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Fine dining restaurants will start cooking emotions and memories specifically made for each of us.

WHAT DOES THIS MEAN FOR **FOOD AND BEVERAGES BRANDS?**

- The ability to create and program specific flavors, and emotions attached to them, will force brands to focus on their stories rather than their organoleptic qualities.
- Customers will start to expect the same experience they have in fine dining restaurants in their daily lives.
- Once this technology spreads to the mass market, brands could have the opportunity to take their brands' claiming to one step further. Health or emotional benefits will be enhanced with the use of nanobots.

Solution

Eating out is one of the top activities people do. In the future, this will not change. Nonetheless, thanks to robot cooks and other technology, eating a well prepared dish will not be the offer of restaurants. Imagine the future chef as a mix between a developer, a psychologist and a UX designer. Fine dining restaurants will start cooking emotions and memories specifically made for each of us. By using nanotechnology they will be able to generate new tastes, textures, emotions and even create memories attached to a specific dish.

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Future of Food & Beverages

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Creative's profile



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Creative's top 5 skills

User Experience, Service Design