emotionally resonant, sensorially rich, and ethically sound experiences that go beyond plate and palate. F&B is now firmly in the memory game — and the most unforgettable brands are using innovation, wellness, and storytelling to win hearts (and stomachs).

Here are some trends on our Radar.



# Edible Storyworlds

## Turning dining into a narrative, immersive event

### WHY IT MATTERS

Storytelling makes flavour unforgettable. By embedding narrative arcs into dining, brands can deepen memory and emotion, turning meals into shareable journeys.



## Micro Trends



### Fermentation Theatre

Chefs turn live fermenting into part of the show  
(e.g. Noma's fermentation labs)



### Fantasy-Themed Dining

Mythical, surrealist, or nostalgic settings (e.g. Tokyo's Alice in Wonderland Café, Gingerline: The Grand Expedition, Ultraviolet - Shanghai)



### Ingredient as Character

Locally foraged ingredients or heirloom varieties  
act as heroes of the meal



## What This Means For Brands

Food is no longer the product — it's the platform. Dining becomes an emotional journey, a storyline you consume with all five senses. Brands that collaborate with chefs, storytellers, or artists can co-create memorable, brand-aligned experiences.

### EVENT MARKETER INSIGHT

*“Diners crave more than plates — they want plot. Create experiences where every detail builds a brand-aligned narrative arc.”*



## Rebel Lens

Tripta Singh - Senior Transformational Lead @ R&S - "For me the best F&B experiences are about interaction and connection. Customer service elevates it, but I also love theatrics — where you move from room to room, food doesn't look as it seems, and the whole environment tells a story."



### BRAND EXAMPLES



#### Disfrutar (Barcelona)

Each dish is built around a surreal visual and narrative idea, often with an interactive twist.



#### Ultraviolet (Shanghai)

Every course is paired with immersive light, scent, and soundscapes that match its story arc.



#### Château Mouton Rothschild

Each vintage's label is designed by a different artist, adding collectibility and narrative.



# Wellness Reimagined

The rise of conscious indulgence and ritualised wellness

## WHY IT MATTERS

Food and drink are becoming tools for transformation where nourishment, intention and self-care meet.



## Micro Trends



### Sauna & Supper Clubs

Wellness becomes social, with brands offering mindful food post-treatment (e.g. Supper & Sauna in Norway, Birch Community in the UK)



### Functional Foods

Adaptogens, nootropics, and post-biotics sneak into cocktails and bar snacks




### Ritual-Led Dining

Experiences like cacao ceremonies or Ayurvedic pairings enhance perceived health and depth



## What This Means For Brands

Consumers seek meaning, not just nutrition. Dining formats that blur the line between self-care and socialising offer prime real estate for lifestyle and wellness brands to show up in sensory, integrative ways.

A top-down view of various dried herbs and spices on a dark green surface. Visible items include ginger root, turmeric powder in a small wooden bowl, blueberries, cinnamon sticks, and other dried botanicals.

### EVENT MARKETER INSIGHT

*“Build ritual into your event design. Think beyond food: breathwork, ambient sound, intentional service — all feed the memory.”*



## Rebel Lens

Karishma Khanna - Senior Events Producer @ R&S - "People are reintroducing ancestral recipes with a modern twist. I'm joining a fermentation course that ends with an amazing dinner full of gut-friendly fermented food - it's a great mix of wellness and F&B."



### BRAND EXAMPLES



#### Three Spirit

A no-alcohol spirit range infused with functional plants, tied to emotional states (Livener, Social Elixir, Nightcap)



#### Red Mesa Cuisine

A restaurant and cultural-culinary project that revives Native American and Indigenous foods using traditional techniques, ancestral ingredients, and storytelling.



#### Open Farm Community Singapore

A farm-to-table restaurant where guests can see behind the scenes — how produce is grown and what sustainable sourcing means. Deepening connection and meaning with their food.



# Playful Provocation

Food as performance, provocation, and pop culture remix

## WHY IT MATTERS

In a visual culture, food must entertain.

Provocative or humorous meals don't just delight - they drive virality and emotional recall.



## Micro Trends



### Meme Dishes

From Dalgona coffee to 'girl dinner', viral formats shape real-world menus



### Provocative Presentation

Plates that flirt with disgust, taboo, or humour (e.g. Body-part shaped waffles, Disgusting Food Museum)



### Cultural Remix

Korean tacos, Indian pizza, and other diasporic mashups becoming high art



## What This Means For Brands

The F&B space is prime for culture jamming — remixing the known into the unexpected. Brands can spark conversation by leaning into humour, surprise, and a provocative aesthetic.

### EVENT MARKETER INSIGHT

*“Use humour and surprise wisely — they’re emotion enhancers. What shocks or entertains also gets remembered and shared.”*



## Rebel Lens

Aayushi Mehrish - Creative Events Specialist @ R&S - "I love food that looks like something else but tastes completely unexpected. I love when guests become part of the performance, pairing dishes or interacting with the experience."



### BRAND EXAMPLES



**Yummy Cactus (Mexico City)**  
Playful installations paired with edible art



**Anya Hindmarch's Ice Cream Project**  
Unexpected ice cream flavours like Heinz Baked Beans and Kikkoman Soy Sauce



**Dirty Bones (London)**  
Menus inspired by New York hip-hop culture, served in nostalgic packaging



# Liquid Expression

Beverages become a vehicle for mood,  
identity, and sustainability

## WHY IT MATTERS

What we drink says who we are.

From mood-based menus to zero-waste martinis, drinks are a personal, emotional statement.



## Micro Trends

### PORCH SIPPIN' \$13

black tea, elderflower, lemon, honey, cucum

### CHEEKY NAN \$13

eno and green pepper infused tequila, ancho v  
ilapeno agave, lime, mole bitters with a tama

### ORIGINAL SIN \$14

son small batch bourbon, Ocean Hill apple b  
all peanut butter whiskey, Chinese five spice

### PUMPKIN SPICED LATTE \$13

fused vodka, espresso, Baileys, vanilla, sugar

### SUMMER DREAMIN' \$13

termelon vodka, Aperol, cranberry, lemon, c

#### Mood-Based Drinks

Menus based on feelings (Calm, Awaken, Dream), not flavours



#### Low/No as Luxury

Alcohol-free no longer signals compromise, but curation and care



#### Waste-to-Drink Innovation

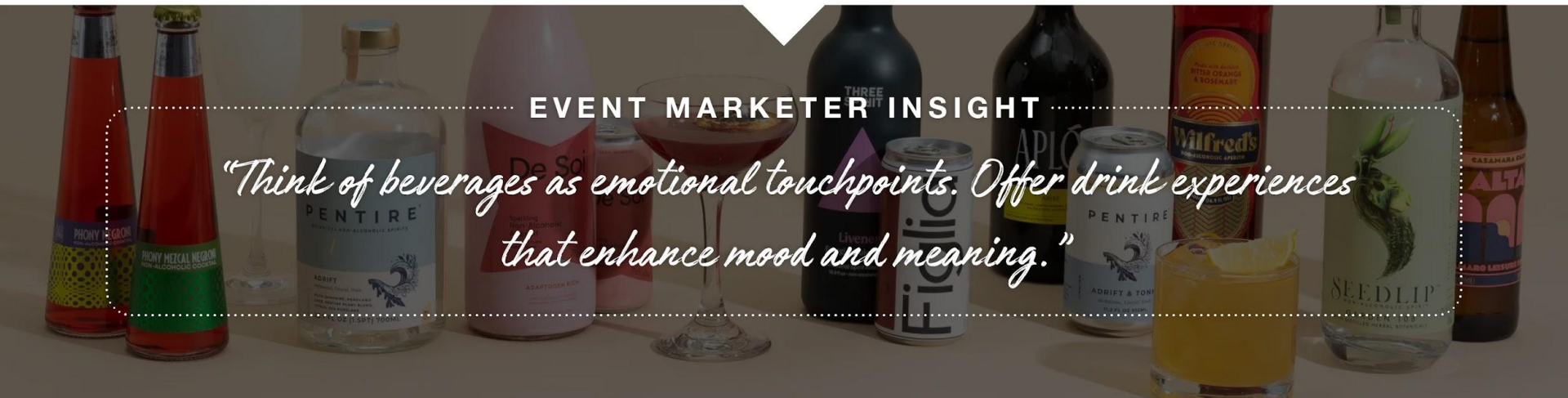
Cocktails from coffee grounds, citrus peels, aquafaba (the viscous liquid from cooked beans)



## What This Means For Brands

Drinks are increasingly tied to purpose, emotion, and environmental ethos.

There's an opportunity for beverage brands to align with values like self-regulation, creativity, and sustainability while offering beautiful, shareable formats.



### EVENT MARKETER INSIGHT

*“Think of beverages as emotional touchpoints. Offer drink experiences that enhance mood and meaning.”*



## Rebel Lens

Natasha Shamash - Business Development & Partnerships Manager R&S -

“I’m really into the alternative non-alcoholic beverage options that also have health benefits for example ‘Mother Root’ - a fiery ginger based drink is my current go to.”



### BRAND EXAMPLES



#### Aecorn Aperitifs

Sophisticated, bittersweet non-alcoholic pairings by the makers of Seedlip



#### Discarded Spirits

Drinks made from banana peels, cascara, and surplus fruit – turning waste into wow



#### Bar Mood (Taiwan)

Mood-based cocktails and rituals of service create a refined, emotional bar experience



## The Rebel Radar Takeaway



Food is no longer about sustenance or status — it's about story, soul, and sensation. In this next wave of experiential dining, the rules are being rewritten by emotion, intimacy, and cultural curiosity.

**To cut through the noise, brands must serve not just food — but feeling.**

It's not about bigger plates or bolder flavours. It's about sparking connection, curiosity, and content capture at every bite.

For event marketers and brands, the opportunity lies not in spectacle, but in intimacy, meaning and multisensory connection. If it moves someone — it sticks.

Want your next event to serve flavour with feeling?

Let's make this happen!



## References

### Page 5 – Edible Storyworlds

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### Page 13 – Playful Provocation

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