



# TREND REPORT

*Enjoy the Difference*



## INSIGHTS FROM INDUSTRY EXPERTS

*"We're not a chain. We're a family business, and our guests feel that"*

*- Christian Wilderer*

## NEW DESIGNS FROM ONIS



3rd Edition Winner: **The Glitch**  
By celebrated bartender, Kate Gerwin



## Frostfire

Optimal cold & heat storage | non-stick | unbreakable

★ ★ ★ ★ ★  
for cold & hot dishes



# EMERGING TRENDS

This report explores the most influential trends shaping the future of hospitality, equipping you with the insights needed to adapt and thrive.



## Technology & Automation

*From AI-driven personalization to smart reservations and automated kitchen solutions, technology is revolutionizing hospitality operations. Seamless integrations are no longer a luxury - they are an expectation. Innovations in automation enhance efficiency, reduce operational costs, and elevate guest satisfaction by streamlining everything from check-ins to food service.*

## New Designs

*The right glassware, crockery, and tableware do more than serve food and drinks - they define the dining experience. Modern product designs reflect evolving consumer preferences, balancing aesthetics, functionality, and sustainability. As trends shift towards minimalism, customization, and tactile engagement, hospitality professionals must choose designs that enhance both brand identity and customer experience.*



## Consumer Behavior

*Today's guests are more informed, experience-driven, and value-conscious than ever. With the rise of digital influence, social media trends, and a growing demand for personalization, understanding shifting consumer behaviors is critical. From expectations of hyper-personalized service to preferences for authenticity and wellness-focused experiences, staying attuned to these shifts will be key to long-term success.*

## Industry Processes & Practices

*Hospitality is built on efficiency and service excellence, but outdated practices can hinder growth. The latest industry processes leverage data-driven decision-making, advanced training programs, and refined operational strategies to improve service delivery, optimize workflow, and enhance profitability. Embracing these advancements ensures businesses remain competitive in an increasingly demanding market.*



## Sustainability

*Sustainability is no longer an option-it's a business imperative. From waste reduction and eco-friendly materials to ethical sourcing and carbon footprint minimization, sustainability initiatives are shaping the future of hospitality. Forward-thinking brands are prioritizing green practices to meet consumer expectations, reduce costs, and future-proof their businesses against environmental challenges.*

# EXCLUSIVE BRANDS

## Identifying the best quality

Our exclusive brands - Marola, Steelite, FuchsThaler, HEPP, ONIS, Leerdam Crisal Glass, and APS buffetware - offer exceptional quality to match the latest hospitality trends and expectations.



on's



MAROLA™  
COMMERCIAL BARWARE



HEPP



royal leerdam



APS®  
buffet | tabletop | bar



steelite  
INTERNATIONAL



LIBBEY.



FUCHS THALER™



LIFETIME EDGE-CHIP GUARANTEE  
MAROLA HOTELWARE™



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# Navi th

# gating e future



In an era where change is the only constant, the hospitality industry stands at the crossroads of innovation and expectation. From evolving guest preferences to rapid technological advancement and a global redefinition of experience, staying informed isn't just an advantage—it's a necessity.

The 2025 Hospitality Trend Report is your annual compass, designed to illuminate the emerging patterns, behaviors, and breakthroughs shaping the future of hospitality. Whether you manage a boutique hotel, oversee a global resort brand, run a restaurant group, or lead in event services, this report is tailored to help you anticipate, adapt, and thrive.

A photograph of a dining table set for a meal. The central focus is a two-tiered oyster platter. The top tier is a shallow black bowl filled with oysters on the half shell. The bottom tier is a larger black bowl containing a bed of white rice with oysters on top. The platter is supported by a black metal stand. To the right, there are two wine glasses, one containing red wine and the other white wine, and a dark bottle of wine. In the foreground, there are three small black bowls with wooden spoons, containing condiments like lemon wedges, salt, and pepper. A white plate and a silver plate with a fork and knife are also visible on the table.

## THE IMPORTANCE OF STAYING AHEAD

The hospitality sector is built on connection—between people, places, and experiences. And in today’s dynamic landscape, guests expect more than comfort and convenience; they demand personalization, sustainability, authenticity, and tech-integrated experiences. Those who deliver on these expectations don’t just survive—they lead.

This publication is more than a report; it’s a strategic tool. Backed by industry data, expert insights, and global research, it highlights the key trends forecasted to shape the year ahead. From shifts in traveler mindsets and AI-powered operations, to wellness-centered design and circular economy practices, each section offers actionable intelligence to help you:

In a marketplace where trends move fast and guest loyalty is hard-won, the businesses that remain proactive—not reactive—will stand out. This report empowers you to be one of them.





**LEVERAGE  
INNOVATION FOR  
OPERATIONAL  
EFFICIENCY**

**FOCUS ON  
SUSTAINABLE  
INNOVATIONS**

**INVEST IN STAFF  
TRAINING**

**TURN FEEDBACK INTO  
ACTION**

**ALIGN WITH GLOBAL  
SUSTAINABILITY  
STANDARDS**

**CREATE MEMORABLE,  
FUTURE-FORWARD  
EXPERIENCES**

**STAY COMPETITIVE  
IN A SATURATED  
MARKET**

**RESPOND TO  
CHANGING GUEST  
EXPECTATIONS**

**OFFER SEAMLESS  
DIGITAL JOURNEYS**

**FOSTER LOYALTY  
THROUGH  
EXCLUSIVITY**

# Sustainable



Sustainability is no longer a forward-thinking option—it's a foundational expectation. In 2025, the hospitality industry faces both an urgent climate imperative and an unprecedented opportunity: to become a leader in regenerative practices, not just reduce harm.

Guests, investors, and regulators are now aligned in their demand for transparency, accountability, and authentic impact. From energy consumption to food sourcing, waste management to community engagement, sustainability is reshaping how properties are built, staffed, marketed, and experienced.

This section explores the cutting-edge innovations transforming environmental responsibility into a competitive advantage—from low-impact architecture to zero-waste kitchens, and from smart energy systems to carbon-labeling on menus. These aren't just ethical upgrades—they're business strategies for long-term resilience.

Because in tomorrow's hospitality landscape, being green won't set you apart. But how you do it just might.

The hospitality industry is moving beyond basic sustainability measures to more impactful solutions. Hotels are improving traceability in sourcing (e.g., The Europe Hotel in Ireland operates its own farm) and educating guests on sustainable practices, such as minimising food waste through cooking classes. Sustainability is no longer just about ethical operations—it's about engaging and empowering guests to participate

# ability

KEY TRENDS







# ECO-CONSCIOUS DESIGN & OPERATIONS

**Hotel Verde in Cape Town** is often dubbed “Africa’s greenest hotel.” It features solar panels, a greywater recycling system, regenerative elevators, and even a living green wall.



**Karongwe Portfolio in Limpopo** built its lodges around existing trees to minimize environmental disruption. They also use local herbs in spa treatments and eco-friendly cleaning products.



# WASTE REDUCTION & CIRCULAR SYSTEMS

**Grootbos Private Nature Reserve in the Western Cape** runs a zero-waste kitchen, composts organic waste, and grows produce on-site. Their Green Futures Foundation trains locals in horticulture and eco-tourism.



**Silo Restaurant in Cape Town and Bushmans Kloof** in the Cederberg Mountains implement strict waste separation and recycling programs, and use biodegradable packaging.



# WATER & ENERGY CONSERVATION

Many hotels use **low-flow fixtures, rainwater harvesting, and solar geysers** to reduce water and energy consumption-especially critical in drought-prone regions like the Western Cape.



# COMMUNITY ENGAGEMENT & LOCAL SOURCING

**Jaci's Lodges in the North West Province** supports anti-poaching efforts, employs from nearby communities, and educates guests on wildlife conservation.



**Grootbos** goes beyond hospitality by offering education, job training, and sustainable livelihood programs to local residents





# SUSTAINABILITY AS A CORE BUSINESS MODEL

Sustainability is now a strategic priority rather than a trend. Travellers, particularly millennials and Gen Z, are driving demand, with 83% preferring eco-conscious brands. Hotels are responding by investing in energy-efficient systems, waste management, and sustainable food sourcing.

Many are moving beyond net-zero goals to embrace regenerative tourism, where hospitality actively restores ecosystems and supports local communities.



- **Hotels with sustainability certifications: 30% (2022) -> 50% (2025)**
- **Reduction in plastic use by major chains: 50% (2022) -> 70% (2025)**
- **Travellers preferring sustainable brands: 70% (2022) -> 83% (2025)**

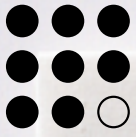
## POST - COVID-19 SAFETY & SUSTAINABLE HYGIENE PRACTICES

In the wake of COVID-19, hotels have adopted enhanced safety protocols such as temperature screenings, increased sanitisation, and physical distancing measures, following United Nations World Tourism Organization (UNWTO) guidelines.

At the same time, there's a shift towards sustainable hygiene solutions, balancing guest safety with environmental responsibility:



- **Eco-friendly cleaning products (biodegradable detergents, recycled paper products)**
- **Advanced disinfection & antimicrobial surfaces to reduce pathogen growth**
- **Data-driven predictive cleaning schedules to optimise resource use**
- **Staff and guest education on hygiene best practices**



**steelite**  
INTERNATIONAL





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**EDGE CHIP  
WARRANTY**  
YOUR CONFIDENCE ASSURED



# Environmental & Sustainability Practices

Steelite International work closely with a number of suppliers and organisations, and are continually monitoring, developing and improving procedures to create minimum impact on the community and environment, while ensuring maximum efficiency and cost savings for the future sustainability of the business.

Steelite International is a member of The Green Organisation that rewards and promotes environmental best practice around the world, and the Staffordshire Business & Environmental Network, which aims to help local businesses reduce environmental impacts while also generating profits.

We have a dedicated and innovative approach to caring for the environment. In 2019 Steelite were awarded an engineering gold Green Apple Award for the implementation of a waste water centrifuge system.

Our new centrifuge system works by spinning waste material out of waste water at very high speed, the water is separated from waste glaze and then reclaimed saving around 20 cubic metres of water per day. This has dramatically improved the quality of waste water that does leave site. A part from significantly reducing water, it saves glaze and lowers energy usage on site too.

In 2007, the business became one of only five companies in the UK to install a Lamella system. Steelite is the only tableware manufacturer to use a Lamella system for recycling clay waste.

In addition to clay recycling, fewer chemicals are now required to separate waste. This has a positive effect on the environment and water discharged from the site is also purer.



The Lamella has significantly reduced Steelite International's impact on the environment. The company now recycles in excess of 99% of manufacturing waste. In 2010 we received a Green Apple Award for the Lamella project.



# STEELITE CROCKERY MADE FOR LIFE

All Steelite products are made with high-alumina content to ensure ultimate strength. Vitrified Ceramics prevent cracking that leads to bacteria ingress over time, thus improving on sanitation and food safety efforts. With each piece of Steelite crockery being inspected, examined and tested, clients can rest assured that their crockery will withstand the rigours of the modern hospitality industry.

This results in less replacements due to breakages and general wear and tear, saving businesses on their future costs.

Steelite crockery features:

- **Secure Handle Adhesion**
- **Stackability**
- **Microwave & Freezer Safe**
- **Thermal Shock Resistance**
- **Heat & Chill Retention**
- **Stain Resistance**
- **Glaze Damage Resistance**
- **Dishwasher Safe**



# THE LAMELLA SYSTEM

This cutting-edge, eco-friendly setup is Steelite’s way of recycling clay and water during the manufacturing process. It helps the environment, saves resources, and keeps waste to a minimum.

**The Lamella system:**

- **recycles 350 tonnes of clay every year - enough to make 15 000 cups and saucers**
- **filters and reuses water with much less chemical use**
- **reduces the need for transporting new clay**
- **helps Steelite recover over 90% of all it’s manufacturing waste**
- **won the GREEN APPLE AWARD for it’s positive impact on the environment**



INSPIRATIONAL DESIGN  
We design our products for life.



EXCELLENT QUALITY  
We make our products for life.



OUTSTANDING SERVICE  
Our customers are partners for life.



MINIMISING ENVIRONMENTAL IMPACT  
We are helping secure an environment that is fit for life.

on's





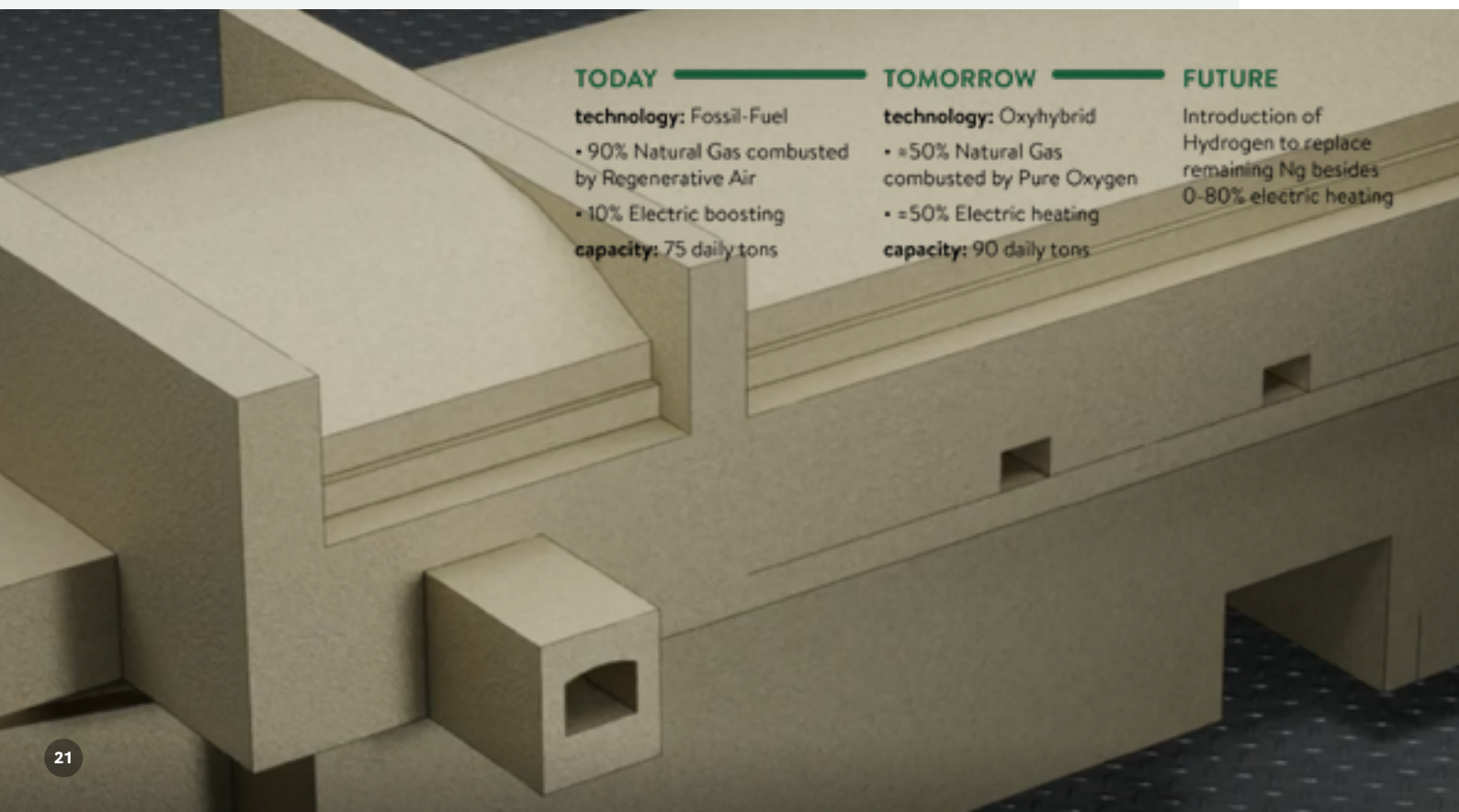


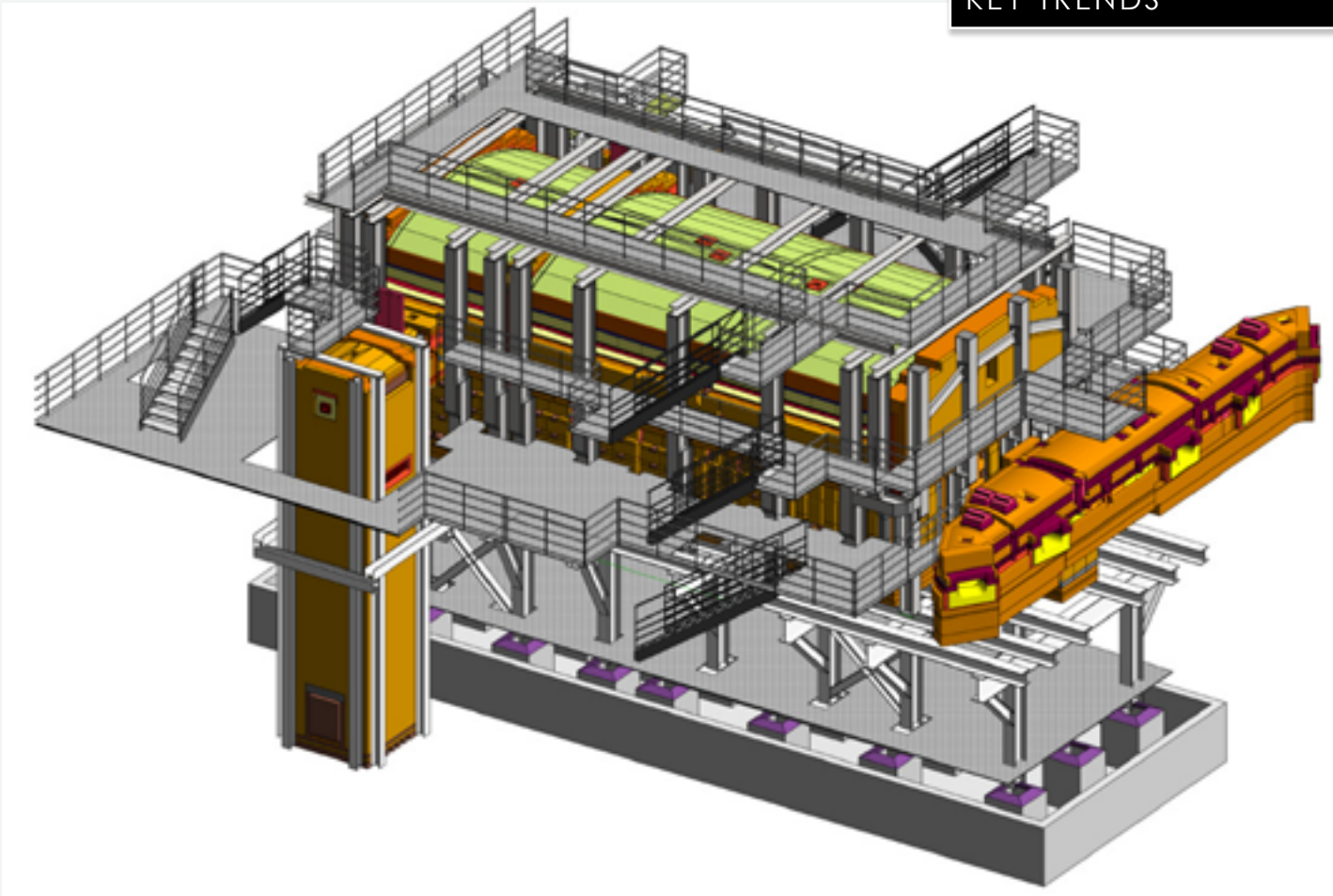
# LEERDAM CRISAL'S NEW OXYHYBRID FURNACE



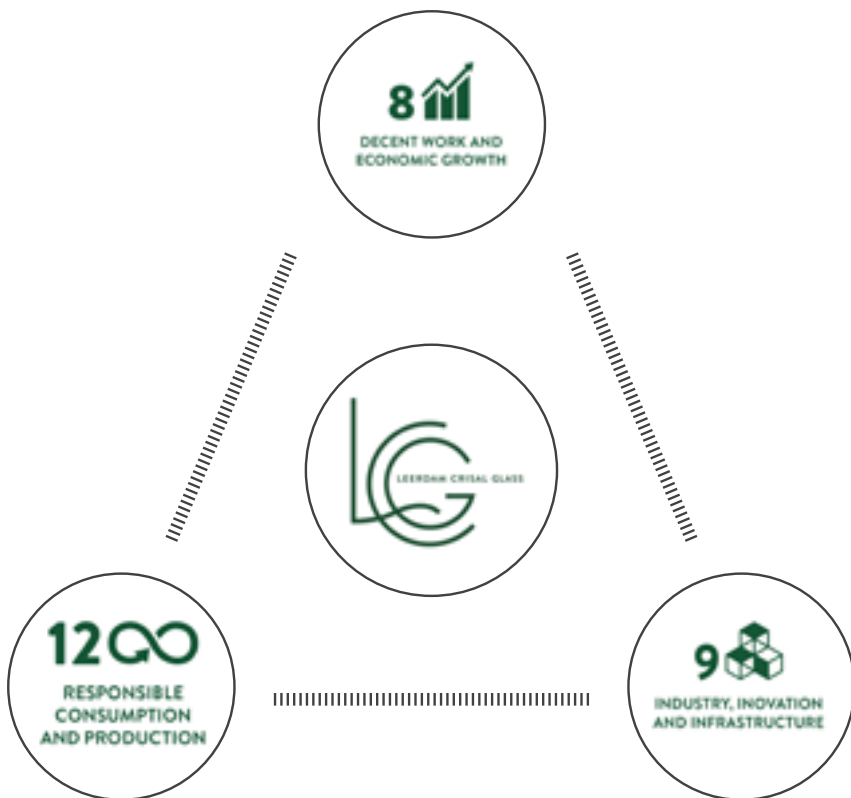
This new furnace will make use of the latest technology that allows the addition of Green Energy through the consumption of Hydrogen and pure Oxygen, reducing the use of fossil fuels, such as Natural Gas.

- LCGlass is running a project to ensure timely compliance with the EU CSRD guidelines
- Sustainability reporting will be in place over the 2025 annual business report
- Aiming to reduce energy consumption at LCGlass Leerdam Crisal, by installing a more efficient kiln in the mold maintenance area
- LCGlass Leerdam Crisal plans to start the new Oxyhybrid Furnace at the end of the year, which introduces a concept of Natural Gas and potential Hydrogen applications





By implementing the following three principles, LCGlass Leerdam Crisal moves even closer to achieving their sustainability goals.









## SUSTAINABLE PRACTICES: REPAIRS & REFURBISHMENTS

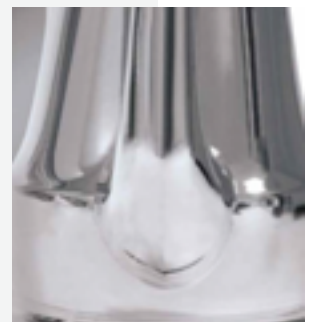
Make new from old – HEPP is not only a supplier of high-class quality products for the table and the buffet but also offers a unique service to repair and polish up your products.

The HEPP repair and refurbishment service contributes to sustainability by giving new life to used and defective products. In this way, they promote the longevity of the items, save resources and reduce the emissions that would result from new production.

**BEFORE**



**AFTER**



Contact Core Head-Office for enquiries

# CUTLERY PREPARATION

Good cutlery can last you a long time. For all to remain in such a way, HEPP offers a competent professional processing service which allows your old cutlery to look as nice as on the first day.



- **Refurbishment & Longevity:** Offers a cutlery refurbishment service, extending product life and reducing waste.
- **Certifications:** ISO 14001 certified and a signatory to the UN Global Compact, aligning with global sustainability goals.
- **Local Sourcing:** Prioritizes regional suppliers to reduce transport emissions.
- **Design Philosophy:** Products are engineered for durability in high-end hospitality, minimizing replacement cycles.







UNBREAKABLE



## USING RECYCLED MATERIALS TO CREATE DURABLE BUFFETWARE

APS uses recycled stainless steel and polycarbonate, which are both known for durability and recyclability, to make quality buffet displays, allowing each display piece to avoid severe wear and tear.



# MODULAR SYSTEMS

Systems used by APS to manufacture their products, are designed to reduce food waste and overproduction, by allowing flexible, portion-controlled displays. Modular buffet setups streamline service and reduce the need for disposable elements.

Manufacturing also strictly adheres to the environmental standards in Germany.





## SHOP BUFFETWARE TRENDS



DOMES

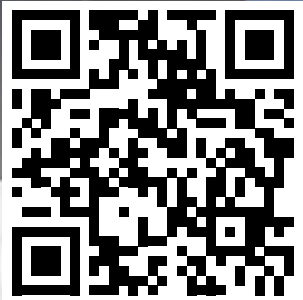


STANDS



TRAYS

TRENDING PRODUCTS



SCAN TO VIEW PRODUCTS



# SHOP BUFFETWARE TRENDS



BOWLS



WARMERS



DISPENSERS

## REDEFINING LUXURY & REST

## CLIMATE-CONSCIOUS & COMMUNITY-CENTRIC TRAVEL



Luxury and sustainability are no longer at odds. Travellers increasingly seek eco-conscious retreats that prioritise wellness, with 58% valuing sleep and relaxation in nature-focused settings. High-end resorts now incorporate sustainable design, local sourcing, and regenerative practices without sacrificing comfort or indulgence.

With 51% of travellers factoring climate change into vacation planning, hotels are pivoting to carbon-neutral operations—offering EV rentals, eco-tours, and sustainable supply chains. Community-led tourism is also expanding, ensuring revenue benefits local populations through initiatives such as homestays and community-run lodges.

# TRANSPARENCY & GREENWASHING CHALLENGES



With growing concerns over greenwashing, regulatory bodies (e.g., the UK's Green Claims Code) are enforcing stricter transparency standards. Hospitality brands must now demonstrate measurable sustainability impacts through verified certifications and detailed reporting.

# THE ROAD AHEAD



Sustainability is no longer optional—it's a competitive differentiator. Hospitality brands embracing regenerative tourism, eco-conscious design, and authentic cultural connections will define the future of travel. By prioritising environmental and social responsibility, the industry is not just adapting to change.



# HYPER - LOCAL & EXPERIENTIAL TRAVEL

Authentic, locally immersive experiences are now a priority, with 78% of travellers preferring cultural engagement over traditional sightseeing.



Hotels are collaborating with local artisans, chefs, and businesses to offer meaningful, community-driven experiences that also support local economies.

- **Travellers seeking local experiences: 65% (2022) -> 78% (2025)**
- **Hotels partnering with local artisans & chefs: 35% (2022) -> 55% (2025)**

# THE RISE OF ECO-FRIENDLY TRAVEL

Demand for sustainable accommodations is growing, with 73% of travellers opting for eco-friendly stays. Hotels are reducing waste, adopting renewable energy, and promoting carbon-neutral travel options.



Carbon offset programmes are also gaining traction, with increased transparency on their impact.

- **Eco-friendly accommodation preference: 60% (2022) -> 73% (2025)**
- **Hotels using renewable energy: 25% (2022) -> 45% (2025)**
- **Demand for carbon-neutral travel experiences: 30% (2022) -> 50% (2025)**

# THE INTERSECTION OF SUSTAINABILITY & GREEN TECHNOLOGIES

The Intersection of Sustainability & Green Technologies Sustainability is now a smart business strategy, aligning with consumer expectations and regulatory requirements.



The industry is increasingly investing in:

- **Off-grid solutions & renewable energy adoption**
- **Energy-efficient infrastructure to reduce operational costs**
- **Smart waste management & resource conservation technologies**

This shift also influences the rise of bleisure travel, where eco-conscious travellers blend business and leisure while prioritising hotels with strong sustainability credentials.



MY OWNER IS  
OBSESSED WITH  
SAVING THE EARTH



# Technology & Auto



# Technology Automation

The hospitality industry is undergoing a rapid tech transformation, with AI, automation, and smart systems reshaping guest experiences and operational efficiency. As digital solutions become mainstream, hotels are adopting AI-driven personalisation, contactless technology, and data-powered insights to enhance service delivery and meet evolving traveller expectations.





# AI & SMART PERSONALISATION

Artificial Intelligence (AI) is revolutionising guest interactions, enabling hyper-personalised experiences. Hotels now leverage AI-driven concierge services, in-room assistants, and predictive analytics to anticipate guest needs, streamline operations, and enhance satisfaction.



# AI IN HOSPITALITY TRENDS

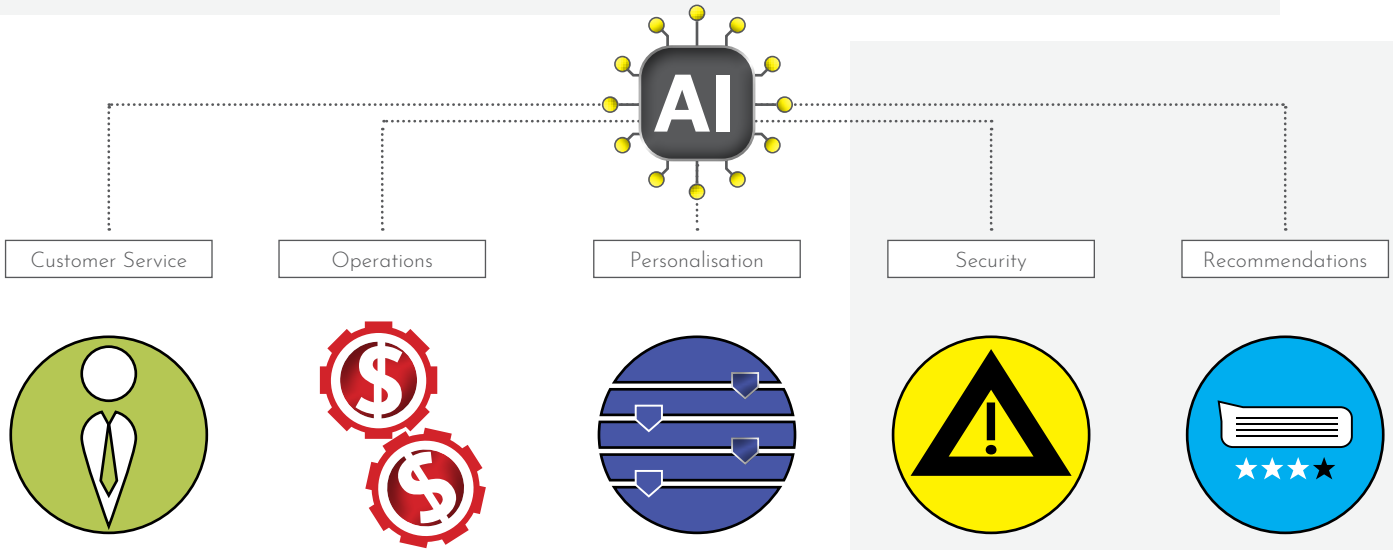
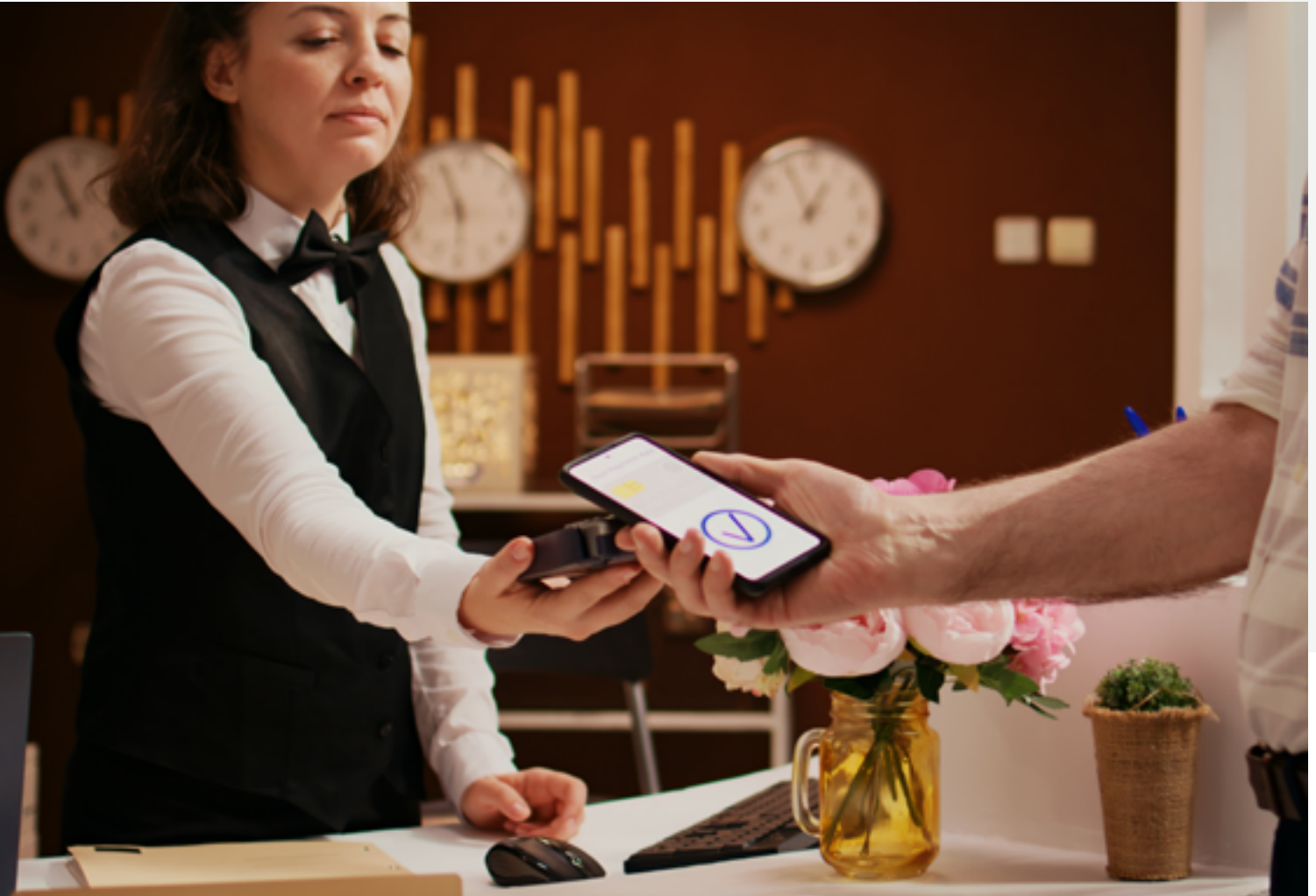


Diagram showing the uses of AI within the hospitality industry

AI-driven systems analyse guest preferences, tailoring experiences such as room settings, activity recommendations, and targeted offers. By 2025, AI-powered personalisation will be a key driver in customer loyalty, transforming the way hotels interact with their guests.

- **Hotels using AI-driven concierge services: 20% (2022) -> 60% (2025)**
- **Expected increase in guest satisfaction through personalisation: 10% (2022) -> 35% (2025)**
- **Annual growth in hospitality tech spending: €5B (2022) -> €9B (2025)**

# SEAMLESS CONTACTLESS SERVICES



Contactless technology has moved beyond pandemic necessity to become a hospitality standard. Mobile check-ins, digital keys, and voice-activated room controls allow for smoother, faster service while enhancing security and convenience.

However, with the rise in digital interactions, data security and privacy measures must remain a top priority to safeguard guest information.

## Contactless Technology Adoption

- **Hotels using mobile check-in services: 55% (2022) -> 80% (2025)**
- **Hotels implementing digital room keys: 45% (2022) -> 75% (2025)**
- **Customer satisfaction boost from contactless options: 20% (2022) -> 40% (2025)**

Innovative hotel brands like citizenM have pioneered app-driven check-in experiences, eliminating unnecessary queues and improving UX. Instant messaging services such as WhatsApp further refine communication, allowing hotel staff to provide tailored, immediate responses.





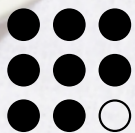


# Design & Aesthetics Trends

As we step into 2025, design and aesthetics continue to play a pivotal role in shaping guest experiences across the hospitality industry. No longer just about visual appeal, today's design trends reflect deeper values—sustainability, cultural authenticity, and emotional connection. From biophilic interiors that foster wellbeing to bold, localized statements that tell a story, the modern hospitality space is evolving to meet the expectations of a more discerning and experience-driven clientele.

In this section of Core Catering Supplies' 2025 Hospitality Trend Report, we explore the most influential design and aesthetic movements redefining how hospitality environments are crafted, curated, and ultimately remembered.

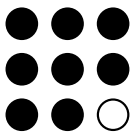
ic



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**EDGE CHIP**  
**WARRANTY**  
SAFE ASSURED





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WE  
THINK  
GRAND



# FROM EARTH TO ELEGANCE: PETRA GRAPHITE ARRIVES IN SOUTH AFRICA



Steelite International, a global leader in premium tabletop, ambient lighting, and buffet solutions, continues to set the benchmark for innovation, performance, and design in the hospitality sector.

Exclusively distributed in South Africa by Core Catering Supplies, Steelite is one of Core's signature brands-giving local hospitality professionals exclusive access to the full range of Steelite's award-winning collections, backed by expert guidance and dedicated service.

- Range: **Petra**
- Pattern: **Graphite**
- Material: **Alumina Vitrified**

One of the most exciting highlights this year is the evolution of the Petra collection. Inspired by the organic textures and natural lines of the earth, Petra brings an authentic yet elevated feel to the table. Originally launched in Dune, a soft, earthy tone that reflects sun-baked landscapes, Petra has now expanded with the introduction of Graphite-a striking new colorway that offers a bold, modern edge while maintaining the same natural, handcrafted aesthetic. The addition of Petra Graphite gives chefs and operators more flexibility to design distinctive tabletop presentations,

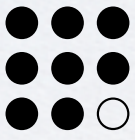
whether standing alone or layered with complementary tones. Both Dune and Graphite are fully compatible with Steelite Performance's Amari, Brown Dapple, and Revolution Sandstone ranges, creating endless styling possibilities across different culinary concepts.

With Petra's continued evolution and Core's exclusive distribution, South African hospitality professionals are uniquely positioned to lead the way in global tabletop trends-right from the heart of their own kitchens.

## GRAPHITE



## DUNE



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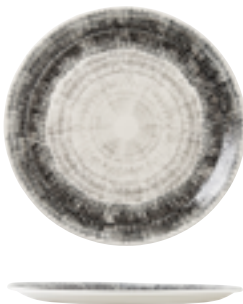
KEY TRENDS

★ LIFETIME ★  
**EDGE CHIP  
WARRANTY**  
YOUR CONFIDENCE ASSURED





## SHOP CROCKERY TRENDS



PETRA: GRAPHITE



NYX



ASTERIA

TRENDING PRODUCTS



SCAN TO VIEW PRODUCTS



SHOP CROCKERY TRENDS



PETRA: DUNE



CRAFT: AQUA



ALINA

on's



glitch

BY KATE GERWIN





onís



glitch



SCAN TO VIEW PRODUCT

# DISRUPTING CONVENTION WITH THE NEW ONIS GLITCH GLASS



In a market saturated with symmetry and tradition, The Glitch by Onis dares to be different. Designed by Kate Gerwin-acclaimed bartender and hospitality consultant-The Glitch is the bold, award-winning result of the Glassology Onis Design Contest, where creativity met functionality to push the boundaries of glassware design.

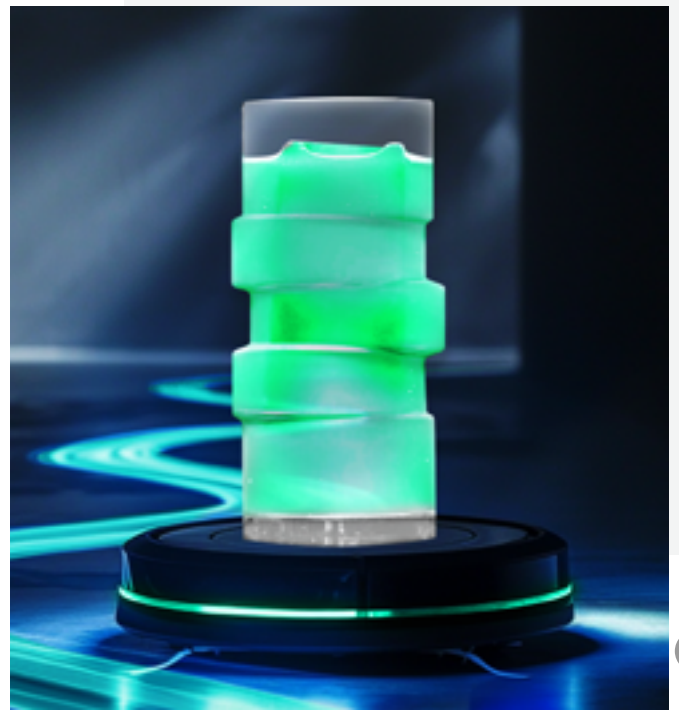
Featuring an intentionally irregular, textured form, The Glitch captures and refracts light in striking ways, making each pour an artistic statement. More than just a glass, it's a tactile and visual experience that speaks to the next generation of mixology. It redefines the vessel as part of the performance-crafted not for perfection, but for personality.

Available exclusively in South Africa through Core Catering Supplies, The Glitch is part of the Onis collection-one of Core's exclusive global brand partnerships. This means South African venues get direct access to cutting-edge, internationally renowned glassware that blends striking aesthetics with industry-grade durability.

What's more, The Glitch-and most Onis glassware supplied by Core-comes with an Edge-Chip Guarantee, offering peace of mind in high-volume hospitality environments.

It's where bold design meets professional resilience, ensuring that beauty doesn't compromise function.

With The Glitch, hospitality professionals are empowered to deliver experiences that are memorable, modern, and unapologetically unconventional.



# Co Prefe & Dining



# Consumer Experiences Changing Habits

Consumer expectations in hospitality are evolving rapidly, with a focus on hyper-personalisation, immersive dining experiences, digitalisation, and creative beverage offerings. Restaurants, hotels, and bars that adapt to these shifts will stand out in an increasingly competitive market.

# HYPER-PERSONALISATION: TAILORED MOMENTS, LASTING LOYALTY

Guests are moving away from one-size-fits-all services, seeking personalised experiences that adapt to their needs in real time. Hotels and restaurants are using AI-driven micro-segmentation to customise every interaction, from flexible check-in and dining times to bespoke room settings.

At Fauchon L'Hôtel in Paris, guests can design their own menus and portion sizes, demonstrating how hyper-personalisation can lead to higher guest satisfaction and dynamic pricing opportunities. Personalised loyalty programmes, enhanced by commercial partnerships, also encourage repeat business.



# CULINARY EXPERIENCES: THE SHIFT TO EXPERIENTIAL DINING

Consumers increasingly prioritise culinary experiences over standard dining, expecting variety, authenticity, and immersive engagement. Hotels are investing in destination-worthy dining concepts where food is central to the experience, as seen at Grand Resort Bad Ragaz in Switzerland, home to multiple Michelin-starred restaurants and diverse dining venues.



Key trends shaping the future of dining include:

- Multi-sensory experiences: **Restaurants like Ultraviolet by Paul Pairet in Shanghai use light, sound, and aroma to enhance dining.**
- Interactive concepts: **Hotels now offer four-hand dinners, where guest chefs collaborate with in-house teams, and kitchen parties, where guests dine inside the kitchen.**
- Specialist food workshops: **Experiences like gin-making classes, local cooking sessions, and artisan bread baking add a unique touch to a guest's stay.**
- Children's menus are also evolving: **Standard 'kids' meals' are no longer enough. Parents are looking for healthier, globally inspired options with high-quality ingredients, including plant-based dishes and world cuisines.**

# THE RISE OF OFF-PREMISE DINING & DIGITALISATION

Post-pandemic dining habits have shifted, with consumers blending in-house dining and takeaway experiences.

Restaurants must now cater to both audiences, optimising workflows for dine-in service while maintaining efficient takeaway and delivery operations.



- Gourmet takeaway & fine dining delivery: **High-end restaurants now design premium, travel-friendly packaging to maintain quality.**
- Ghost kitchens: **These delivery-only kitchens are a growing market, projected to reach \$157 billion by 2030, allowing brands to expand with lower overhead costs.**

# REDEFINING BARS & DRINKS: THE EXPERIENCE REVOLUTION

Bars can no longer rely on standard drinks menus; they must offer immersive, design-led experiences that captivate guests. Ashley Sutton Design Bars in Asia, known for their theatrical environments, demonstrate how atmosphere plays a key role in attracting clientele.



Key trends in beverage innovation:

- Curated drink menus: **Customers expect local craft beers, terroir-driven wines, and rare spirits (rum is set to be the next big trend).**
- Zero-proof & low-alcohol options: **The demand for mocktails and non-alcoholic pairings is soaring as Gen Z and millennials embrace healthier lifestyles.**
- Mixology experiences: **Cocktail masterclasses and innovative ingredient combinations (as seen at Bar Benfiddich in Tokyo) drive engagement.**

# THE POWER OF SOCIAL MEDIA: CRAFTING AUTHENTIC NARRATIVES

Social media remains essential for brand visibility, but hospitality marketers must now refine their approach to capture consumer attention effectively.



- **Short-form video content** (TikTok, Instagram Reels) enhances storytelling, offering behind-the-scenes insights and guest experiences.
- **Influencer marketing** continues to deliver strong ROI, averaging \$6.50 in revenue per \$1 spent. However, brands must carefully select influencers who align with their values for credibility.
- **Data-driven social media strategies:** Measuring engagement and refining messaging is crucial to balancing organic content, user-generated material, and paid promotions.

# THE ROAD AHEAD: ADAPTING TO NEW CONSUMER EXPECTATIONS

From hyper-personalisation and experiential dining to digitalisation and social media influence, hospitality businesses must evolve to remain relevant. Those who embrace technology, creativity, and sustainability in their service offerings will thrive in a market driven by increasingly sophisticated and experience-seeking guests.





# Expert Insights

In an industry where guest expectations evolve as quickly as the seasons, staying ahead of the curve is not just an advantage - it's essential. This section brings together leading voices from across the hospitality and catering landscape to share their firsthand perspectives on the trends shaping our industry today.

From innovative approaches to sustainability and supply chain resilience, to the shifting demands in menu design and experiential dining, our experts offer practical insights rooted in real-world experience. Whether you're managing a busy kitchen, running a boutique venue, or steering strategy at a corporate level, these contributions are designed to inform, inspire, and equip you with the foresight to make confident, future-focused decisions.

Dive in, and discover what the industry's most forward-thinking professionals are seeing, doing, and anticipating in 2025 and beyond.





**“We’re not a chain. We’re a family business, and our guests feel that.”**

*- Christian Wilderer, owner of Wilderer Fine Brands*

# FLAVOUR, SUSTAINABILITY, AND THE FUTURE OF HOSPITALITY: INSIDE CHRISTIAN WILDERER'S NEXT CHAPTER

In the ever-evolving world of hospitality, staying ahead means blending innovation with authenticity—and few embody that balance as seamlessly as Christian Wilderer. A respected figure in South Africa's food scene, Christian is now preparing to launch a bold new culinary venture: introducing Pinsa, a lighter, more digestible Roman-style flatbread, to the local market. After completing professional training in Rome, he's opening South Africa's first Pinsa takeaway in Woodstock, with the backing of trusted partner Core Catering Supplies. It's a move that reflects his commitment to quality and originality, and one he believes could transform local pizza culture. Unlike traditional pizza dough, Pinsa incorporates rice, soy, and wheat flours with a sourdough base-making it lower in calories and easier on the stomach, without compromising on taste or satisfaction.

While product innovation is at the forefront of his current focus, Christian's passion for thoughtful, flavour-driven cooking hasn't slowed. He's recently been experimenting with wild turnip leaves, known as Friarielli, and combining unexpected elements like soy, Worcestershire, and fish sauces to elevate everyday dishes. His creativity extends into sustainability, where he's made meaningful changes—from using compostable packaging and recycling properly to maintaining a small-scale farm with chickens and pigs in a sustainable cycle that enriches both soil and soul. He admits the pigs have “basically become pet dogs,” a nod to the personal, human approach that underpins everything he does.

Christian's no-frills philosophy carries into his approach to plating and presentation, where simplicity, visual appeal, and cost-consciousness trump unnecessary garnishes. For him, good food doesn't need bells and whistles—just the right ingredients, well-prepared, and served with care. This practical ethos extends into operations too, where he highlights the importance of quality kitchen equipment. Even in compact spaces, he believes the right tools, sourced from Core Catering Supplies, can unlock major efficiencies and help deliver consistent results.



# WHAT TRULY DEFINES HOSPITALITY IS CONNECTION

Perhaps most compelling is Christian's take on what truly defines hospitality: connection. His restaurants aren't part of a chain—they're family-run spaces built on relationships, community, and heart.

One guest recently shared how the kindness of Christian's team uplifted her during a difficult day, a story that made local headlines and perfectly illustrates what sets his business apart. "Hospitality isn't just about food—it's about creating moments that people remember," he says. It's this principle that keeps loyal customers coming back and inspires his team to go above and beyond.

Looking ahead, Christian is aware of the rising pressures on restaurateurs—escalating costs in energy, labor, and ingredients make profitability increasingly difficult. Yet rather than cut corners, he's choosing to adapt intelligently: optimizing workflows, prioritizing sustainability, and aligning with partners who understand the stakes. With consumer demand shifting toward gluten-free, vegan, and ethically sourced options, he's confident that success lies in staying nimble, thoughtful, and above all, balanced.



## ARTISAN PINSA BASES NOW AVAILABLE IN SA!

Give your customers something they haven't tried before — a lighter, crispier alternative to traditional pizza that's packed with flavour and easy to digest.



### WHY CHOOSE PINSA

- Crafted with a blend of rice, soy, wheat flour & sourdough
- 24-hour fermentation = superior flavour and digestibility
- Lower gluten content than traditional pizza
- Fast to prepare – ideal for restaurants, cafés, and caterers
- Perfect with both gourmet and classic toppings

Add Pinsa Romana to your menu to offer a lighter, artisan-style option your guests won't forget.

### PINSA ROMANA BASES

#### Two size options:

- Package of 2 bases (ideal for testing or small-batch prep)
- Box of 12 bases (perfect for busy kitchens)
- Air-sealed for freshness
- Frozen (shelf life up to 6 months) or fresh (shelf life up to 2 weeks)
- Works in conventional, pizza, or wood-fired ovens.

### PINSA: THE EVOLUTION OF PIZZA

The vision was sparked by Christian Wilderer, South Africa's first certified Master Chef Pinaiololo.

Through a partnership between Wilderer and Core Catering Supplies, Pinsa Connection was born—bringing this innovative product to chefs, restaurants, and caterers across South Africa.

### VISIT US

Experience the authentic flavour of Pinsa at Pinsa Connection in Woodstock, conveniently located on the premises of Core Catering Supplies.

 Pinsa Connection, Core Catering Supplies, Buchanan Square, Woodstock, Cape Town, South Africa

 +27 21 465 8800

 [pcw@wilderer.co.za](mailto:pcw@wilderer.co.za)





**“When people visit Pappa Grappa, I want them to feel like they’re going to someone’s home, not just a restaurant.”**

*- Christian Wilderer, owner of Wilderer Fine Brands*

# Trending Products



# Products



**Opis**

TUMBLER

**DIVERGENCE**

# NEW RANGE NAMES TO GUARANTEE EUROPEAN PRODUCTION



ONIS has recently introduced new names for several of its popular glassware collections - a move that may raise questions among hospitality professionals who rely on brand consistency. But there's a solid reason behind the change.

Now fully independent, ONIS has completed a key milestone: all of its glassware is now produced entirely within Europe. To reinforce this commitment and eliminate any confusion with products previously manufactured elsewhere, the brand has renamed certain ranges.

While this shift supports greater transparency and product traceability, it may take some getting used to. That's why we've put together a side-by-side guide of the former and updated range names - to help you navigate the change with confidence, whether you're behind the bar or managing procurement.

- **100% Recyclable Glass: All products are fully recyclable without compromising quality.**
- **Cullet Reuse: Incorporates 20–50% pre-consumer recycled glass in production.**
- **Decarbonization Research: Actively exploring hydrogen and electrification to reduce emissions.**
- **Eco-Friendly Displays: ONIS uses compressed cardboard for stands and packaging - fully recyclable and lightweight.**
- **Packaging: 80–95% of cardboard used is recycled.**
- **Community & Transparency: Publishes detailed sustainability reports and invites community engagement at production sites.**



SAME GLASS

# NEW NAME



CHICAGO  
**MANHATTAN**



ENDEAVOR  
**ADVENTURE**



EVEREST  
**SUMMIT**



MODERN AMERICA  
**N.Y.C**

on's

SAME GLASS

**NEW NAME**



HOBSTAR  
**ICON**



RADIANT  
**ANCHOR**



GIBRALTAR  
**TITAN**



INVERNESS  
**PENTAGON**

**Onis**

# Opis

royal   
leerdam



## SHOP GLASSWARE TRENDS



ENDURA



SPKSY



L'ESRIT



SCAN TO VIEW PRODUCTS



# SHOP GLASSWARE TRENDS



TITAN



ICON



BLISS



LIBBEY®



# GUESS WHO'S BACK



When it comes to quality glassware, Libbey is the biggest name in the business. Their unique lifetime “RIM GUARANTEE” is a must for any hospitality offering and has resulted in them being the preferred supplier to many of the world’s leading hotels and restaurant groups.

Libbey glassware is classic, modern, stylish and sometimes even quirky – perfect for any setting commercial, catering or domestic. As the exclusive distributors of Libbey glassware in South Africa, Core Catering Supplies stocks an immense range of their stellar products including wine glasses, cocktail glasses, whiskey glasses, tumblers and so much more.





LIBBEY®

TUMBLER & WHISKEY

# ENDEAVOR







LIBBEY.



TUMBLER

**RADIANT**



# LIBBEY RETURNS TO SOUTH AFRICA THROUGH CORE CATERING SUPPLIES



Libbey Glassware, a name synonymous with quality and innovation, is making a celebrated return to the South African market through Core Catering Supplies. This reintroduction not only revives a legacy but also reinforces our commitment to offering durable, high-performance glassware to the hospitality industry.

Founded in 1818 as the New England Glass Company, Libbey has been at the forefront of glassmaking for over 200 years. With a move to Toledo, Ohio, in 1888, the company established itself as a global leader, pioneering advancements in durability and manufacturing efficiency.

What set Libbey apart, and what still defines it today, is its extraordinary strength. When Core first introduced Libbey glassware to South Africa over 20 years ago, it came with a higher price point—not just for its premium quality, but because of the unmatched durability that allowed the brand to offer a chip warranty. To prove its resilience, we didn't just talk about it—we demonstrated it. At trade shows and expos, Core representatives would bash Libbey glasses on tables and even stand on them to showcase their strength. The

- **Durability First: Glassware is designed for high-volume use, reducing breakage and replacement frequency.**
- **Packaging: Emphasizes recyclable and minimal packaging to support circular economy principles.**
- **ESG Commitment: Their Environmental, Social, and Governance framework focuses on long-term sustainability, though specific carbon targets are still evolving.**

result? Wide-eyed amazement and a growing demand for one of the most durable glassware ranges on the market.

Breaking into the South African market took time, but once hospitality professionals saw the value of investing in glassware that lasted longer and looked great, Libbey became one of Core's most sought-after brands nationwide. With its chip-resistant quality, elegant designs, and long-lasting durability, it quickly won over chefs, baristas, and restaurateurs who needed reliable glassware that could withstand the demands of a fast-paced service environment.

Now, Libbey is back, and we are thrilled to bring this powerhouse of glassware back into the Core portfolio. Alongside our growing range of exclusive glassware, Libbey will once again be available to our customers nationwide.

Both Libbey and our expanded glassware collection will be available from April 2025—giving hospitality professionals access to the same high-performance glassware that wowed the industry all those years ago.



LIBBEY®

WINE

# PERCEPTION







LIBBEY®

TUMBLER & DOF

**HOBSTAR**







LIBBEY®

TUMBLER

**GIBRALTAR**







LIBBEY®



## SHOP GLASSWARE TRENDS



PERCEPTION



EMBASSY



TEARDROP

TRENDING PRODUCTS



SCAN TO VIEW PRODUCTS



## SHOP GLASSWARE TRENDS



GIBALTAR



INVERNESS



ENDEAVOR



NEW RANGE

# TRILOGIE







NEW RANGE

# TRILOGIE







# CARLTON







## SHOP CUTLERY TRENDS



TAURUS



TRILOGIE



CARLTON



KREUZBAND

TRENDING PRODUCTS



SCAN TO VIEW PRODUCTS



## SHOP CUTLERY TRENDS



ECCO



LENISTA



BAGUETTE



# DIGITAL NOMADS AND LEISURE : A NEW TARGET AUDIENCE

Digital nomads are often technology-minded individuals, making them particularly attracted to hotels that utilize the latest technology. However, it's essential to recognize that, like all hotel guests, digital nomads are also drawn to exciting locations, excellent facilities, and local attractions.

### Why Hotels Should Target Digital Nomads



It is critical for the hotelier to understand that digital nomads typically travel alone or in small groups. Due to the nature of their work, they prioritize hotels with high-quality, stable Internet access, avoiding places with slow or unreliable connections. They also value socializing in common areas for both professional networking and social interaction.



## EMBRACING BLEISURE TRAVEL : THE FUTURE OF BUSINESS TRAVEL

The blending of business and leisure, known as *bleisure*, is becoming a significant trend in the travel industry. Today's professionals are increasingly extending their work trips to enjoy some downtime, explore new places, and immerse themselves in local cultures. For the hospitality industry, this shift presents an exciting opportunity to attract a growing segment of travelers by offering tailored services that cater to both work and relaxation needs.

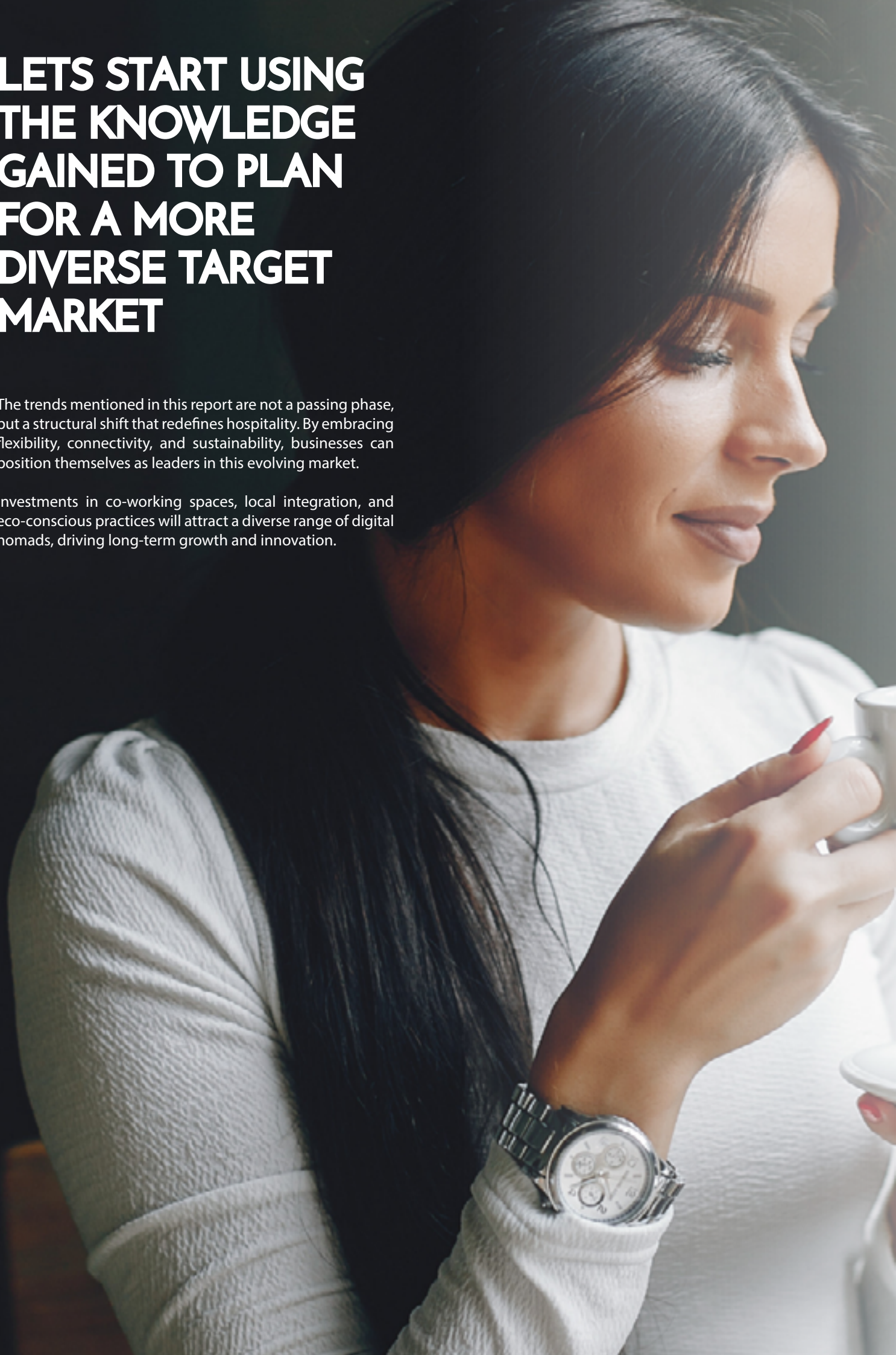
Bleisure travel refers to the practice of combining business obligations with leisure activities. Many business travelers are extending their trips to enjoy a few extra days of vacation, explore new destinations, or spend time with family and friends. The growing importance of work-life balance, coupled with the rise of flexible working arrangements, has fueled this trend. Now more than ever, professionals are able to take advantage of work flexibility, allowing them to experience new locations without feeling guilty about the work they need to complete.



# LET'S START USING THE KNOWLEDGE GAINED TO PLAN FOR A MORE DIVERSE TARGET MARKET

The trends mentioned in this report are not a passing phase, but a structural shift that redefines hospitality. By embracing flexibility, connectivity, and sustainability, businesses can position themselves as leaders in this evolving market.

Investments in co-working spaces, local integration, and eco-conscious practices will attract a diverse range of digital nomads, driving long-term growth and innovation.



# IN LOVING MEMORY



## - MARK HOULIHAN HEAD OF CORE FRANCHISING

*The hospitality industry of Southern Africa suffered a major loss with the passing of beloved head of Core Franchise Mark Houlihan, in March of 2025.*

*Mark was devoted to managing the seamless supply of catering supplies to all Core clients, across all franchise stores, as well as opening as many stores as possible. It was his mission to ensure that all businesses within the hospitality industry were covered with the best catering supplies, customer service and support.*

*Mark was a master at creating and maintaining good relationships. We will honour his memory by striving towards that same goal.*

# Why we do, what we do...



Founding partners: Olav Rücker & Marcel Fuchs

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Having been appointed by several international Brands as their exclusive distributor, we take pride in showcasing just some of our many products and trends.



## **Note From The Founder**

*From striking buffetware and refined table settings to hardworking kitchen tools and tailored chefs' uniforms, Core Catering Supplies is proud to support South Africa's hospitality industry with thoughtfully selected essentials that combine functionality, flair, and integrity. Our user-friendly website is your starting point for inspiration, while our experienced sales team offers personalised support to help you make confident, informed choices. Prefer a tactile experience?*

*Visit one of our beautifully curated showrooms, where you can explore everything from recyclable glassware and ethically sourced table linen to robust commercial equipment designed for longevity.*

*We believe hospitality should be as responsible as it is remarkable. That's why we prioritise eco-conscious materials - products that are recyclable, sustainably sourced, and built to endure the rigours of daily service. Whether it's tableware that enhances presentation or kitchen smalls that streamline prep, our range is crafted to meet your operational needs while supporting a greener future.*

*At Core Catering Supplies, we're more than a provider - we're your partner in creating exceptional guest experiences with purpose and polish.*

*Let's set the table for something extraordinary.*

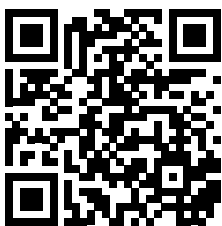


**Olav Rücker**  
**Managing Director, Core Catering Supplies**



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Creative Direction & Design: **Azhar Obaray**  
Brand & Business Development: **Claire McGuinness**



[www.corecatering.co.za](http://www.corecatering.co.za)



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