

The Grocer

Focus On World Cuisine

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World food has been the scene of plenty of innovation this past year. And brands seem to be going off the beaten track, with a spate of launches inspired by little-known cuisines from specific regions around the globe hitting shelves. Brands are promising to broaden Brits' culinary horizons with everything from pizzas with toppings from across Italy and Greek goodies to "reimagined Indian" cuisines and Into-Chinese sauces and marinades. What's driving this? Who's doing what? And what will be the next big thing?

Home cooking: Analysis from NIQ reveals that home cooks are getting more adventurous, with significant spikes in sales of herbs and spices such as garlic, chilli, ginger and cinnamon. What dishes are Brits cooking with these herbs and spices? Which cuisines are coming to the fore? Why? And to what extent is this informing product innovation?

World cuisine retailers and brands: For this feature we're looking to speak to world food retailers, wholesalers and brands about what's hot (and not) in the category right now. What factors are affecting the cuisines and products that appeal to Brits? And what are the most exciting parts of the market?

Innovation: The past year has seen plenty of innovation in world cuisine. This feature will explore the latest trends and how this is playing out in terms of product innovation. We will profile eight new products or ranges, ideally ones that have not appeared in The Grocer before. Please provide details of launch date, rsp, pack weight and stockists, as well as a high-res product shot.