

Google Maps reveals the top food trends and popular restaurants across 10 cities

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From froyo to beef tallow, we analyzed a year of Google Maps data across 10 culinary hot spots to reveal what the world is craving.

What are people craving around the world? Our first Fan-Favorite Dining List taps into Google Maps' reviews, ratings, and aggregated searches for directions to uncover the biggest dining trends across 10 cities: Atlanta, Chicago, London, Melbourne, Montréal, New York, San Francisco, Santiago, Seattle, and Tokyo. From froyo in New York to ube in Melbourne, here's what topped the list this year.

Trend #1: 🍪 Classic treats (including a Y2K staple!) made a comeback.

- Froyo rules New York again (+320% year over year): Just when you thought frozen yogurt was left in 2008, New Yorkers proved it's back with a vengeance. Reviews mentioning froyo spiked 320%, driven by gourmet toppings and modern twists at spots like Birdie's, Mimi's, and Brooklyn's Culture.
- Montréal craves cinnamon buns (+84% year over year): Nothing sparks nostalgia like a warm, fresh-baked pastry. In Montréal, reviews mentioning cinnamon buns jumped 84%, with dessert lovers lining up at bakeries like Daddy Roll, Bernice, and Guayabito.
- Tokyo loves mochi (+168% year over year): Reviews mentioning the classic dessert surged a surprising 168%, likely due to record tourism highs. Crowds shopped for tasty mochi at beloved stops like Mochijin and もち屋 ぽんぽん.

Trend #2: 🍵 Matcha and earthy flavors dominated.

- Matcha madness takes over the world: Matcha experienced double-digit growth year over year in nearly all 10 cities. Mentions of the green tea surged 82% in Chicago (thanks to buzzy spots like Match | A and Gathers Tea Bar), 84% in Santiago (at places like Sakumu), and grew by over 50% across Seattle, San Francisco, New York, and Atlanta.
- Hojicha booms in London (+114% year over year): In London, reviews mentioning hojicha, a roasted green tea, spiked 114%, thanks to local cafes like TOKKIA Covent Garden and Toconoco.
- Ube brings the purple to Melbourne (+75%): Melburnians embraced the vibrant purple sweet yam like never before. Reviews mentioning ube jumped 75% as a result of popular spots like Halaya and Kariton Sorbetes.

Trend #3: 🍴 Crispy textures and golden comfort foods topped the charts.

- Chicago sizzles with beef tallow (+82% year over year): In Chicago, reviews mentioning beef tallow soared 82% at spots like Bistro Monadnock and Butcher and the Bear.
- Seattle craves dosas (+136% year over year): In Seattle, reviews mentioning dosas, a classic South Indian dish, climbed 136%, thanks to local spots like Shri Ananda Bhavan and Chennai Express.
- Atlanta is obsessed with beignets (+77% year over year): Golden beignets saw a 77% surge across Atlanta's brunch circuit, drawing crowds to places like Breakfast On Luckie Street & Grill and Le Petit Marche.

But viral culinary trends are only part of the story. Our Fan-Favorite Dining List also looked at the spots people got directions to the most in each city, reviewer go-tos that won't break the bank, and lots more.

🍴 The most-navigated-to dining spots in every city

- Atlanta: Ladybird Grove & Mess Hall
- Chicago: Pequod's Pizza
- New York: Katz's Delicatessen
- San Francisco: La Taqueria
- Seattle: The Pink Door
- London: Fallow
- Melbourne: Higher Ground
- Montréal: Schwartz's Deli
- Santiago: Golfo di Napoli Trattoria e Pizzeria
- Tokyo: Seafood Buffet Dining Ginza Happa

🍴 Top-reviewed spots for big portions and small checks

- Atlanta: BACHI BOX
- Chicago: Shanghai Inn Restaurant
- New York: Tofubox
- San Francisco: Hawaiian Drive Inn
- Seattle: Gorgeous George's
- London: Centre Cafe
- Melbourne: Preston Chicken Shack
- Montréal: Dinette Dorée
- Santiago: Donde El Beto
- Tokyo: Mubo

Explore the full Fan-Favorite Dining List at mapsfanfavorites.withgoogle.com, and make sure to save the lists in Maps so you have them on hand for your next culinary adventure. Want more ways to find the perfect meal with Maps? Check out our tips.

<https://blog.google/products-and-platforms/products/maps/google-maps-fan-favorite-dining-list>