

CHEESE TRENDS FOR 2020 (СИРНІ ТЕНДЕНЦІЇ НА 2020 РІК)

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У доповіді викладаються тенденції у продажі та споживанні сирів у 2020 році у США та інших країнах світу.

It's unlikely that pristine cheese boards, gooey raclette, and oozy grilled cheese sandwiches will lose much traction in 2020. But, what new sorts of cheesy trends do we have to look forward to at the beginning of this new decade?

Sustainable packaging. I think as purveyors, we don't tend to think about packaging in the same way as our customers; we're wrapping in cheese paper or selling pre-packaged items because that's all built into what we do. [Our customers] are asking if they can bring in beeswax wraps, reusable containers, and if they should be buying cheese paper/cheese bags for at-home use to avoid wrapping in cling film. It's a neat shift to see as more people choose greener alternatives – a good example for all of us to follow!

We'll see cheesemakers focusing on sustainability as farms face more and more issues from climate change and cheesemakers advertising the steps they are taking to preserve the environment. 2020 is the year consumers can learn cheese is a process, not just a product!

Big data will impact cheese distribution. The romance and saleability of [the] specialty cheese market has attracted engineers seeking to improve the flow of cheese to market.

As cheese and its inherent beauty continues to gain traction on social media, it will be ever-important for education to be the defining factor in cheese influence.

In 2019 at the World Cheese Awards in Bergamo, Italy, Japanese cheeses took 15 awards out of 30 entered, including a No. 10 spot of Best in the World. In 2020 we will see Japan bringing their cheesemakers into the limelight for these extraordinary awards.

An expansion of prepacked snack packs of salami and cheese, nuts, etc.; prepacked cheese board kits to put together at home, and home delivery of same.

2020 will be the year that robust, washed-rind cheeses will really get to shine.