

Middle Eastern cuisine is poised to take over America

MadenLebanon.com

Dec. 2018

Middle Eastern and Mediterranean restaurants seem to be popping up on every corner.

Middle Eastern cuisine has been rising in popularity in recent years, and **Whole Foods predicted it would be one of the top food trends of 2018**. According to Whole Foods, hummus, pita, and falafel are "entry points" into Middle Eastern food, and spices like harissa, cardamom, and za'atar are likely to start popping up on menus more often.

Mediterranean and Middle Eastern foods are packed with flavorful spices and fresh veggies. The Mediterranean diet is said to be one of the healthiest diets because of its focus on vegetables, proteins, and whole grains.

Though Middle Eastern food and Mediterranean food are distinct, they have a lot of overlapping flavors and ingredients, including pomegranate, eggplant, cucumber, parsley, mint, and tahini, which is made from sesame. They also have flatbreads and roasted meats in common.

Middle Eastern food is really meant to be shared. People are obsessed with Mediterranean and Middle Eastern food, and fast-casual chains are capitalizing on it.



The rapidly growing fast-casual market and growing demand for fresh, plant-based foods, Mediterranean and Middle Eastern fast-casual restaurants are poised to take over.