

One for the Road: 2026 Trends

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In December, we asked experts to weigh in on what will be trending next year for [One for the Road](#):

What will be trending in F&B in 2026?



Adam Romo

Adam Romo, CEO, [Eatzi's Market & Bakery](#)

In 2026, we'll see a continued shift toward bold, globally inspired flavors that feel approachable but elevated. Diners are becoming more adventurous exploring Mediterranean, Asian, and Latin influences, but they still expect every dish to be balanced, intentional, and high-quality. At Eatzi's, we see guests gravitating toward bright, layered flavors, fresh herbs, and ingredients that bring both vibrancy and comfort to the plate. The focus isn't on reinvention for the sake of novelty. It's about refinement and creating food that feels both exciting and timeless.

Guests are increasingly looking for elevated meals that fit seamlessly into their schedules. Food that's fresh, flavorful, and chef-crafted, but ready when they are. The demand for high-quality, ready-to-eat meals continues to grow as people balance busier lives with higher expectations for what "convenient" should taste like. At Eatzi's, we're built around that very idea — giving consumers access to restaurant-quality meals for the taking, made fresh daily.

The operators who thrive will be those who execute consistency and flexibility in equal measure. Consistency in quality, service, and brand experience and flexibility in how they adapt to shifting labor dynamics, technology, and consumer behavior. Investing in training, cross-functional

teams, and tech that enhances, not replaces, hospitality will be key. At Eatzi's, our focus for 2026 is honoring 30 years of tradition while continuing to innovate without losing what makes the brand timeless.