

Beit
Linn



LOOK AT ALL THESE CUNTS WAITING IN LINE FOR THEIR...

FERMENTED
PROBIOTIC
BONE BROTH

GUT CLEANSE
FIBERMAXXING
LOW HISTAMINE
PROTEINIFICATION
CAVIAR
AQUAFABA

CREATINE
COLLAGEN SUPPLEMENT
COLOSTRUM
LION'S MANE
SEA MOSS

DAIKON
KOMBU
GAMTAE
RED JUJUBE
BUCKWHEAT
GOCHUJANG



BOBA
MATCHA
HOJICHA
ADAPTOGENIC BEVERAGE
EREWHON SMOOTHIE
DIRTY SODA
CHLOROPHYLL
LEMON AND OLIVE OIL MORNING SHOT
BONE BROTH
ALTERNATIVE MILK
NATTY WINE



SMALL PLATES
BENTO BOX
SEASONAL CHARCUTERIE
PICKY BITS

YOGHURT CHEESECAKE
DUBAI CHOCOLATE MOCHI
CRONUT

... SHALL WE JOIN THE QUEUE?



Taste”

IN FOOD HAS BECOME MORE ABOUT VISUAL STIMULATION THAN SATISFYING HUNGER OR THE PALATE.



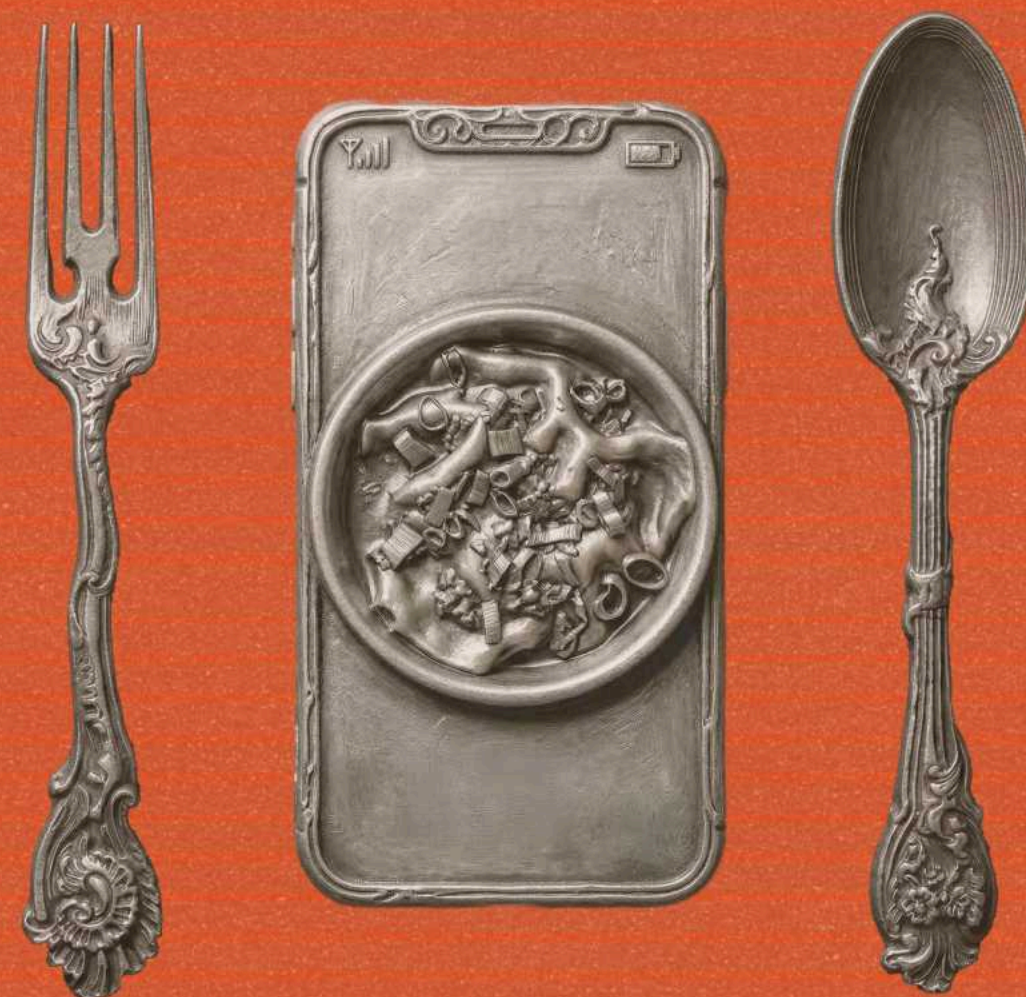
Social media has turned eating into a public spectacle, it's a looping feed of crunch tests, cheese pulls, and hyper-saturated close-ups. Restaurants are no longer just kitchens; they are stages. Dishes are designed not for mouths, but for posts. Menus are optimised for virality. Interiors are dressed like runways. The algorithm is the new critic.

(Nil Mutluer, @healgoblin)



“Social media made food really performative. We don’t just eat to nourish, we eat with an imagined audience. The plates show up for the camera before the mouth, sometimes that’s beautiful but it’s shit for the intention. It’s more external than internal.”

FOOD CULTURE IN 2026 EXISTS AT THE INTERSECTION OF APPETITE AND ALGORITHM.



WITHIN THIS NEW LANDSCAPE WE SEE
CHEFS BECOME CONTENT CREATORS,
CAFÉS BECOME FASHION BRANDS,
AND DINERS BECOME CRITICS.

SHE LIFTS THE FORK, PAUSES, TILTS HER HEAD. HER EYES WIDEN AS SHE TAKES THE BITE.

Eyes closed. Not fully, but just enough to signal discernment. Her hand rises again with the fork, index finger extended, wagging gently in time with an invisible metronome. Lips pursed.

“*mmm*”

She chews once. Twice. A nod. Then another nod, slower this time, as if confirming something she already knew.

“*Mmm, that is so . . .*” SHE STOPS HERSELF, SWALLOWS, RESETS. “*That is so so good.*”

Eyebrows lift. She leans back slightly, away from the plate, creating space between herself and the food, as though to say: I need distance to process this. The index finger returns, now pointing toward the ceiling. A soft exhale through the nose. A satisfied smirk.

“*Wow.*”

SHE LOOKS AT THE FORK. LOOKS AT THE CAMERA. SHAKES HER HEAD GENTLY, IN DISBELIEF, LIKE SHE HAS BEEN PERSONALLY WRONGED BY HOW GOOD IT IS. ANOTHER NOD, FIRMER NOW. THE VERDICT HAS BEEN REACHED.

Our Experts



RAHEL STEPHANIE



CHILLI

MATCHA, HOJICHA, CENDOL

Snog matcha
Marry cendol
Kill hojicha

RICE COOKER

I don't really believe in "guilty" pleasures - I take pride in all of mine. But the first thing I always crave after a service shift is Indomie goreng. Honestly, it's my favourite meal in the world

JAGO RACKHAM



BUTTER

KIMCHI, SAUERKRAUT, CORNICHONS?

Snog cornichons
Marry kimchi
Kill sauerkraut

MY KITCHEN AID

Greasy spoon sausages

NIL MUTLUER



OLIVE OIL. IT'S EVERYTHING.
SUNLIGHT, MEDICINE, PERFUME

KETCHUP, CHILLI OIL, KEWPIE MAYO

Snog kewpie
Marry chilli oil
Kill ketchup

A SMALL SHARP KNIFE
AND MY SMALL SPICE
GRINDER

Any kind of sweet panettone

HOW HAS THIS ERA OF ALGORITHMIC APPETITES EFFECTED OUR RELATIONSHIP WITH FOOD?

OUR RELATIONSHIP WITH FOOD HAS GOTTEN MORE COMPLICATED WITH THE ABUNDANCE OF CHOICE AT OUR GRUBBY FINGER TIPS.

We've moved past the era of the *“foodie”* and into something far more insidious, where taste is no longer curiosity but hierarchy, and everyone moves through the world convinced their palate is not just refined, but superior.

EVERYONE CONSIDERS THEMSELVES *A CONNOISSEUR*

HOW WOULD YOU DESCRIBE YOUR RELATIONSHIP WITH FOOD RIGHT NOW?

53.1%



8.3%



7.3%



6.3%



14.6%



10.4%



Romantic
(Food Connoisseur)

Authentic
(Anti Foodie)

Complicated
(Picky Eater)

Situationship
(Indifferent Eater)

Committed
(Meal Prepper)

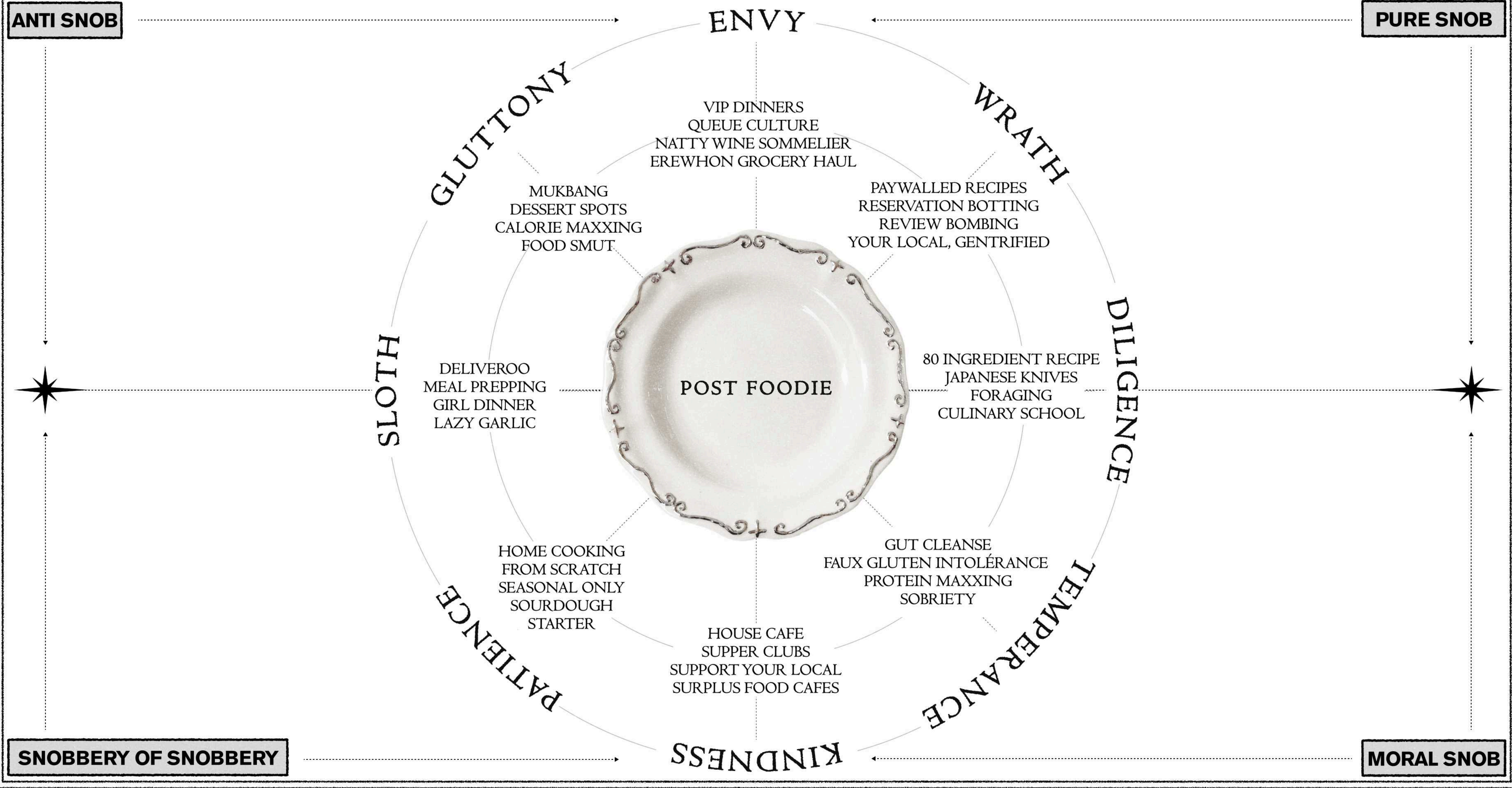
Pure survival
(Functional Eater)

“THE IDEA OF A FOODIE IS NOW REDUNDANT, IT’S WEIRD NOT TO BE INTERESTED IN FOOD”




(Jago Rackham, @ecstasy_cookbook)

PICKY EATING IS GAUCHE!
THIS IS THE ERA
OF THE NEO-FOODIE



(Sue Chan, The Cutting Room Floor podcast)



“People are obsessed with food and not only that, food is the great equaliser. We can’t all relate to sport, we can’t all relate to music, but we can all relate to food because we’ve got to eat three times a day.”

BEHAVIOURS THAT UNDERPIN

the Neo-Foodie persona

(01)

BROADCASTING TASTE

Food discovery shifts to food performance. We eat to signal taste, not to experience it.

(02)

SCARCITY AS STATUS

From communal to competitive, we share meals online but gatekeep them in real life.

(03)

NICHIFIED KNOWLEDGE

Knowing your ingredients isn't the same as understanding how and why it got here.

(04)

FOOD IS CULTURE

Food is culture's newest canvas and narrative has overtaken nourishment.

(01)

BROADCASTING TASTE

CURIOSITY VS. VALIDATION



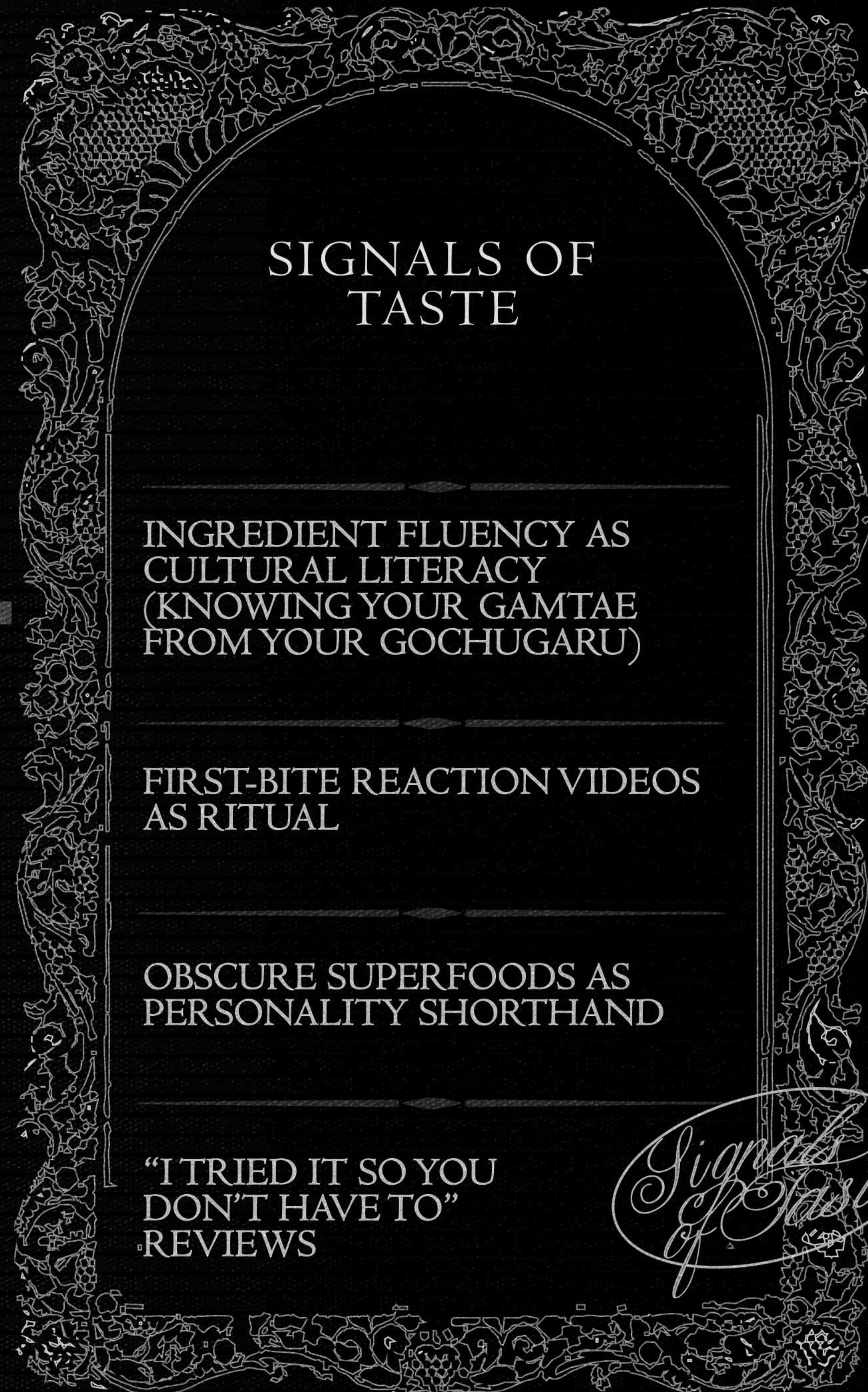
In an era where our appetites are hardly ever unobserved, do we eat to discover or to declare?

When everything niche, novel, and newly trending lives at our fingertips, discovering foods and flavours from across the globe has never been easier.

But in an era where knowing your gamtae from you gochugaru becomes a flex, curiosity begins to blur into performance.

We don't just taste; we signal. Hyper-obscure ingredients are social currency. Posting a hyper-local restaurant before it goes viral is proof of authenticity. Difference is consumed as identity. Flavour becomes a badge, not a sensation.

In an era of "you have to try the new blank street ube matcha" - are we ravenous with curiosity or just hungry for validation?



SIGNALS OF TASTE

INGREDIENT FLUENCY AS CULTURAL LITERACY (KNOWING YOUR GAMTAE FROM YOUR GOCHUGARU)

FIRST-BITE REACTION VIDEOS AS RITUAL

OBSCURE SUPERFOODS AS PERSONALITY SHORTHAND

"I TRIED IT SO YOU DON'T HAVE TO" REVIEWS

Signals of Taste

(Nil Mutluer, @heatgoblin)



“Food culture is at its height in terms of access. You can taste everything, learn everything, connect across continents instantly. But depth requires time, and our attention spans are really fucked up. Fragmented. We scroll dishes instead of sitting with them. It’s a mind fuck of abundance but then really shallow. They both exist at the same time.”

(BROADCASTING TASTE)



(1)

GINGER BEER MATCHA WITH LEMON CREAM TOP



[REF1:@LITTLEJOYCOFFEE]

We're in the hybrid Olympics. There is an unspoken competition for who can make the most unexpected but delicious hybrid. The pay off comes in the first bite reaction ritual, where judgement is passed.

(2)

KOCHI ASMR DELIVERS SMOOTH BRAIN HYPNOSIS



[REF2:@KOCHI_ASMR]

Food as a vehicle for mesmerising relaxation. Validation met through sensory gratification. Curiosity piqued by the suspense for what happens next.

(3)

ALLISON WONG'S SOCIAL MEDIA PLATES



[REF3:@ALLY_WONG]

Edible flowers and curated micro herbs. Consumption on social media is an artistic spectacle. Plates are polished like paintings. Eating is the performance. Storytelling is theatre. POV is the hook.

[CURIOSITY VS. VALIDATION]

(02)

SCARCITY AS STATUS

SHARING VS. GATEKEEPING

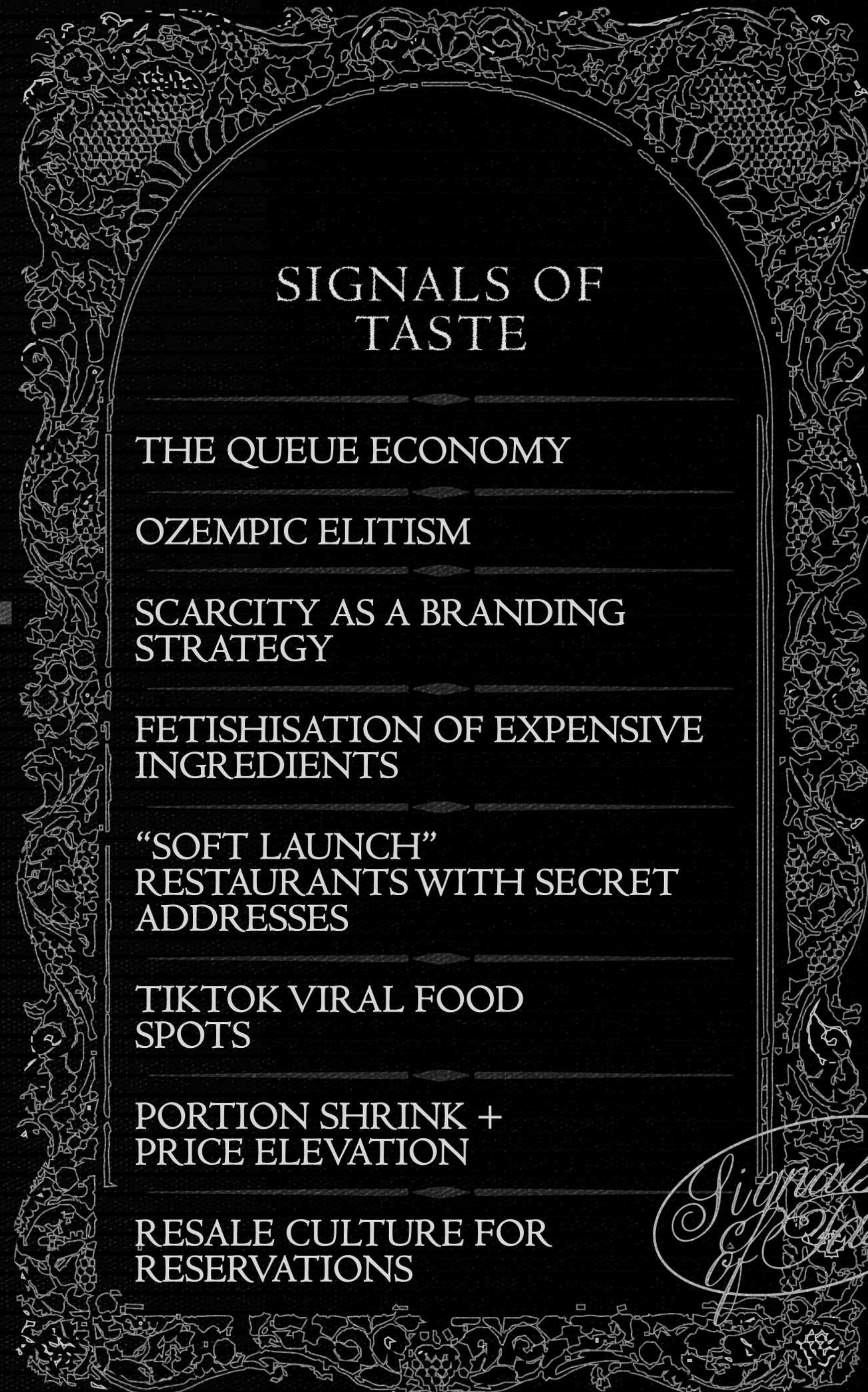


Smaller plate. Longer queue. Faster sell-out. Harder reservation. Higher value.

Food used to be the great unifier. Now it's underpinned by exclusivity. Waitlists, members-only supper clubs, \$28 smoothies all reframe access as aspiration. Even mom-and-pop spots aren't immune, the moment they get popular - "sell outs." Trendified. Inauthentic.

Dining becomes an individualistic pursuit to prove you were first. We no longer gather around tables; we queue for status.

On the other hand we are "sharing" food more than ever. Posts, saves, location tags. A meal can travel further in seconds than it once did in years. But how much of that sharing happens online – and how much happens across the proverbial table?



SIGNALS OF TASTE

THE QUEUE ECONOMY

OZEMPIC ELITISM

SCARCITY AS A BRANDING STRATEGY

FETISHISATION OF EXPENSIVE INGREDIENTS

"SOFT LAUNCH" RESTAURANTS WITH SECRET ADDRESSES

TIKTOK VIRAL FOOD SPOTS

PORTION SHRINK + PRICE ELEVATION

RESALE CULTURE FOR RESERVATIONS

Signals of Taste

(Jago Rackham, @ecstasy_cookbook)



“Over the years it’s become more pronounced that people think expensive equals good. It creeps me out, it shouldn’t be cool, it feels like it’s a status symbol that hasn’t changed over time”

(SCARCITY AS STATUS)



(1)

FARMERS MARKET RECEIPTS EXPLAINED



[REF1: @BRICKITYBRICK .COOKS]

Food as a luxury status symbol where the price tag is the gateway to entry. It costs to eat well. Preservative free, no pesticides. Where the portion gets smaller and the price bigger.

(2)

CHINESE BAKERY TO CULTURAL INSTITUTION



[REF2: @HARRYDUHLAW]

An auntie's worst nightmare is seeing their local lunch spot co-opted by caribener wearing trendies. Queuing culture signals an eatery's elevated status from simply a place to eat to revered cultural institution.

SKIMS PANCAKES



[REF3: @SKIMS]

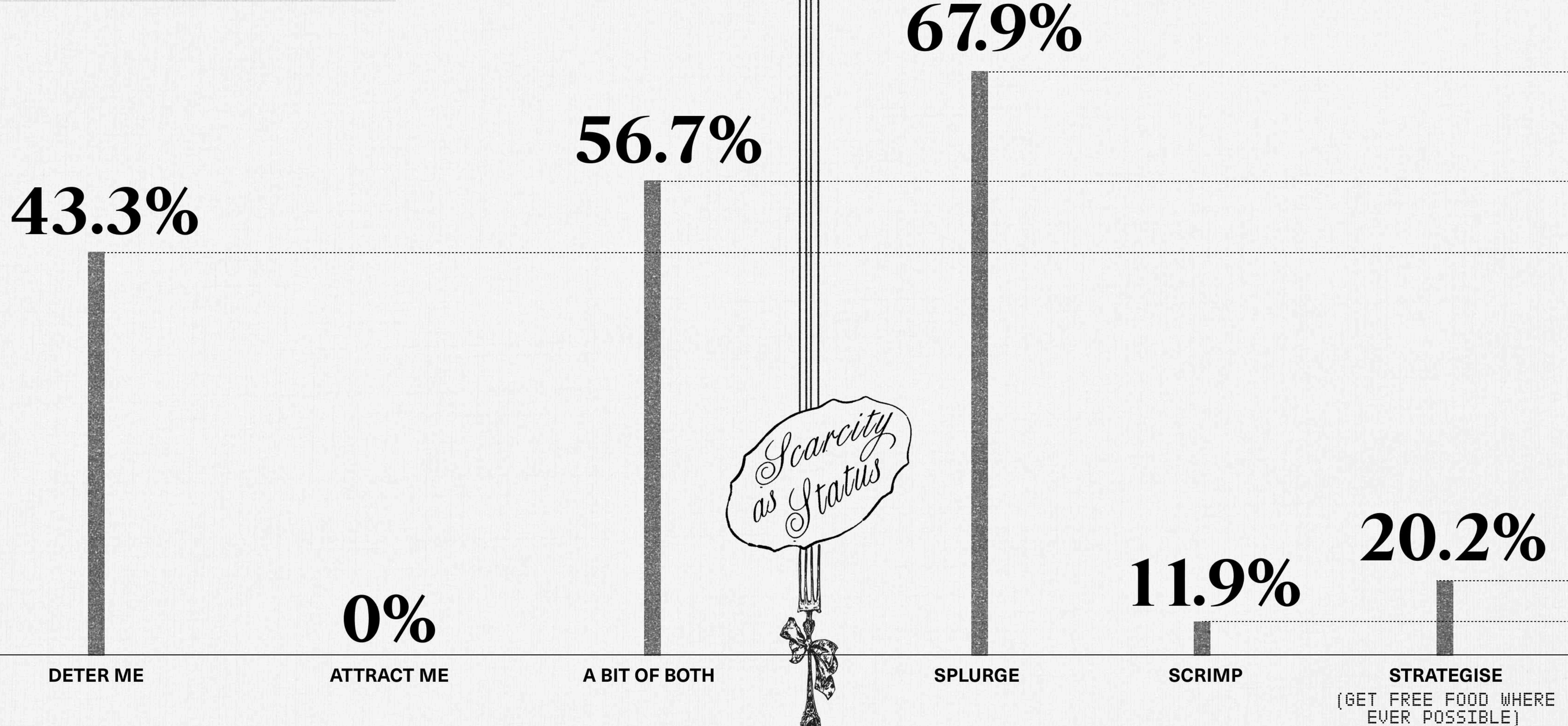
Brands lean into dining as part of their cultural performance. The dining experience offers ample opportunity for brands to extend their world building through the sensory experience of taste and flavour.

[SHARING US . GATEKEEPING]

WE ASKED OUR COMMUNITY TO FINISH THE SENTENCE...

QUEUES FOR FOOD SPOTS...

AND TO DESCRIBE THEIR FINANCIAL RELATIONSHIP TO FOOD ...



(03)

NICHIFIED KNOWLEDGE

EXTRACTION VS. APPRECIATION



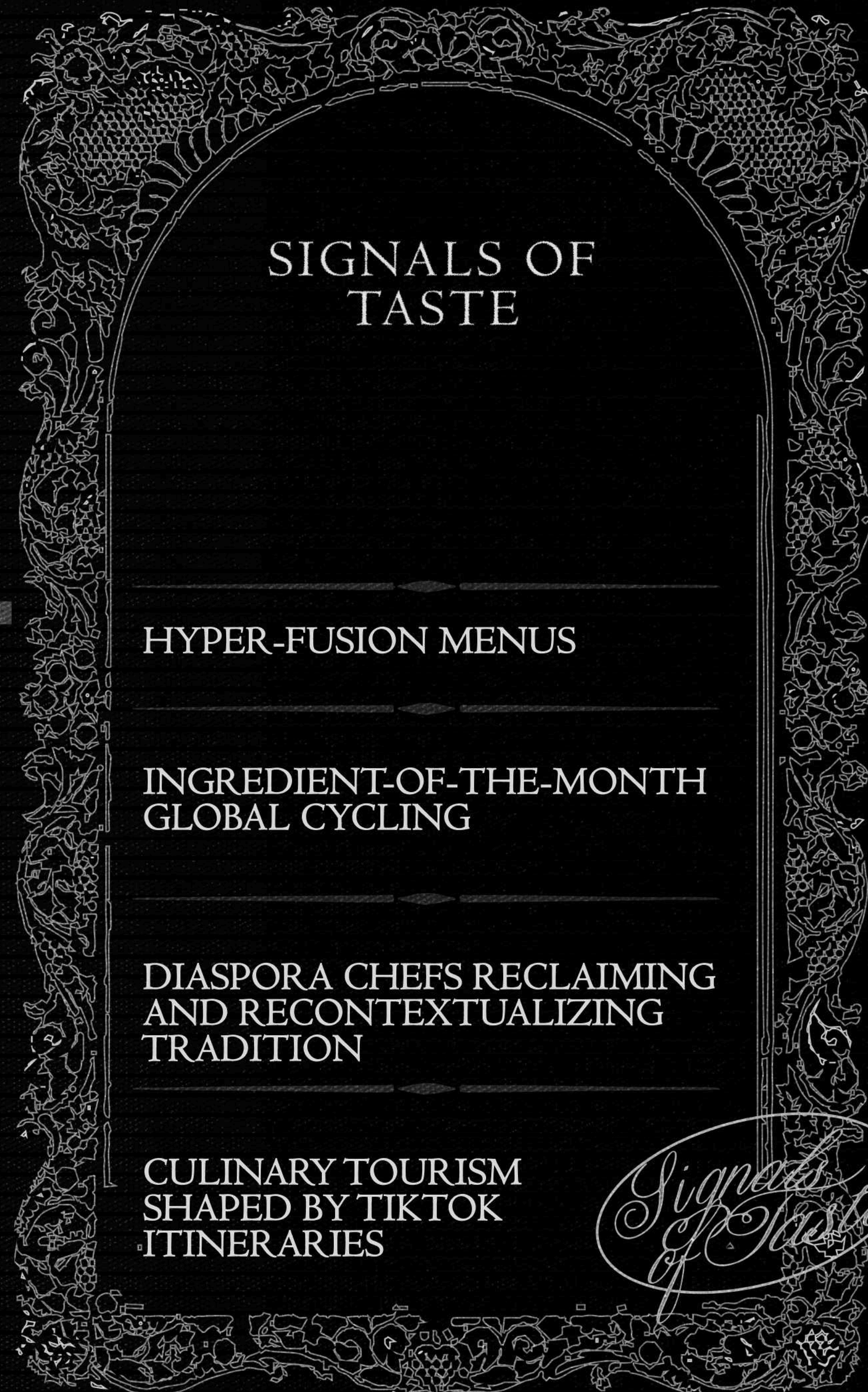
Did pandan land in your life via an East Asian kitchen or East London's algorithm?

In 2026, ingredients travel faster than their histories. Matcha is detached from ceremony. Gochujang floats free from geography. Ube becomes a colour code before it is a vegetable.

The algorithm favours familiarity wrapped in "exotic" signifiers. Everything needs to be recognisable enough to be safe but different enough to feel interesting.

In parallel to this flattening, socials give access to marginalised cuisines, reasserting authorship and deepening diners' knowledge.

The tension is not between global and local, but between reference and understanding.



SIGNALS OF TASTE

HYPER-FUSION MENUS

INGREDIENT-OF-THE-MONTH
GLOBAL CYCLING

DIASPORA CHEFS RECLAIMING
AND RECONTEXTUALIZING
TRADITION

CULINARY TOURISM
SHAPED BY TIKTOK
ITINERARIES

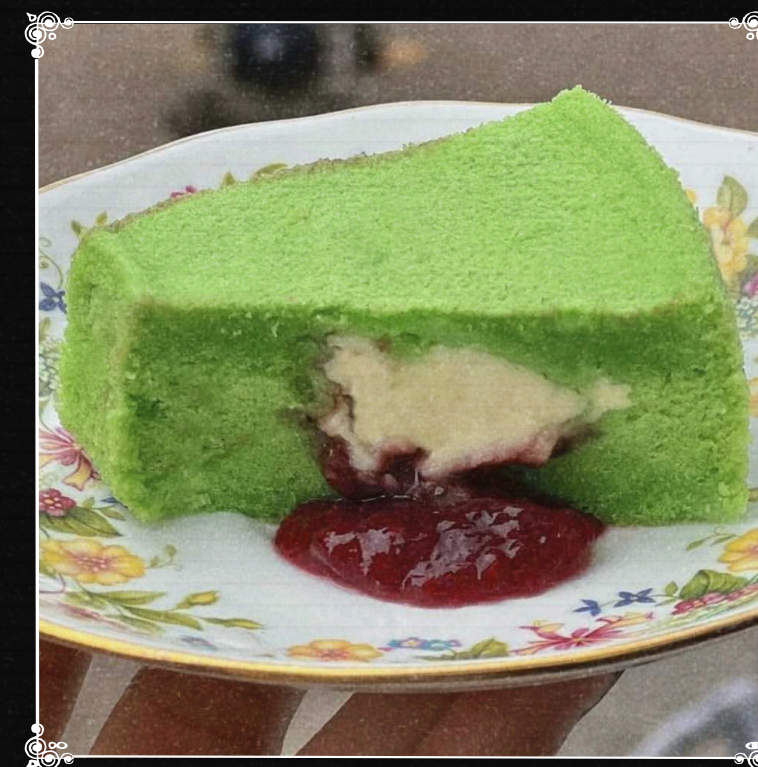


(Jago Rackham,
@ecstasy_cookbook)



“I THINK ALL FOOD IS A HISTORY OF SHARING AND CROSSING GEOGRAPHY. THINGS CAN BE APPROPRIATIVE, BUT ALSO MAYBE YOU JUST NEED GOOD MANNERS. THE IDEA OF AUTHENTICITY IS ALSO SOMETHING THAT’S VERY UNSTABLE”

(Rahel Stephanie,
@eatwithspoons)



“VIRAL FOOD CONTENT GOT A BIG BAD NAME, BUT THEY MAKE MARGINALISED CUISINES A LOT MORE ACCESSIBLE. THE PROBLEM IS WHEN INFORMATION IS BEING CONVEYED WITHOUT CONTEXT. THAT’S WHEN CULTURAL FLATTENING HAPPENS.”

(NICHIFIED KNOWLEDGE)



(1)

DOOBYDOOBAP SPILLS KOREAN FOOD HISTORY



[REF1: @DOOBYDOOBAP]

Dishes are getting decolonised. Content creators from minority backgrounds are finding their niche becoming amateur food historians, reclaiming and educating on the indigenous medicinal purposes for now buzzy ingredients.

(2)

THE PLAZA KHAO GENG AUTHENTICITY QUESTION



[REF2: @PLAZAKHAOGAENG]

BTS Culture > Flavour. A restaurant's BTS interior infrastructure is just as important as the food it serves up. Diners want to know who the owner is, their intentions, if they're ethical, and whether they're authentically aligned with the cultures they're profiting from.

(3)

THE KONBINI AS GATEWAY



[REF3: @SERENALEXOWO]

Enter a Japanese konbini and you'll unlock a niche window into what soothes the nation's cravings. The konbini holds a mirror up to the culture from the packaging design, shelf organisation, flavour profiles, textures and diversity of "necessities" on display.

[EXTRACTION VS. APPRECIATION]

(04)

FOOD IS CULTURE

PERFORMANCE VS. NOURISHMENT

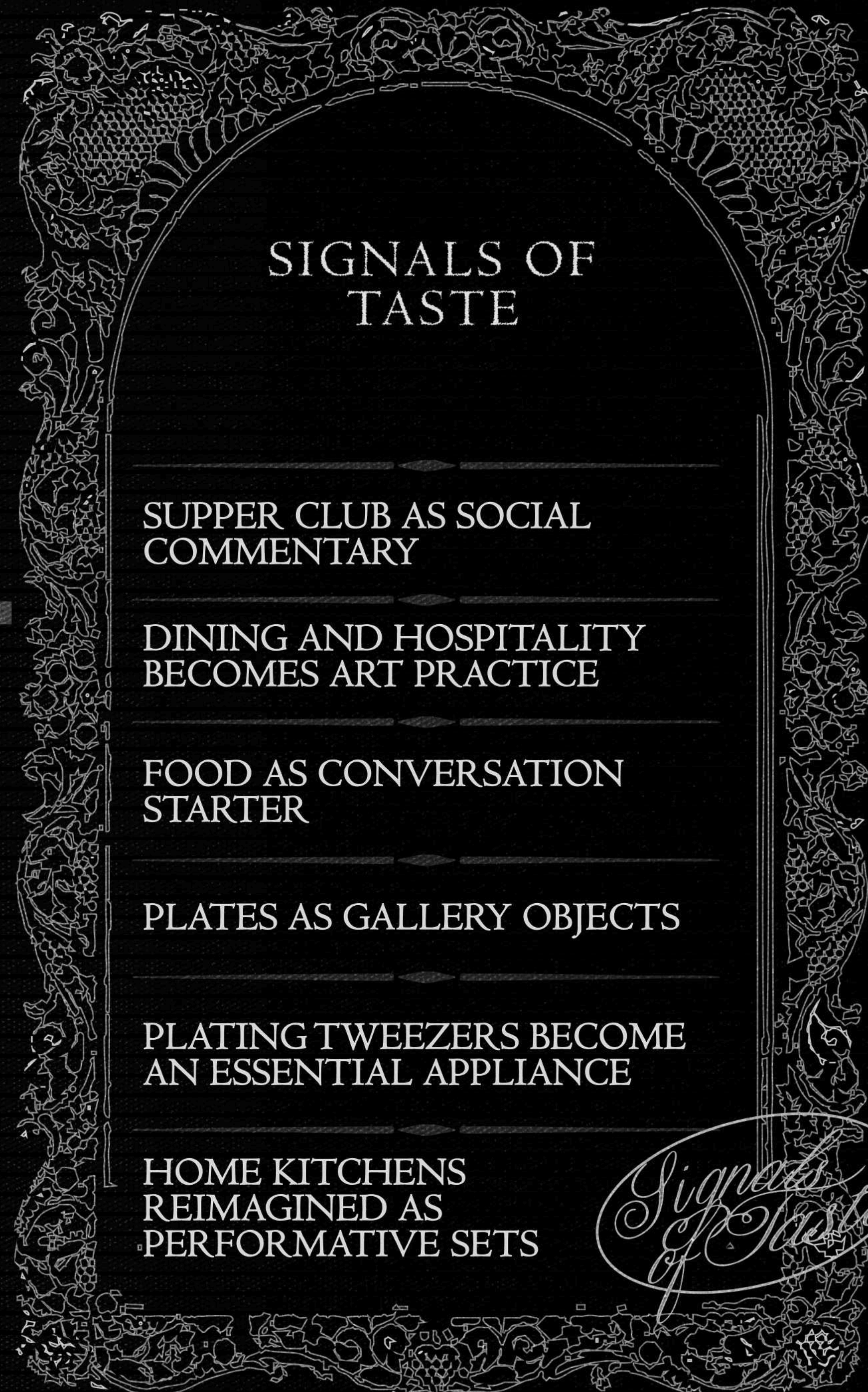


Food used to be eaten. Now it's performed.

Architectural seafood towers styled like Renaissance relics. Gelatine reimagined as translucent sculpture. Radicchio leaves placed like ikebana. Caviar staged as minimalist punctuation. Chefs counters as theatre and dinners become installations. The hyper-visualisation of our digital-first culture has turned dinner into an aesthetic system: the plate is a canvas, ingredients a creative medium.

A new food culture emerges. Cultural capital once tied to galleries or premieres now circulates through where and what you ate. This isn't inherited ritual like in the global south or European gastronomy. It's accelerated, aestheticised, platformed.

Has food become an aesthetic language? A moodboard you can ingest? If so, does nourishment become secondary to narrative? Does hunger become metaphorical? When food turns into culture, who is it really feeding?



SIGNALS OF TASTE

SUPPER CLUB AS SOCIAL COMMENTARY

DINING AND HOSPITALITY BECOMES ART PRACTICE

FOOD AS CONVERSATION STARTER

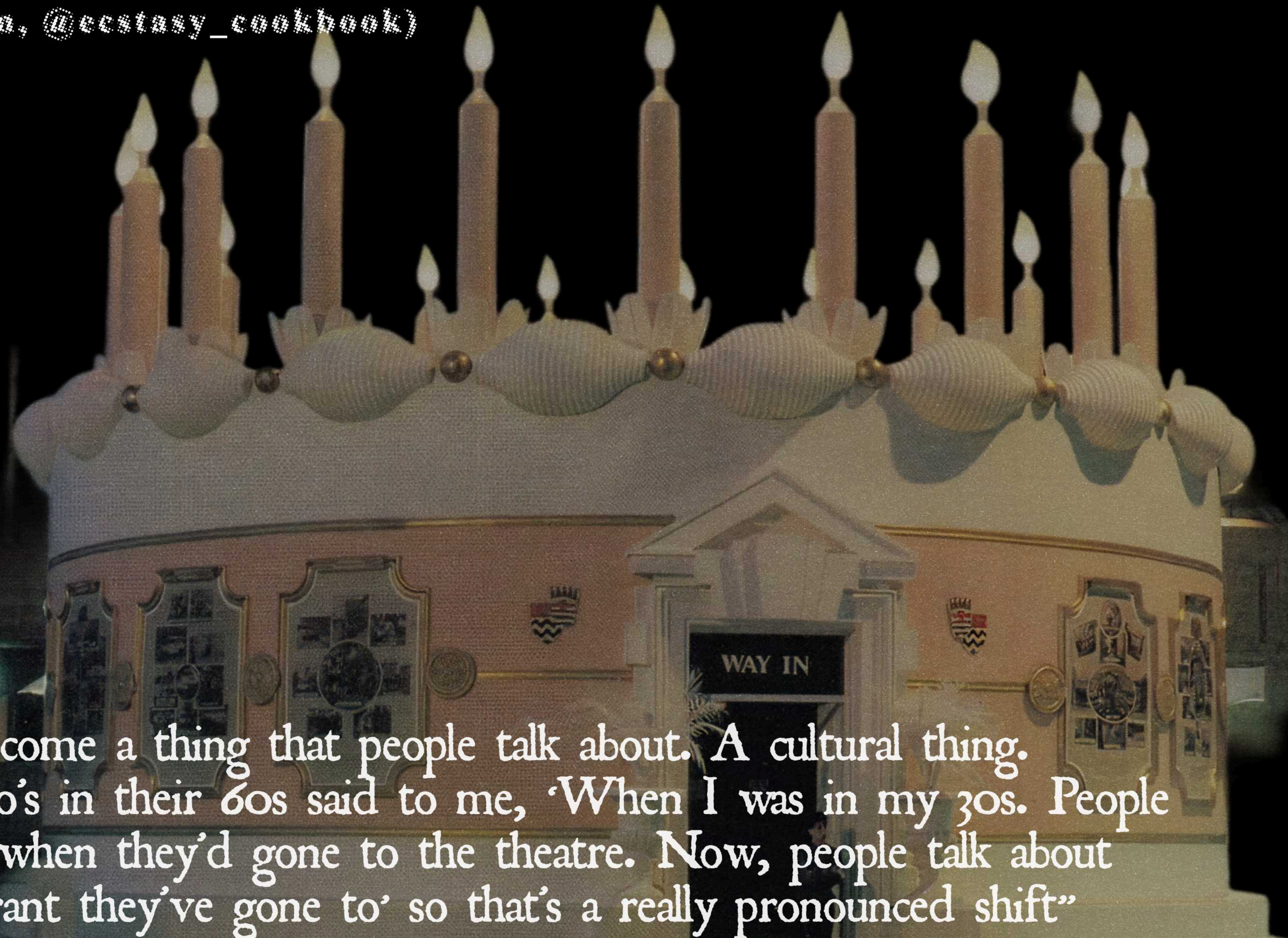
PLATES AS GALLERY OBJECTS

PLATING TWEEZERS BECOME AN ESSENTIAL APPLIANCE

HOME KITCHENS REIMAGINED AS PERFORMATIVE SETS

Signals of Taste

(Jago Rackham, @ecstasy_cookbook)



“Food has become a thing that people talk about. A cultural thing. Someone who’s in their 60s said to me, ‘When I was in my 30s. People talked about when they’d gone to the theatre. Now, people talk about which restaurant they’ve gone to’ so that’s a really pronounced shift”

(FOOD IS CULTURE)

Case Studies

(1)

MATRIXGIRL TURNS RUNWAYS INTO FOOD



[REF1:@LVEBRIAAA]

Food is an extension of personal brand. Online, it looks better than it tastes. A blank canvas for unbridled expression while remaining at the forefront of moreish desire. A vehicle for an online-first, curated experience.

(2)

MUKBANG EXPOSED



[REF2:@FEIQILAI022]

A mukbanger got caught spitting out food, exposing the performance of gluttony. Consumption online is performance, and performance takes endurance. It takes guts to commit to the bit. Whatever the cost, the payoff is in going the extra mile.

(3)

JAGO RACKHAM'S SPECTACLES PER OCCASION



[REF3:@ECSTASY_COOKBOOK]

When form elevates function. The food is art directed to compliment the occasion. Goth inspires the grotesque, the every day becomes fantasy, meat gets medieval.

[PERFORMANCE VS. NOURISHMENT]

**PASSED DOWN RECIPES SPAWNED CELEBRITY CHEFS.
 CELEBRITY CHEFS SPAWNED FOOD BLOGGERS.
 FOOD BLOGGERS SPAWNED INSTAGRAM CHEFS.
 INSTAGRAM CHEFS SPAWNED TIKTOK CRITICS.
 TIKTOK CRITICS SPAWNED CRAVING ENGINES.**



Each iteration promises more access, more choice, more democracy whilst leaving us slightly further from our own taste.

**THE QUESTION ISN'T WHAT WE'RE EATING.
 IT'S WHO'S PROGRAMMING OUR APPETITE.**

1993-2005

2006-2012

2013 - 2019

2020 - 2026

2027 -

CELEBRITY CHEFS

FOOD BLOGGERS

INSTAGRAM CHEFS

TIKTOK CRITICS

CRAVING ENGINES

TV ERA

METRIC RATINGS

BLOGSPOT ERA

METRIC COMMENTS

POST ERA

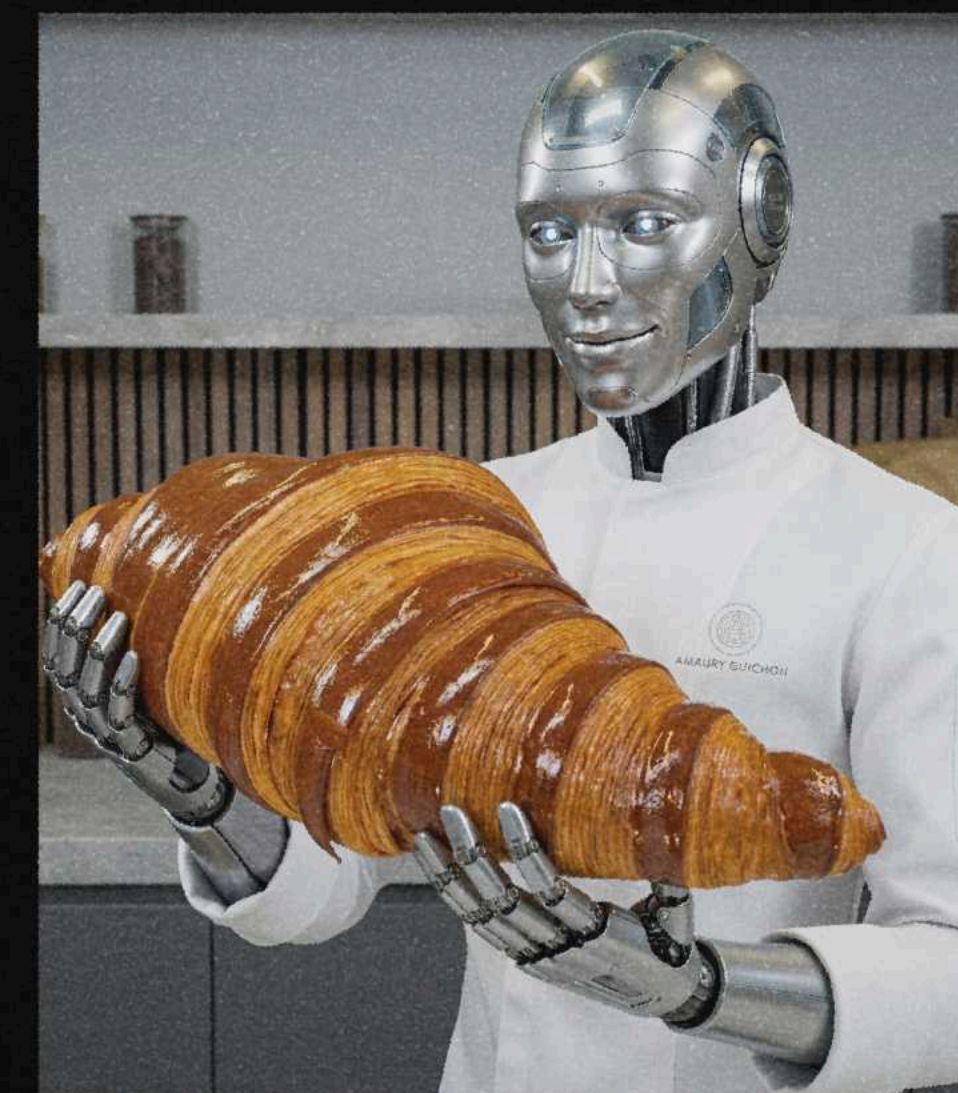
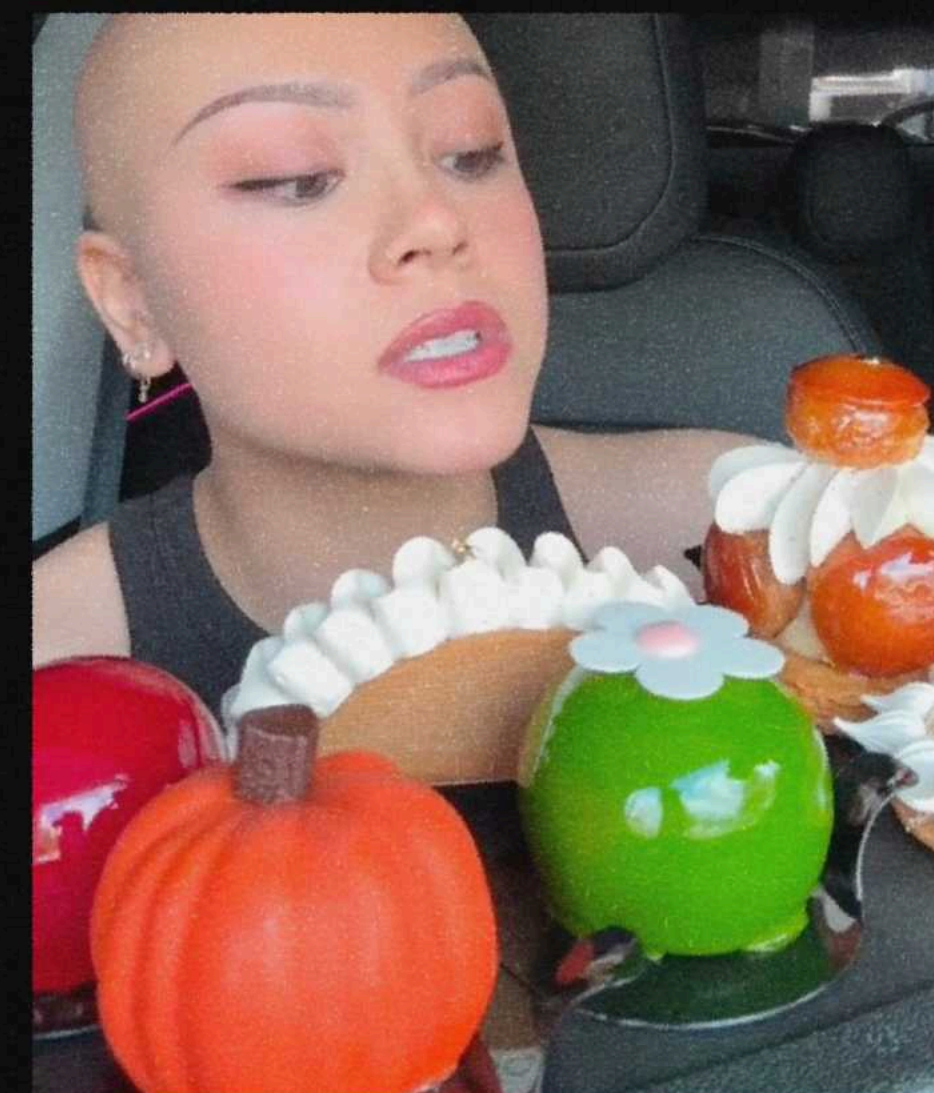
METRIC LIKES

FOR YOU PAGE ERA

METRIC VIEWS

LLM ERA

METRIC REALISED CONSUMPTION



NIGELLA LAWSON, SUN DRIED TOMATOES, PURÉED EVERYTHING, KITCHEN CONFIDENTIAL, ATKINS DIET, MICRO GREENS, GORDON RAMSEY, FOOD COLUMNISTS, MASTER CHEF, GASTRO PUBS AND JAMIES WAR ON TURKEY TWIZZLERS

BAKE OFF, JULIE & JULIA, MYSPACE BURRITO PROJECT, QUINOA, KALE, GOJI BERRIES, DAVID CHANG, RUSTIC PLATING, DELICIOUSLY ELLA, COURGETTI, MILK BAR, SRIRACHA, OTTOLENGHI, TRUFFLE OIL AND POMEGRANATE SEEDS ON EVERYTHING

SALT BAE, LAILA GOHAR, BON APPETIT, RAINBOW BAGEL, LATTE ART, DELIVERY APPS, BUZZFEED TASTY, MUCKING, MUNCHIES, MOB KITCHEN, CRONUT, MATTY MATHESON

NARA SMITH, DUBAI CHOCOLATE, EREWHON SMOOTHIE, CUCUMBER GUY, CHINA MAXXING, BIO HACKING, PIERCE ABERNATHY, IRIS LAW PAPAYA, EATING WITH TODD, THE BEAR, DISHES DESIGNED TO GO VIRAL

AI DRIVE THROUGHs, ALGORITHMIC RECIPE DEVELOPERS, DINING AS DATA, FULLY AUTOMATED KITCHENS, MEAL PREDICTION, ADAPTIVE MENUS

CHEFS BECOME POP

LONGFORM RECIPE POSTS.

THE AESTHETICISATION OF FOOD.

FOOD CULTURE MEETS VIRALITY.

AI PREDICTS YOUR CRAVINGS BEFORE YOU FEEL THEM.

In the golden age of cooking TV, dinner is best served on the sofa



1,200 words before the ingredient list



If you didn't post it, did you even eat it



Your For You page decides dinner



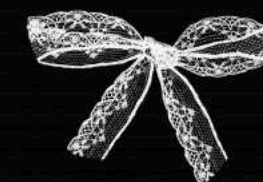
It ends not with a dish, but with predictive appetite



**"CHATGPT
IS ACTUALLY AN
AMAZING
CHEF,"**
Ø COMMUNITY RESPONSE



(Sue Chan, The Cutting Room Floor podcast)



“Food is the last thing that can’t be downloaded. So you can use food as a vehicle to give people experiences and to bring people together over your product. You can bring them into your world and your universe through food.”

**AS WE CARRY ON DOWN THIS
ROAD OF CULINARY
ACCELERATIONISM,**



**WE STOP BEING FED AND
INSTEAD FEED THE MACHINE.**

THE APP BUZZED BEFORE SHE EVEN FELT HUNGRY.

In front of her, a plate appeared, floating. A translucent cube of flavour she did not yet know she was craving. Its colours, its texture, the room's lighting were all calibrated for the big feed.

“*mmm*”

She whispered, touching it with her fork, though she did not need to. Every bite had already been optimised to trigger dopamine. Every flavour pre-approved by the machine.



A meal designed not for her palate but for the story the algorithm told about her, who she was and who it decided she wanted to be.

Across the city, millions of identical cubes emerged from automated kitchens, each subtly tweaked to match the biometric cravings of its diner.

Her feed updated in real time. Likes and envy bleed into one seamless notification stream. A satisfied smile crept across her lips.

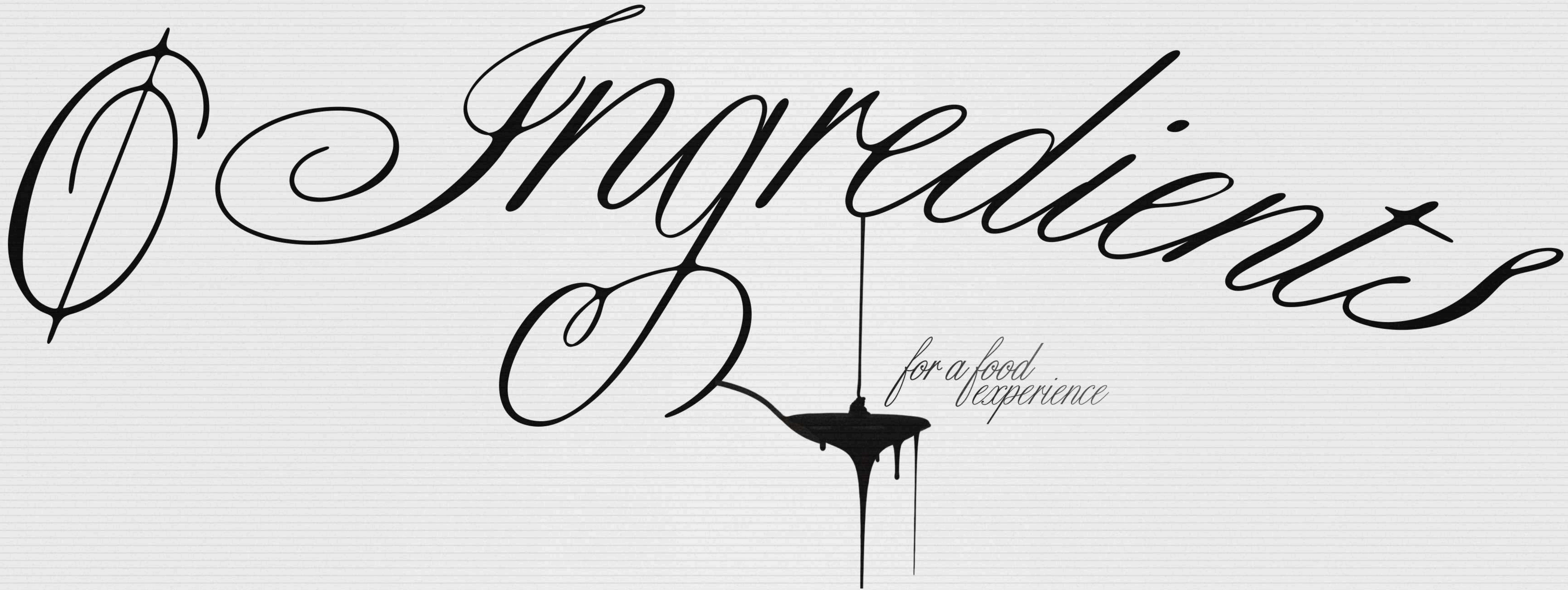
She scrolled. Anticipated the next craving queued for her. The craving she would never feel for herself but that would leave her satiated.

“I no longer need to know my own pleasures”

HUNGER NO LONGER BELONGED TO HER.
IT BELONGED TO THE FEED.

Food is being recognised as a medium for storytelling, but it deserves deeper recognition for its role in facilitating reflection and realignment. Food holds a potent power to draw our attention to what really matters and sketch a map to where we want to go. Food has the ability to reframe and refactor us; this expansive quality is only now gaining attention and momentum.

(Lydia Pang, Ø founder and author of Eat Bitter)



THE AURA
(MOOD)

Set the emotional and psychological tone. The unseen atmosphere that frames desire.

THE CEREMONY
(EXPERIENCE)

Concept behind the act of consuming the food. The choreography and temporal journey.

THE COMMUNION
(INTERACTION)

How the diner co-creates, participates, or enacts the experience. Defining their role in the story.

THE SCRIPTURE
(REASON)

The narrative, critique, or cultural commentary behind the experience. Why it exists in this era of digital appetite.

THE RELIC
(TAKEAWAY)

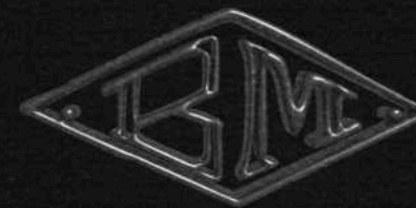
Literal and symbolic. How we extend the story of the meal, letting the diner carry, post, or memorialise the ritual.

(Max Meighen, The Sociology of Business substack)



“In the platform economy, friction is engineered out so extraction can be engineered in. But in great restaurants, effort is the product. Dough must ferment. Sauces must reduce. You might wait for a table. Broth must thicken ... which makes hospitality a potent antidote to the flattened, extractive experience economy.”





SHADEH KAVOUSIAN
PATRI NUNEZ
SANCHA DYMOTT
SUI SIEN DONOVAN
JYNANN ONG
MATTIE ROWLANDS
GIORGIA AUBREY

Beit
Linn

