



GREAT  
BRITISH  
CHEFS

## THE INTERNATIONAL BRITISH FOODIE

GREAT BRITISH CHEFS INSIGHT

## Background

We have previously conducted a lot of research into the cooking habits of foodies but never looked at which cuisines they were cooking at home, how they would describe their style of food and their views of 'British' food – whatever that may mean to them. We knew that they had store cupboards full of interesting ingredients, from harissa to sriracha, and that they were cooking a wide range of dishes inspired by global cuisines. However, as a business obsessed with data and insight, we knew there was more we wanted to find out.

That's why in the summer of 2017 we surveyed over 4,900 UK-based foodies to better understand how they view British food and which cuisines they cook and eat at home. We explored their ethnicity, their views of British food, what they have in their store cupboards, asked them to describe their own cooking and tell us the cuisines they cook at home, which cuisines they eat when dining in restaurants and where they have been on holiday.

## The data set

The responses were weighted to reflect the demographics of our website visitors (according to Google Analytics) and have been segmented to reflect our own UK segmentation, which identified Britain's 14 million foodies. The segments – 'Committed Foodies' and 'Weekend Foodies' – are based on respondents' answers to 10 key statements that emerged from our previous White Paper on UK Segmentation (available to download at [www.greatbritishchefs.com/insight](http://www.greatbritishchefs.com/insight)). The statements are as follows:



My friends expect me to know about the latest food trends



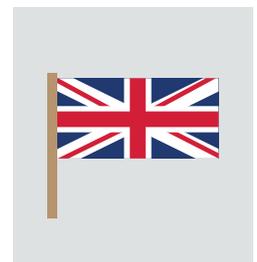
I spend a lot of time preparing food



I enjoy talking about food and planning what I am going to eat



I would describe myself as a 'Foodie'



I'm interested in where the ingredients I buy come from



I enjoy entertaining friends and family with meals at my home



I like to try out new recipes



I am happy to pay a bit extra for quality food products

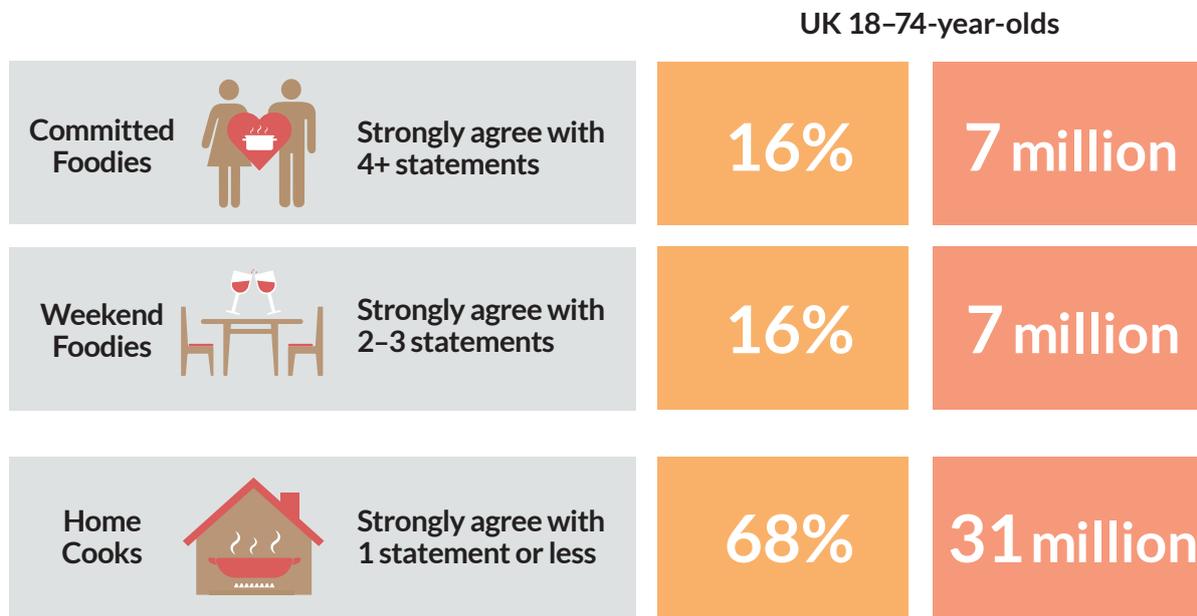


I enjoy finding and buying unusual ingredients



I enjoy trying gourmet food in expensive restaurants

The two segments are very different and are identified based on the number of statements that they strongly agree with. The Committed Foodie strongly agrees with 4+ statements and the Weekend Foodie strongly agrees with 2-3 statements. The two foodie segments together account for 14 million people (32% of the UK 18-74-year-old population) with almost 60% of the Great British Chefs audience being made up of Committed Foodies.



### Key insights

The data shows that UK foodies cook a broad range of global cuisines from scratch and are willing to visit speciality stores, when necessary, to purchase ingredients. While it is clear that almost all foodies cook British cuisine at home, it is accompanied by a wide variety of other cuisines. When you look at the way that foodies describe their style of cooking, this makes total sense.

Tasty, Bold, **Flavourful**

Adventurous

**Eclectic**

British

Healthy

Simple

Modern

Traditional

Homely

While older foodies are more traditional in the cuisines they choose to cook and there are marked regional preferences, the range of cuisines cooked by foodies is impressive. While Italian food still leads the pack in terms of popularity, Greek, Mexican, Spanish and Moroccan are in the top ten. The British love affair with Japanese food seems to be gaining momentum, with almost half of Committed Foodies having cooked it at home. Regional variations are also beginning to gain footholds on the culinary ladder, from Cantonese to Sardinian.

The range of ingredients that foodies have in their store cupboards remains impressive and once unknown sauces and spices now appear regularly. An ingredient such as coconut milk might have been exotic a decade ago, but it's now a commonly bought item, while the likes of water chestnuts, Sichuan peppercorns and kaffir lime leaves now vie for attention.



Dried mushrooms



Tamarind paste



Gochugaru



Korean fish sauce



Kimchi

The research also sheds light on the connection between travel and the rising popularity of international cuisines. Foodies who have visited a country often cook that country's cuisine at home. This provides both an opportunity for travel companies to tell their story through food and for brands to leverage the magic of particular locations to bring their product narrative to life.

As a business we have always defined a 'Great British Chef' as someone who is cooking at a certain standard in this country. We work with chefs who cook British, Scottish, Welsh, Irish, Indian, Chinese, French, Italian, Spanish, Catalan, Portuguese, Scandinavian, Danish, Middle Eastern, Japanese, Brazilian, Thai, Mexican, Vietnamese, Belgian, Canadian, Bajan, Israeli and Estonian cuisines. If brands want to engage foodies they must embrace a diverse range of cuisines, and if the brand desires to be a trendsetter it needs to embrace emerging cuisines.

If you would like to hear more about our approach, our insight into Britain's 14 million foodies or our case studies, please get in touch.

Ollie Lloyd (CEO)

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## British cuisine

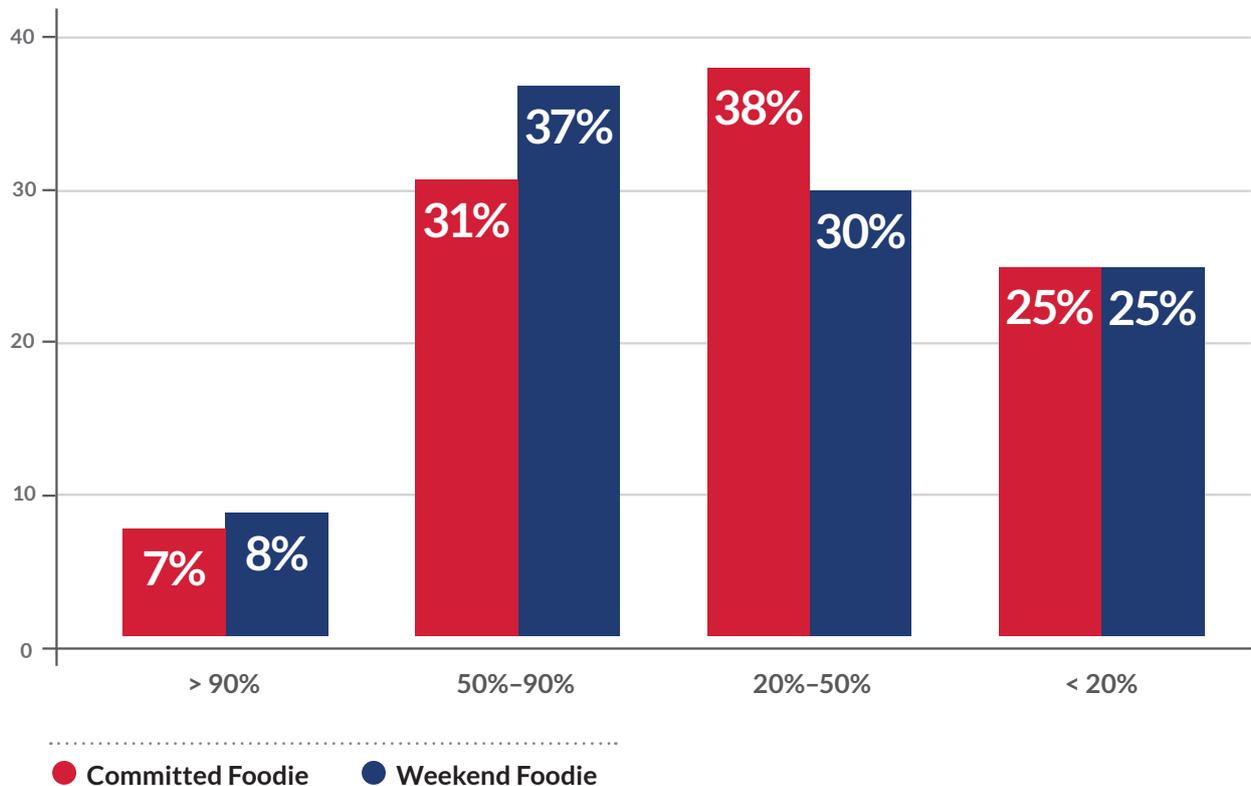


While 99% of foodies claim to cook British cuisine at home, the majority of foodies claim that less than 50% of their home-cooked meals are British. However, the picture is far from uniform, with a number of differences emerging. While only 30% of foodies under 35 cook British food at least half the time, this increases to 62% with those aged 65 and older. Committed Foodies are happy to eat out at restaurants serving British food but seem far less interested in takeaway or ready meals that are British compared to cuisines like Indian and Chinese.

**93%**

OF THOSE WHO VISIT BRITISH RESTAURANTS REGULARLY ALSO COOK BRITISH CUISINE AT HOME

### % of home-cooked food described as British



**87%**

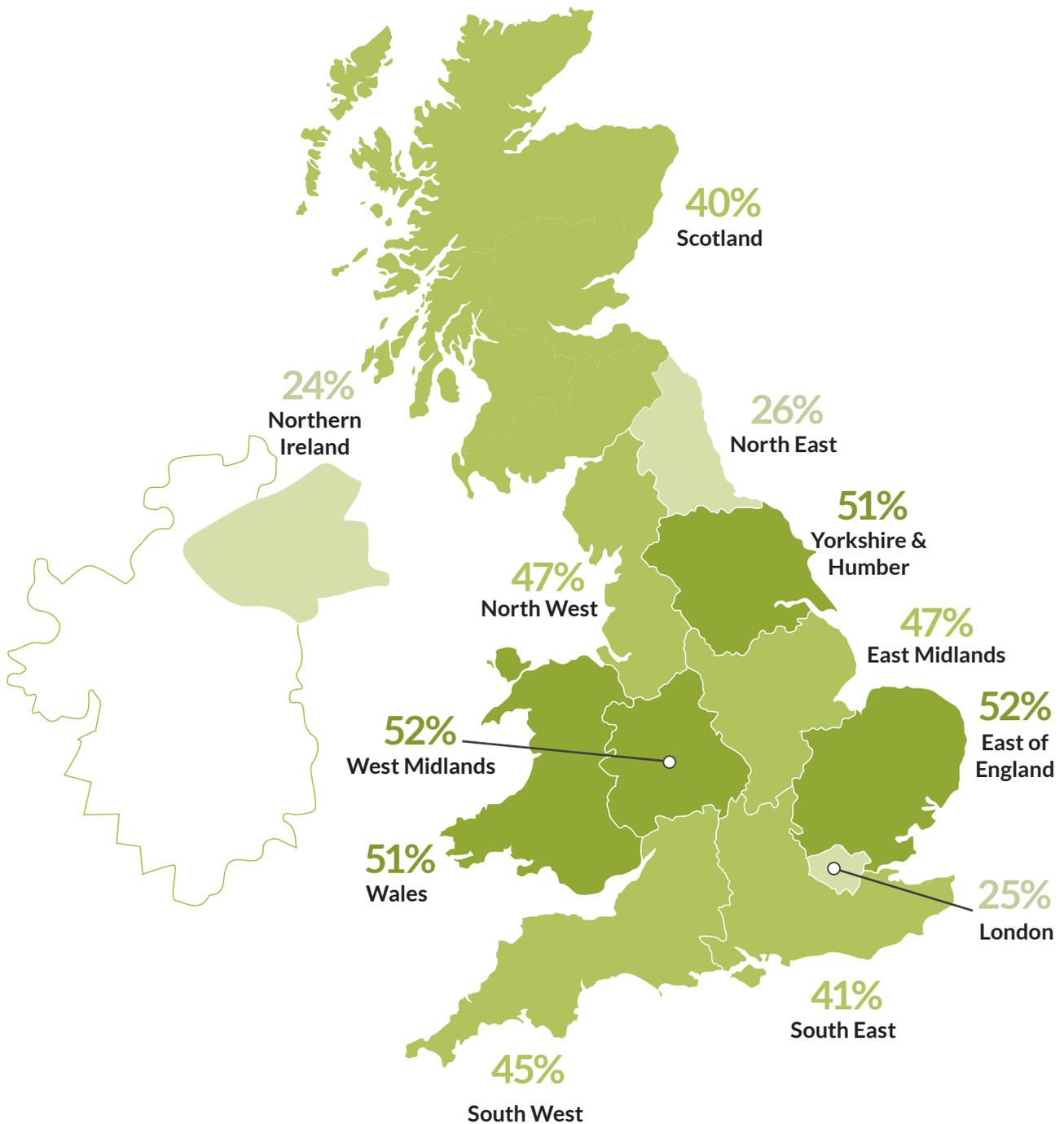
OF THE GREAT BRITISH CHEFS AUDIENCE IN LONDON COOK BRITISH CUISINE AT HOME FROM SCRATCH

#### Question:

How much of your home cooked food would you describe as 'British'?

## Love map of British cuisine

The popularity of British cuisine varies greatly by region. While over half of foodies in Wales, the West Midlands and Yorkshire & Humber cook British food more than half the time, less than a quarter of foodies in London are doing the same. Alongside British cuisine it is important to note that regional cuisine is also popular in Scotland, Wales and Northern Ireland. 80% of Scots and 90% of Northern Irish cook their regional cuisines at home.



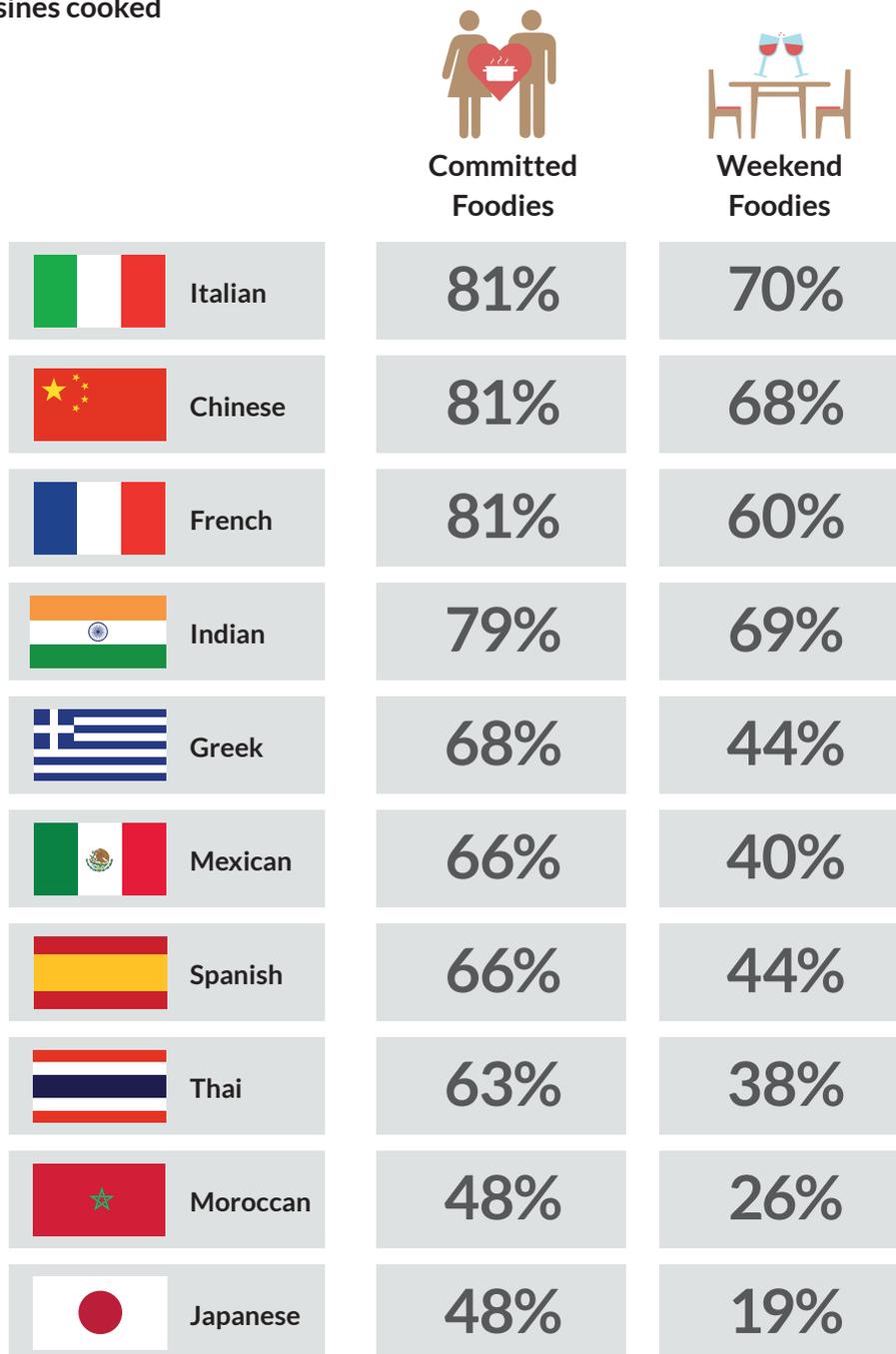
### Question:

How much of your home cooked food would you describe as 'British'? Data shows those who answered 'More than half (50% +)' and 'Most of it (90% +)'

## Most popular cuisines

The most popular global cuisines for British foodies to cook at home from scratch are a mix of European and Asian cuisines. It is interesting to note that Chinese is more popular than French and Mexican more popular than Thai. It also seems that Moroccan and Japanese cuisines are becoming more mainstream, particularly amongst Committed Foodies.

## Top global cuisines cooked



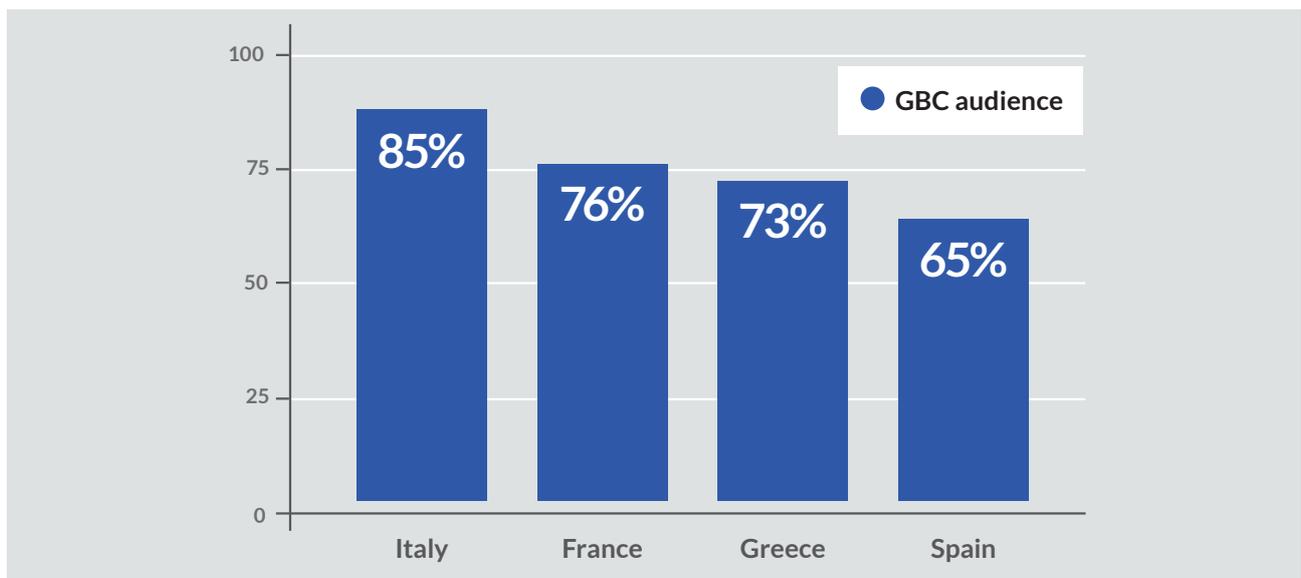
**Question:**  
Which of the following cuisines have you cooked at home from scratch?

## European cuisines and travel

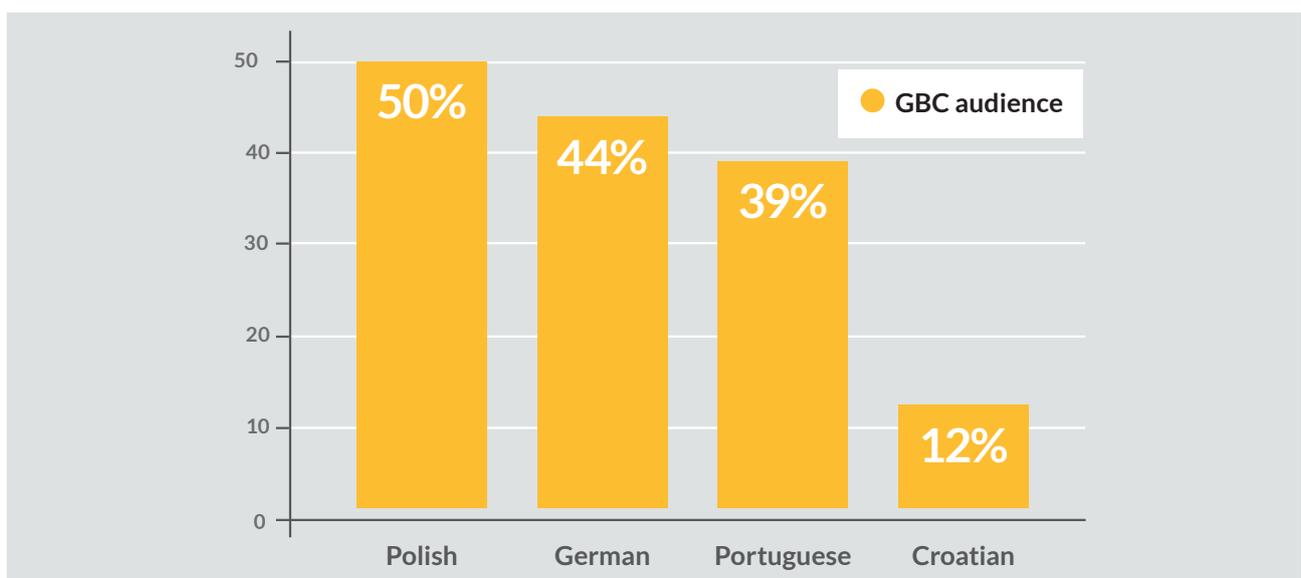


Four of the top ten cuisines favoured by foodies are European, with Italian leading the list. Brits made over 37 million trips to Europe in 2016 and foodies' top European destinations align closely with their top European home cooking cuisine choices. The majority of people who have visited France, Greece, Italy and Spain on holiday also report cooking the cuisine at home from scratch. This trend continues for countries that are visited less frequently – but there are some exceptions to this rule.

### Core European cuisines - % who have both travelled to the country and cook the cuisine



### Emerging European cuisines - % who have both travelled to the country and cook the cuisine



#### Question:

Which of the following cuisines do you cook from scratch at home? Which of the following countries have you visited on holiday?

## Emerging cuisines

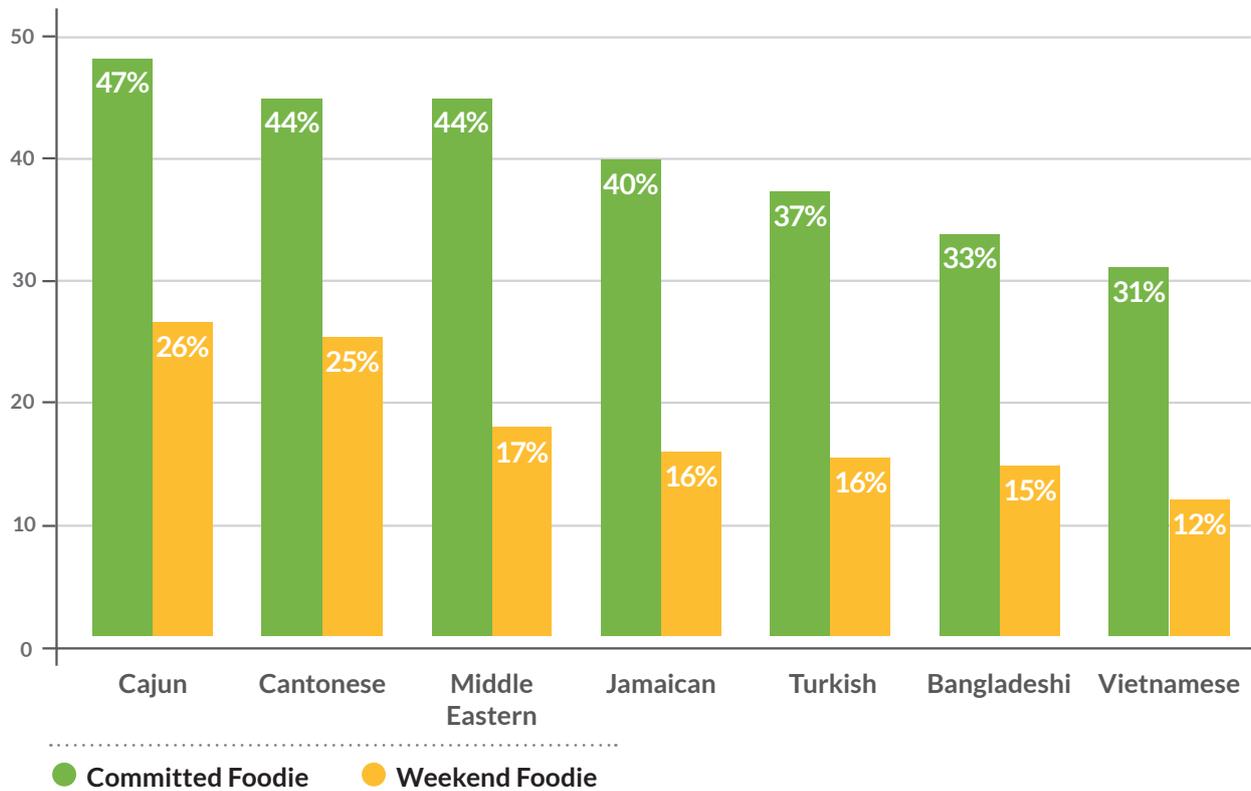


Our audience identified a diverse range of emerging cuisines ranging from Cajun to Vietnamese that they are cooking at home. While 40% of Committed Foodies have cooked Jamaican food at home from scratch, only 16% of Weekend Foodies have done the same. Overall, Committed Foodies are more open to experimenting with new cuisines and are twice as likely as Weekend Foodies to visit restaurants specialising in emerging cuisines regularly. Interestingly, Great British Chefs users aged 45–54 cook more emerging cuisines at home from scratch than any other age group.

**79%**

OF THE GREAT BRITISH CHEFS AUDIENCE WHO VISIT CAJUN RESTAURANTS REGULARLY ALSO COOK THE CUISINE AT HOME

### % of foodies cooking emerging cuisines



**48%**

OF THOSE WHO HAVE TRAVELLED TO TURKEY ON HOLIDAY ALSO COOK THE CUISINE AT HOME

### Questions:

Which of the following cuisines have you cooked at home from scratch? What types of restaurant do you visit regularly?

### Asian cuisines

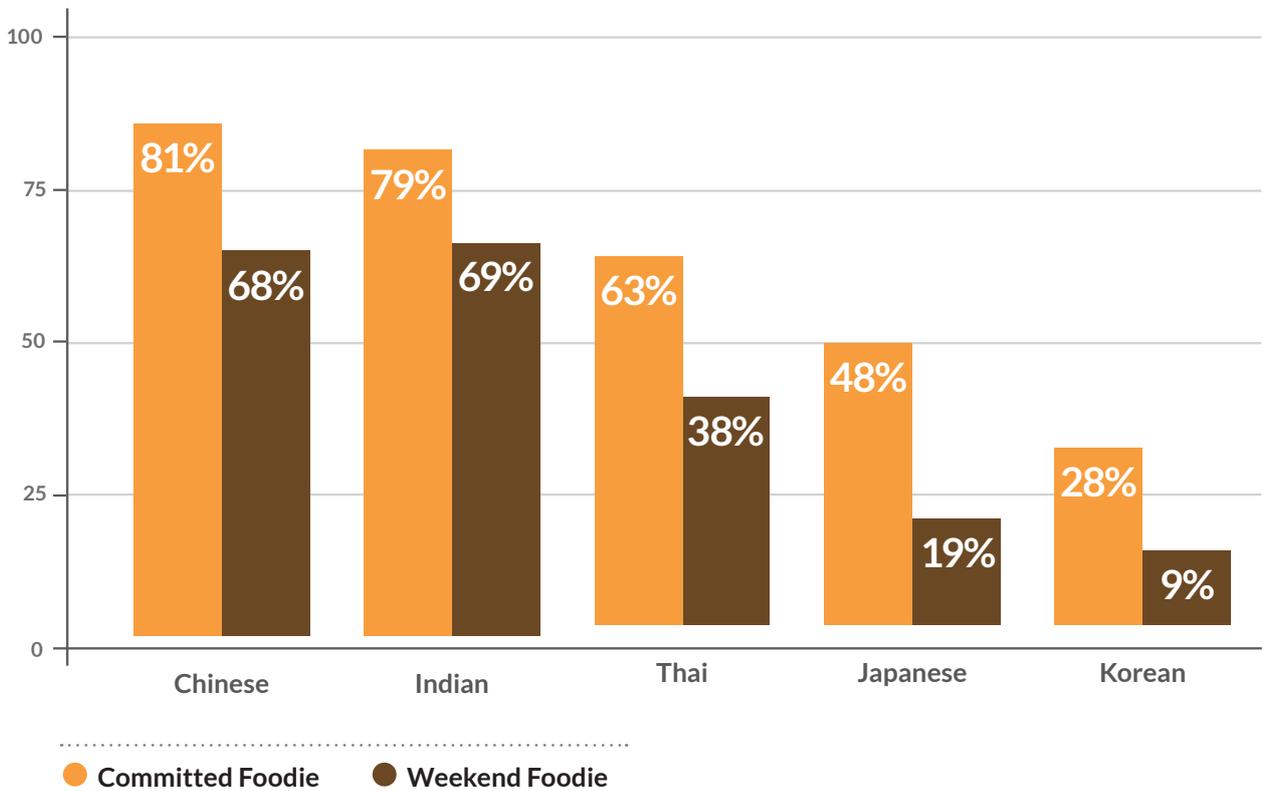


A handful of Asian cuisines have emerged from as being of particular interest to UK foodies, namely Indian, Chinese, Thai, Japanese and Korean (which is emerging). Brits love travelling to Asia and made over 1.2 million trips to the continent in 2016, with Thailand, India and China being the most popular destinations. As British foodies become more adventurous from a travel perspective, so do their food choices. As more restaurants specialising in specific regional cuisines, more foodies will start to cook more specific cuisines (e.g. Cantonese versus Chinese).

**89%**

OF THE GREAT BRITISH CHEFS AUDIENCE IN YORKSHIRE & HUMBER COOK CHINESE FOOD AT HOME FROM SCRATCH

### % of foodies who have cooked the following



**34%**

OF THE GREAT BRITISH CHEFS AUDIENCE AGED 65 AND OLDER COOK THAI AT HOME FROM SCRATCH, SIGNIFICANTLY LESS THAN ANY OTHER AGE GROUP.

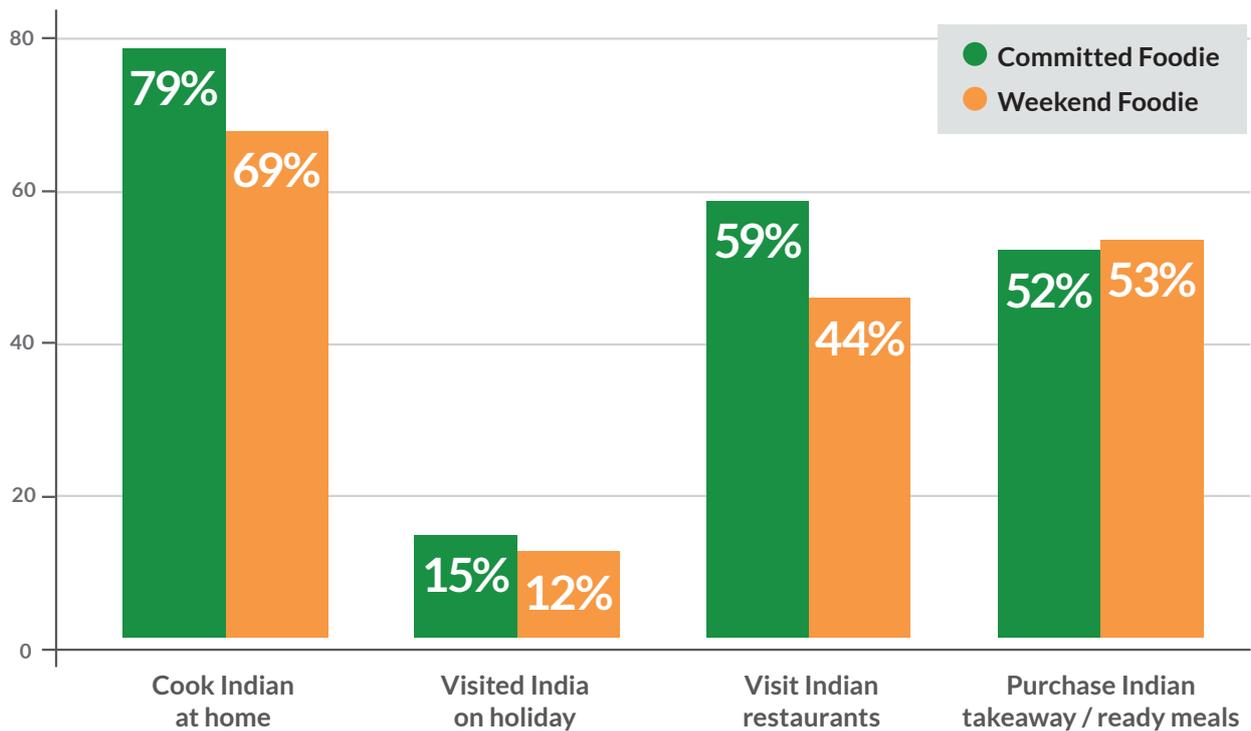
### Question:

Which of the following cuisines have you cooked at home from scratch?

## Indian cuisine

Indian dishes are a popular choice to cook at home from scratch with both Committed Foodies (79%) and Weekend Foodies (69%). Committed Foodies (59%) also visit Indian restaurants more than any other restaurant specialising in a global cuisine. When Committed Foodies and Weekend Foodies were asked what Indian dishes they cooked at home, popular answers included bhaji, biryani and naan bread.

### Cook, travel, eat out and buy



**88%**

People who visit Indian restaurants regularly also cook Indian at home



**78%**

AB cook more Indian food at home that any other socio-economic group



**77%**

People age 35-44 cook Indian cuisine at home from scratch

There is a strong connection between where British foodies travel and what cuisines they cook at home. 86% of respondents who had visited India on holiday also report cooking the cuisine at home from scratch.

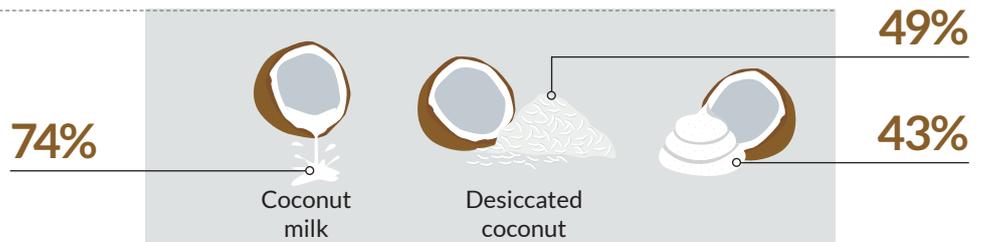
#### Questions:

Which of the following cuisines have you cooked at home from scratch? Which of the following countries have you visited on holiday? What types of restaurant do you visit regularly? What of the following cuisines have you eaten at home but not cooked from scratch (i.e. takeaway or ready meals)?

## Indian ingredients

Ingredients that add richness and flavour top the list of Indian ingredients in Committed Foodies' and Weekend Foodies' store cupboards, while more unique ingredients like tamarind paste and gram flour are more likely to be found in the cupboards of Committed Foodies. The popularity of coconut products and gluten-free semolina and gram flours hint that Indian cuisine might be benefiting from healthy eating associations.

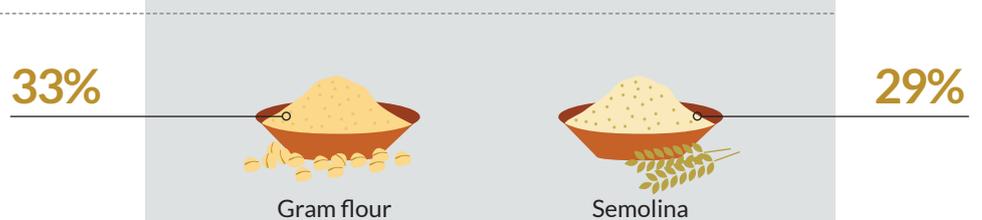
### Coconut products



### Spices and pastes



### Flours



### Pickles



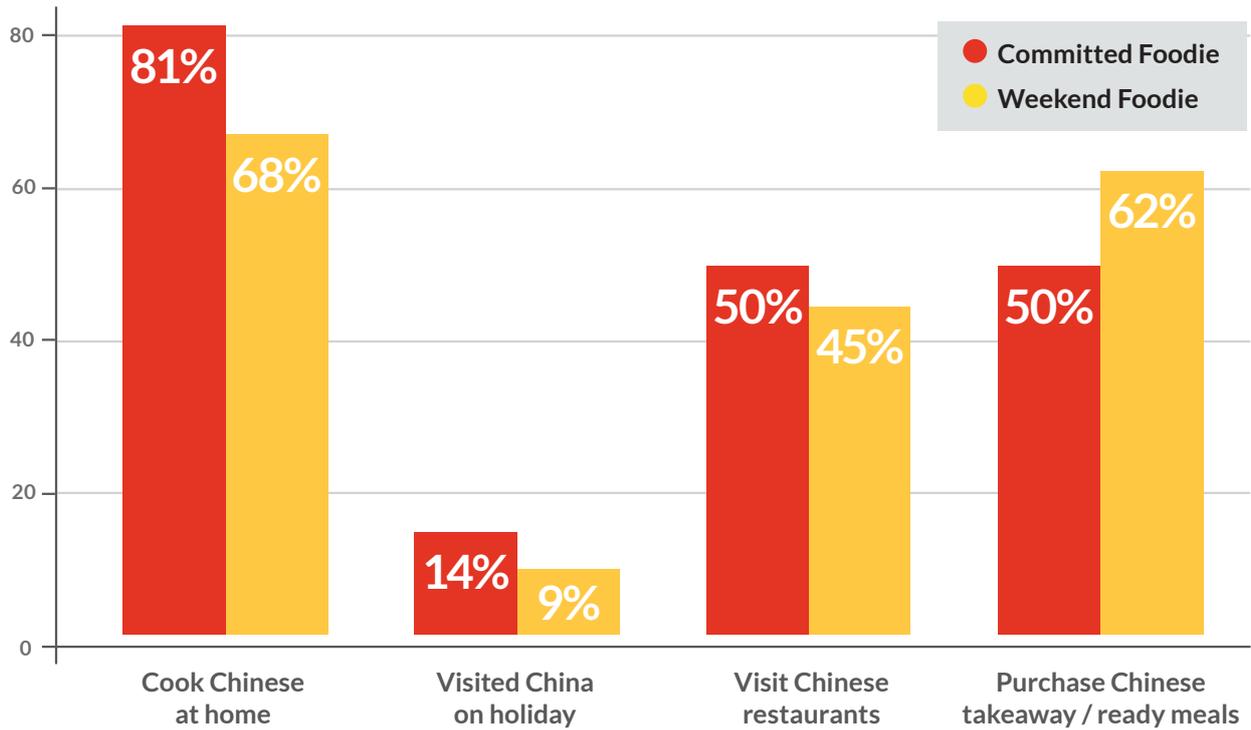
#### Questions:

Which of the following Indian ingredients do you normally have in your store cupboard? Data above shows percentage of the Great British Chefs audience who normally have the ingredient in their store cupboards.

## Chinese cuisine

81% of Committed Foodies and 68% of Weekend Foodies report cooking Chinese food at home from scratch, making it the most popular Asian cuisine. Although only a small minority of Brits have travelled to China, the profusion of Chinese restaurants and takeaways in the UK means they are familiar with the flavours of many popular dishes.

### Cook, travel, eat out and buy



**89%**

Yorkshire & Humber has the highest rate of people cooking Chinese at home



**86%**

People who visit Chinese restaurants regularly also cook Chinese at home



**80%**

People under 35 cook the most Chinese food at home from scratch

Many popular Chinese ingredients are readily found in mainstream supermarkets, making it easy for foodies to stock their store cupboards with them. For example, Waitrose alone offers five varieties of hoisin sauce.

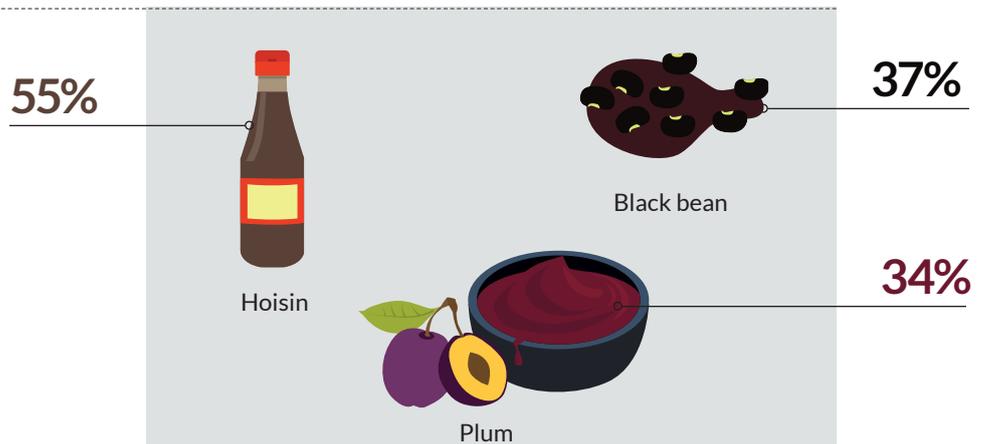
#### Questions:

Which of the following cuisines have you cooked at home from scratch? Which of the following countries have you visited on holiday? What types of restaurant do you visit regularly? What of the following cuisines have you eaten at home but not cooked from scratch (i.e. takeaway or ready meals)?

## Chinese ingredients

The ingredients found in British foodies' store cupboards are ideal for making a variety of dishes including stir-fries, a very popular choice among foodies. 40% of Committed Foodies have at least six Chinese ingredients in their store cupboards, and spicy ingredients like Sichuan peppercorns are significantly more popular with Committed Foodies (46%) than Weekend Foodies (22%).

### Sauces and pastes



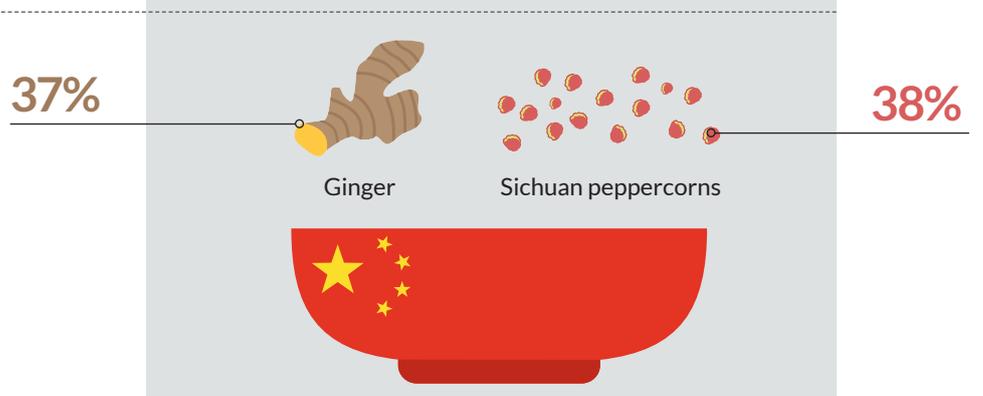
### Oils, vinegars and wines



### Ingredients



### Spices and seasonings



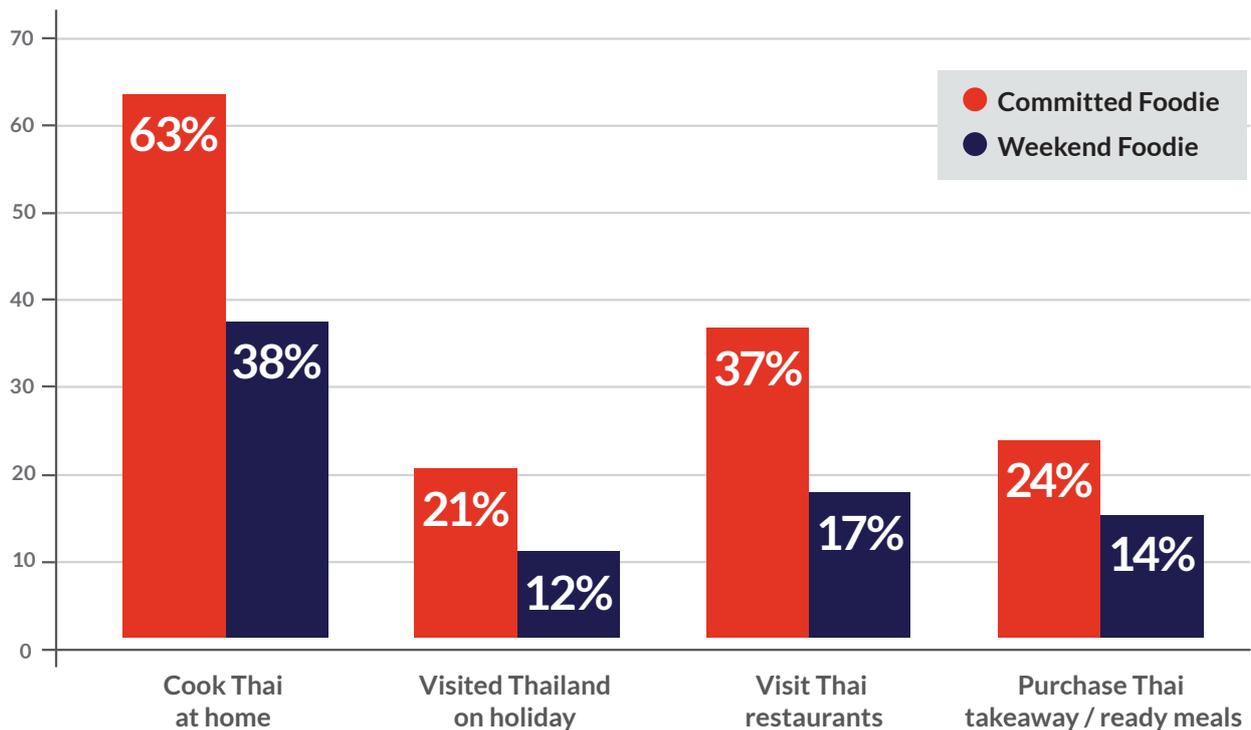
#### Questions:

Which of the following Chinese ingredients do you normally have in your store cupboard? Data above shows percentage of the Great British Chefs audience who normally have the ingredient in their store cupboards.

## Thai cuisine

Thailand was the most popular Asian travel destination for Brits in 2016, with 348,000 trips made to the country throughout the year. Almost two-thirds of Committed Foodies (63%) have cooked Thai cuisine at home from scratch, and they are also more likely to frequent Thai restaurants or visit Thailand on holiday. When Committed Foodies and Weekend Foodies were asked what Thai dishes they cooked, over a third mentioned Thai green curry.

### Cook, travel, eat out and buy




**82%**  
People who visit Thai restaurants regularly also cook Thai at home



**78%**  
People who have visited Thailand on holiday and cook Thai at home



**61%**  
People under 35 cook the most Thai food at home from scratch

Tesco offers three different brands of Thai chilli sauce for sale online. Mainstream supermarkets in Britain frequently carry a variety of ingredients for Thai dishes, making this cuisine accessible for home cooks.

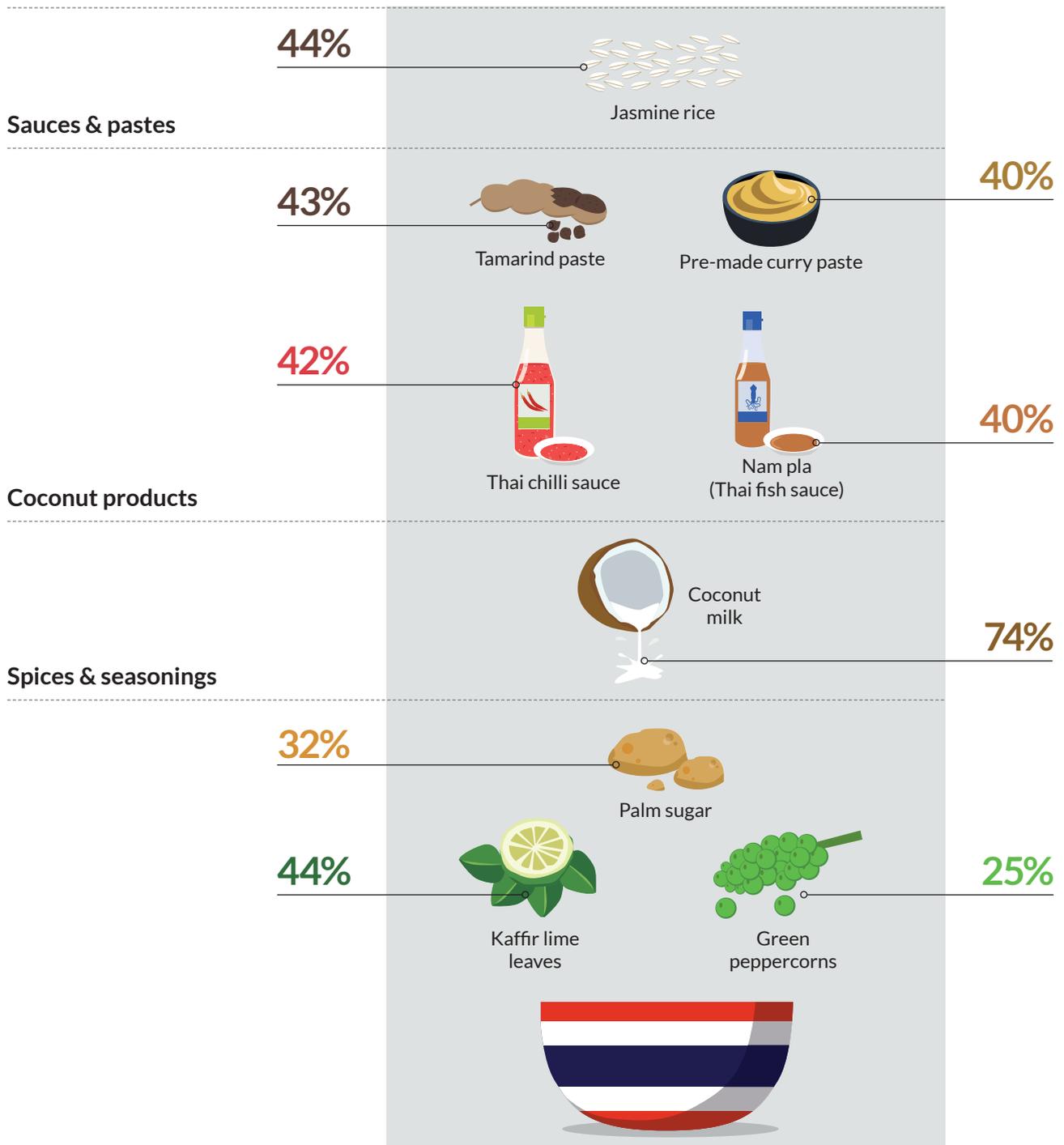
#### Questions:

Which of the following cuisines have you cooked at home from scratch? Which of the following countries have you visited on holiday? What types of restaurant do you visit regularly? What of the following cuisines have you eaten at home but not cooked from scratch (i.e. takeaway or ready meals)?

## Thai ingredients

The top Thai ingredients in Weekend Foodies' cupboards (coconut milk, jasmine rice and pre-made curry paste) are ideal for making dishes like Thai green curry partially from scratch. In contrast, the top Thai ingredients in Committed Foodies' cupboards include the ingredients to make a range of dishes like coconut rice and curries from scratch. The majority of Committed Foodies have at least four Thai ingredients in their store cupboards.

### Grains



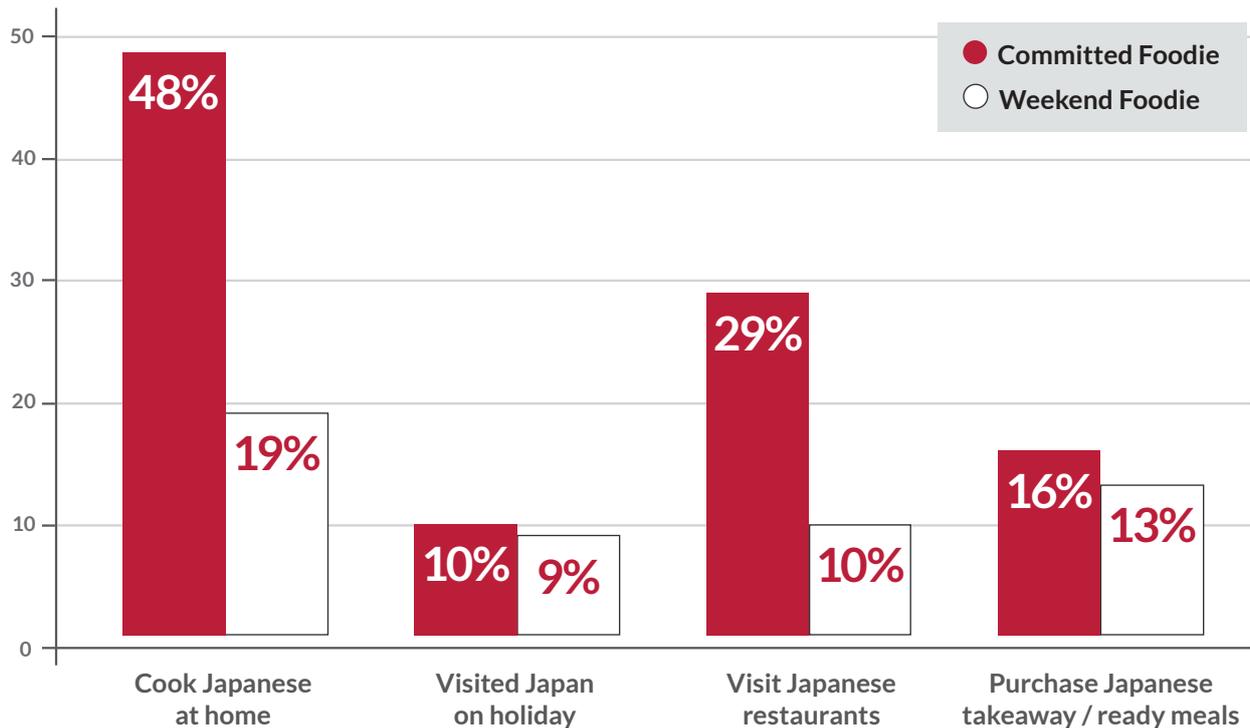
### Questions:

Which of the following Thai ingredients do you normally have in your store cupboard? Data above shows percentage of the Great British Chefs audience who normally have the ingredient in their store cupboards.

## Japanese cuisine

Almost half of Committed Foodies (48%) have cooked Japanese dishes at home from scratch while only 19% of Weekend Foodies have done the same. Contrasting with other holiday destinations, interestingly, more foodies report cooking Japanese dishes at home than report visiting Japanese restaurants (29% Committed Foodies, 10% Weekend Foodies).

### Cook, travel, eat out and buy



**80%**

People who visit Japanese restaurants regularly also cook Japanese at home



**77%**

People who have visited Japan on holiday also cook Japanese at home



**43%**

AB cook more Japanese food at home than any other socio-economic group

Ocado offers over 10 varieties of soba noodles. The fact that mainstream supermarkets offer so many Japanese ingredients indicates that they can see how popular these cuisines are becoming with foodies.

#### Questions:

Which of the following cuisines have you cooked at home from scratch? Which of the following countries have you visited on holiday? What types of restaurant do you visit regularly? What of the following cuisines have you eaten at home but not cooked from scratch (i.e. takeaway or ready meals)?

## Japanese ingredients

Japanese food is an emerging cuisine for British foodies and so Japanese ingredients are mainly found in Committed Foodies' cupboards. This includes a mix of grains, rice wines and pastes including sushi rice, mirin and wasabi paste. While these ingredients are ideal for making dishes like sushi and chicken katsu, they also can be used in a variety of more modern Japanese-style dishes, making them valuable additions to a foodie's store cupboard.

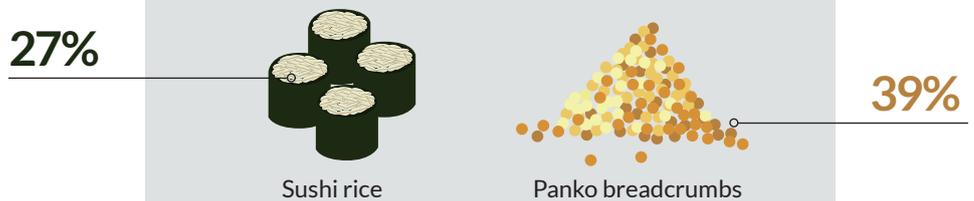
### Sauces and pastes



### Vinegars and wines



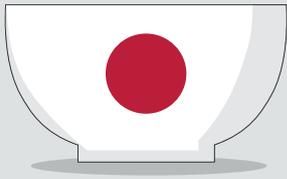
### Rice and coatings



### Spices



### Ingredients



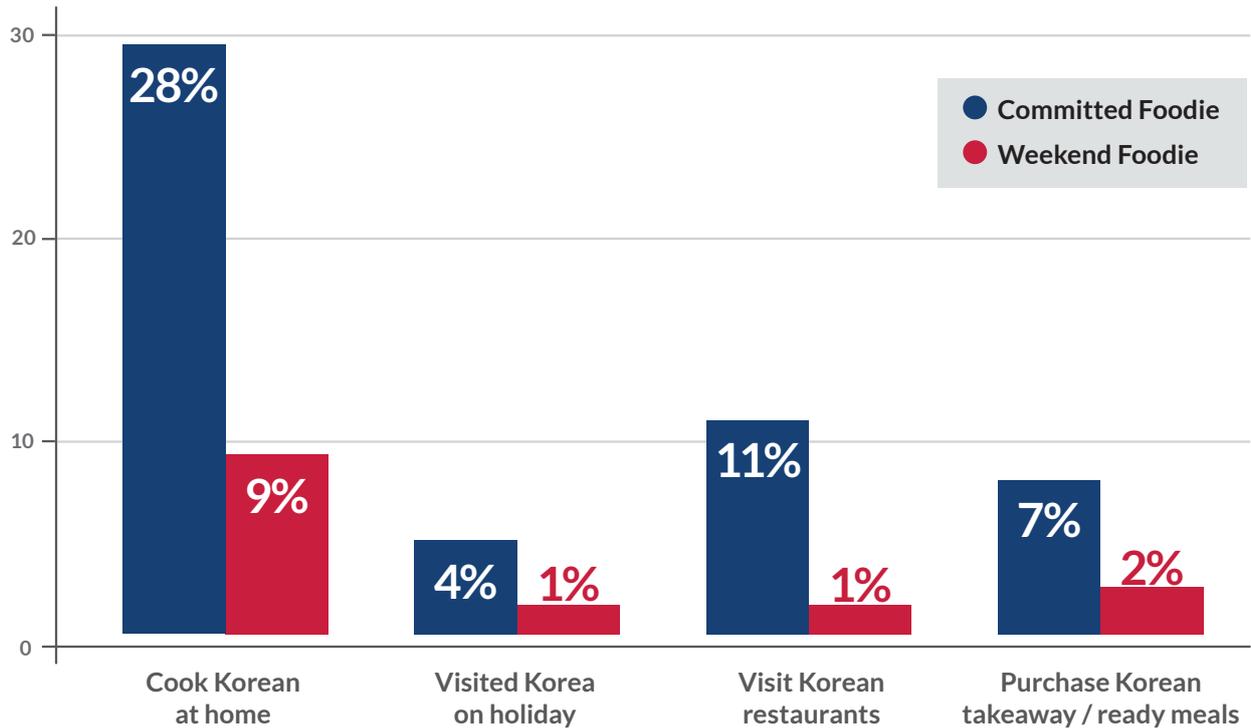
#### Questions:

Which of the following Japanese ingredients do you normally have in your store cupboard? Data above shows percentage of the Great British Chefs audience who normally have the ingredient in their store cupboards.

## Korean cuisine

While over a quarter of Committed Foodies cook Korean dishes at home from scratch (28%), only 9% of Weekend Foodies report doing the same. Korean food seems to have been most enthusiastically adopted by younger audiences and Londoners. Only a small percentage of foodies are frequenting Korean restaurants and an even smaller number having visited South Korea.

### Cook, travel, eat out and buy



**77%**

People who visit Korean restaurants regularly also cook Korean at home



**30%**

People under 35 cook the most Korean food at home from scratch



**30%**

London has the highest rate of people cooking Korean at home

Most mainstream supermarkets in Britain carry only a few Korean ingredients. However, this trend might be changing as Sainsbury's now stocks two types of kimchi online.

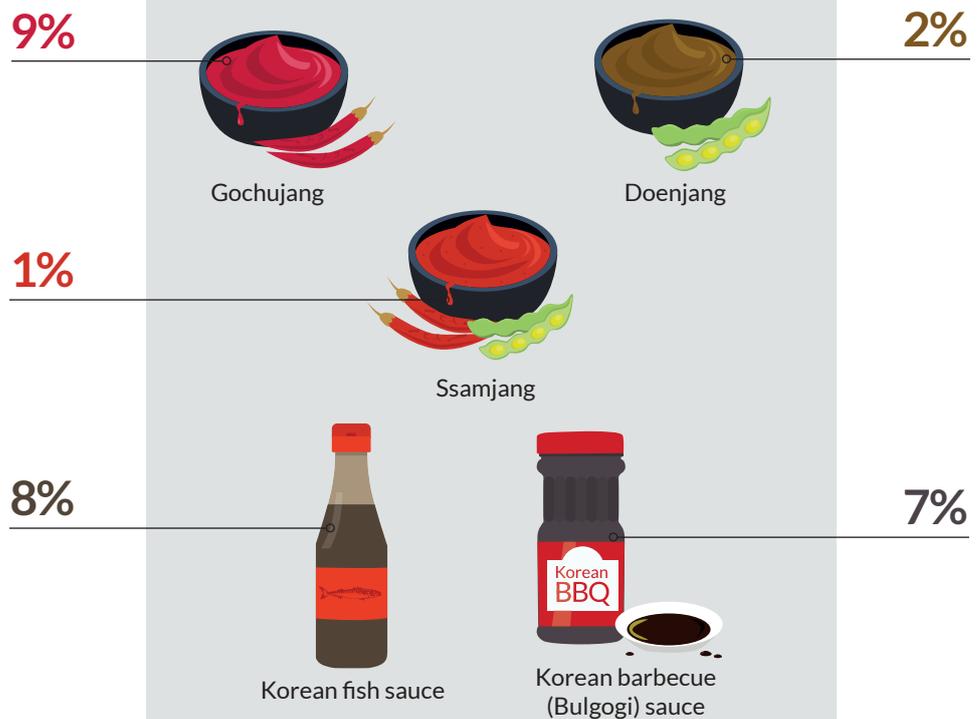
#### Questions:

Which of the following cuisines have you cooked at home from scratch? Which of the following countries have you visited on holiday? What types of restaurant do you visit regularly? What of the following cuisines have you eaten at home but not cooked from scratch (i.e. takeaway or ready meals)?

## Korean ingredients

Kimchi is the most popular Korean ingredient for both Committed Foodies (26%) and Weekend Foodies (10%). Approximately 10% of Committed Foodies also have a selection of Korean spices and sauces including gochujang, Korean fish sauce and Korean barbecue sauce, which are required for making kimchi and bulgogi.

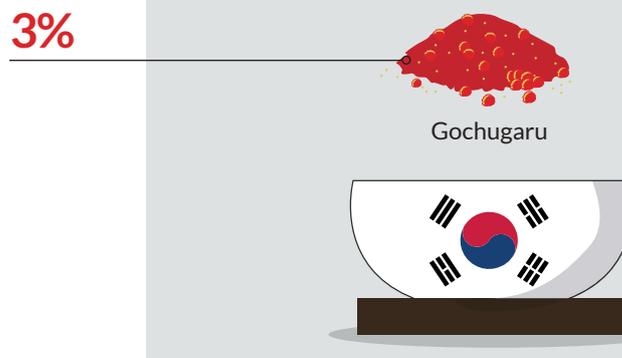
### Sauces and pastes



### Ready-made



### Spices



### Questions:

Which of the following Korean ingredients do you normally have in your store cupboard? Data above shows percentage of the Great British Chefs audience who normally have the ingredient in their store cupboards.

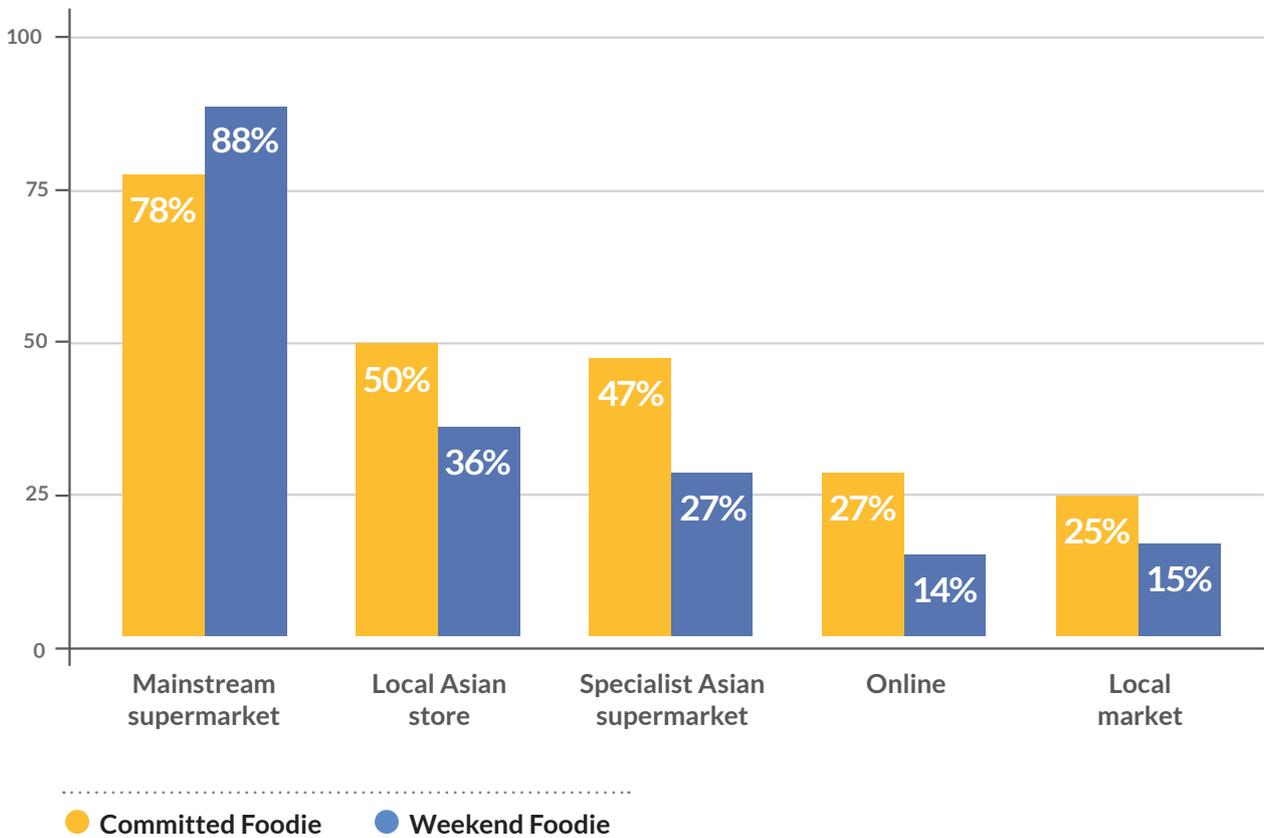
### Purchasing Asian ingredients



Finding ingredients for Asian dishes sometimes requires a visit to a speciality store – particularly for emerging cuisines like Korean. While half of Committed Foodies venture to their local Asian store in search of ingredients, only about a third of Weekend Foodies do the same. The cuisines that Weekend Foodies report cooking, like Chinese and Indian, are those with ingredients found in mainstream supermarkets, meaning that they have less need for specialist stores. Almost a third of Committed Foodies are also going online for specialist ingredients.

**50%**  
OF THE GREAT BRITISH CHEFS AUDIENCE IN LONDON SHOPS AT SPECIALIST ASIAN SUPERMARKETS

### Where foodies shop for Asian ingredients



**12%** MORE MALES THAN FEMALES IN THE GREAT BRITISH CHEFS AUDIENCE SHOP AT SPECIALIST ASIAN SUPERMARKETS

**Question:**  
When you buy ingredients for Asian dishes, where do you buy the ingredients?

## Cuisine spotlight: Moroccan

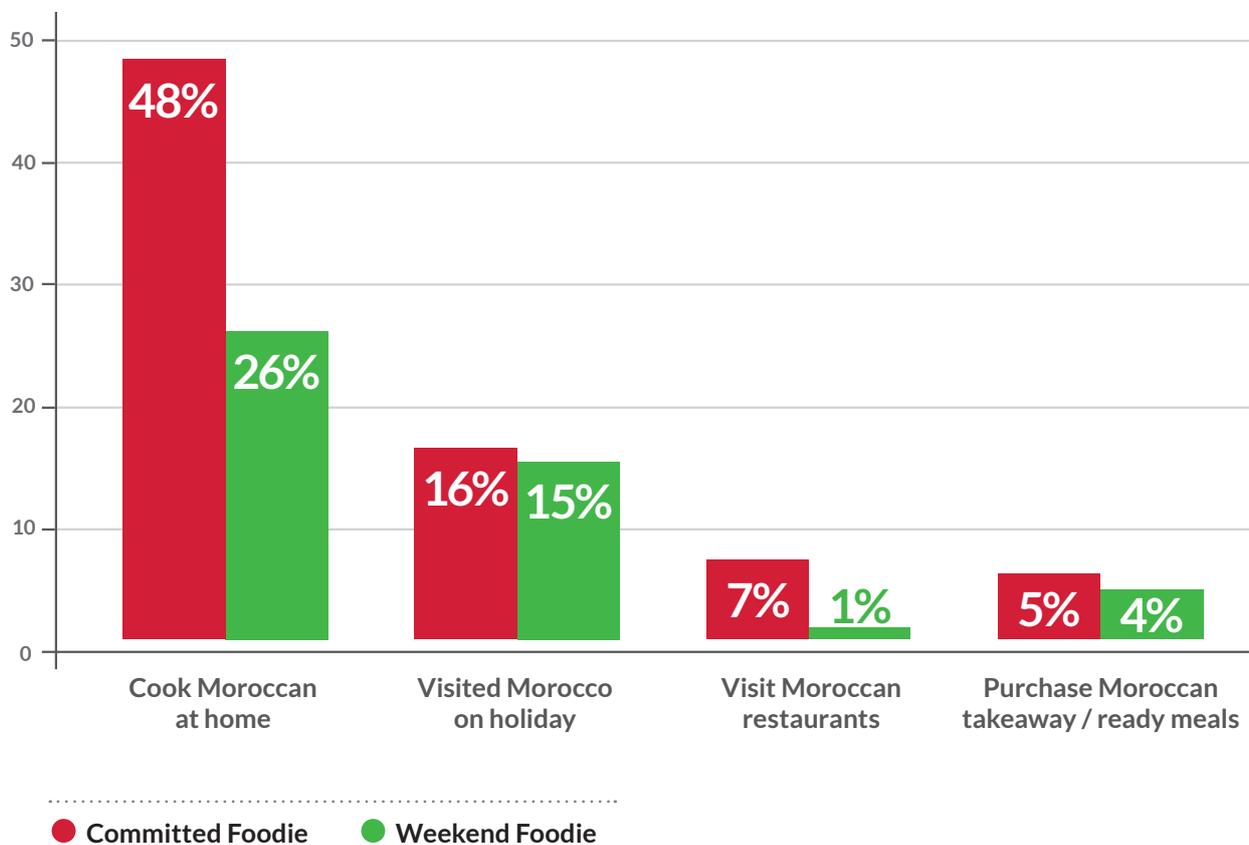


Moroccan has emerged as a very popular cuisine with foodies and it is likely that this is driven by a number of factors. Firstly, almost 400,000 Brits visited Morocco in 2016, including 15% of the Great British Chefs audience. In addition, we know from previous research that tagine, a Moroccan staple, is one of the most popular dishes cooked by British foodies, perhaps not surprising considering their love affair with slow cookers (63% of British foodies own a slow cooker). Significantly more Committed Foodies and Weekend Foodies cook Moroccan at home than visit Moroccan restaurants or takeaways.

**66%**

OF THE GREAT BRITISH CHEFS AUDIENCE WHO HAVE VISITED MOROCCO ON HOLIDAY ALSO COOK MOROCCAN AT HOME

### Cook, travel, eat out and buy



**68%**

OF THE GREAT BRITISH CHEFS AUDIENCE WHO VISIT MOROCCAN RESTAURANTS REGULARLY ALSO COOK MOROCCAN AT HOME

#### Question:

Which of the following cuisines have you cooked at home from scratch? Which of the following countries have you visited on holiday? What types of restaurant do you visit regularly? What of the following cuisines have you eaten at home but not cooked from scratch (i.e. takeaway or ready meals)?

## Cuisine spotlight: Mexican

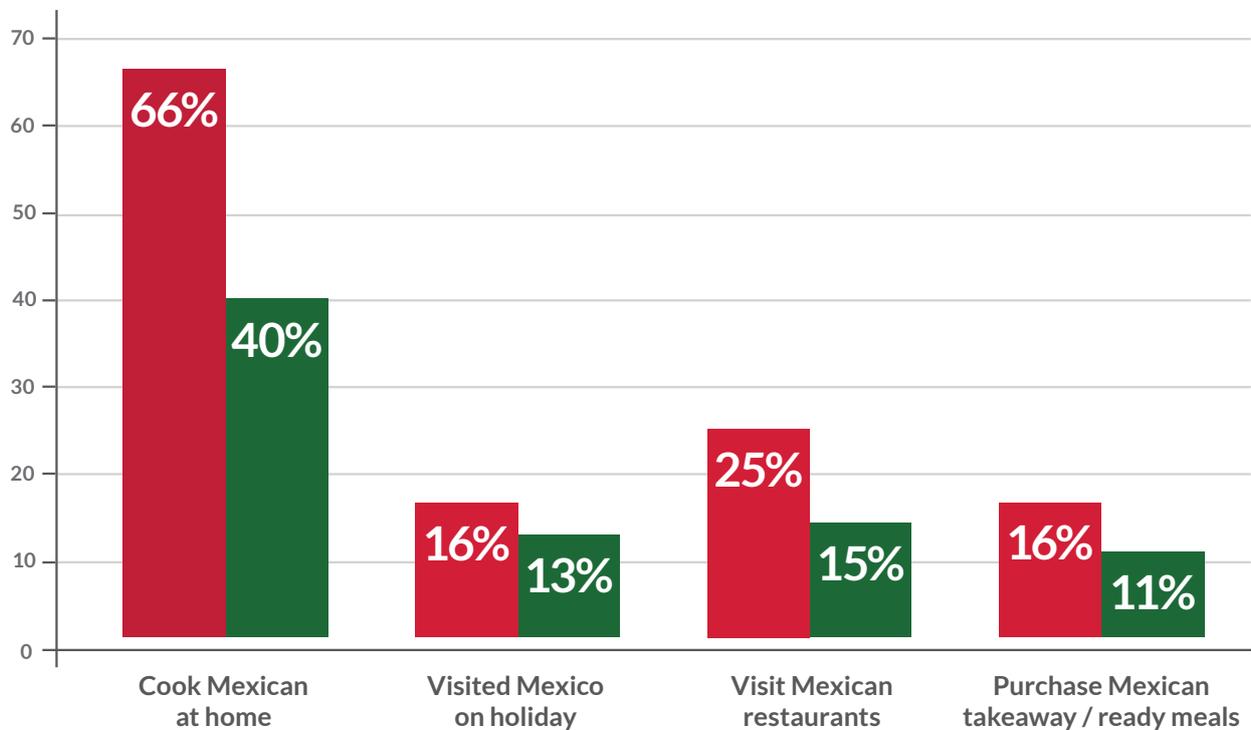


Mexican cuisine has grown in popularity across the UK with the majority of foodies reporting to have cooked Mexican cuisine at home from scratch. This has been driven by a growing interest in Mexican cuisine that seems to have blossomed since 2005 when Tommasina Miers won MasterChef. Since then there has been an explosion in the number of authentic Mexican restaurants opening in the UK, from Breddos to Santo Remedio, that have offered a real taste of Mexican food instead of the Tex-Mex fajitas and crunchy tacos we were used to.

**88%**

OF THE GREAT BRITISH CHEFS AUDIENCE WHO VISIT MEXICAN RESTAURANTS REGULARLY ALSO COOK MEXICAN AT HOME

### Cook, travel, eat out and buy



● Committed Foodie ● Weekend Foodie

**74%**

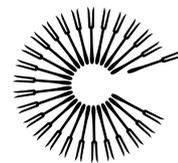
OF THE GREAT BRITISH CHEFS AUDIENCE WHO HAVE VISITED MEXICO ON HOLIDAY ALSO COOK MEXICAN AT HOME

#### Question:

Which of the following cuisines have you cooked at home from scratch? Which of the following countries have you visited on holiday? What types of restaurant do you visit regularly? What of the following cuisines have you eaten at home but not cooked from scratch (i.e. takeaway or ready meals)?



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