Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Jan. 16, 2023

Image Source: Shutterstock




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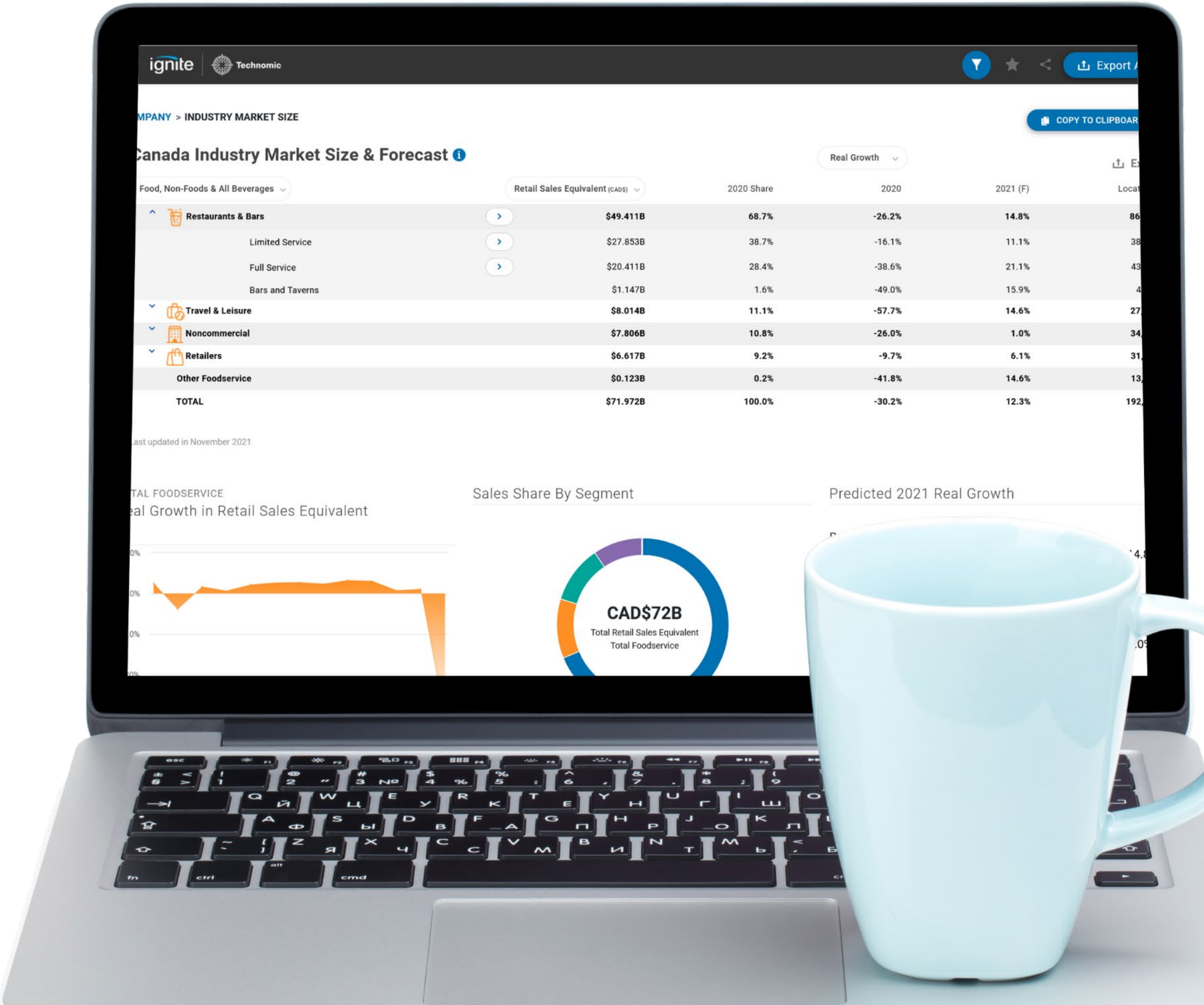


Foodtastic continues to fill out roster

Foodtastic continues its recent streak of acquisitions by purchasing Freshii. The health-forward, fast-casual concept boasts 343 total units, with the majority in Canada.

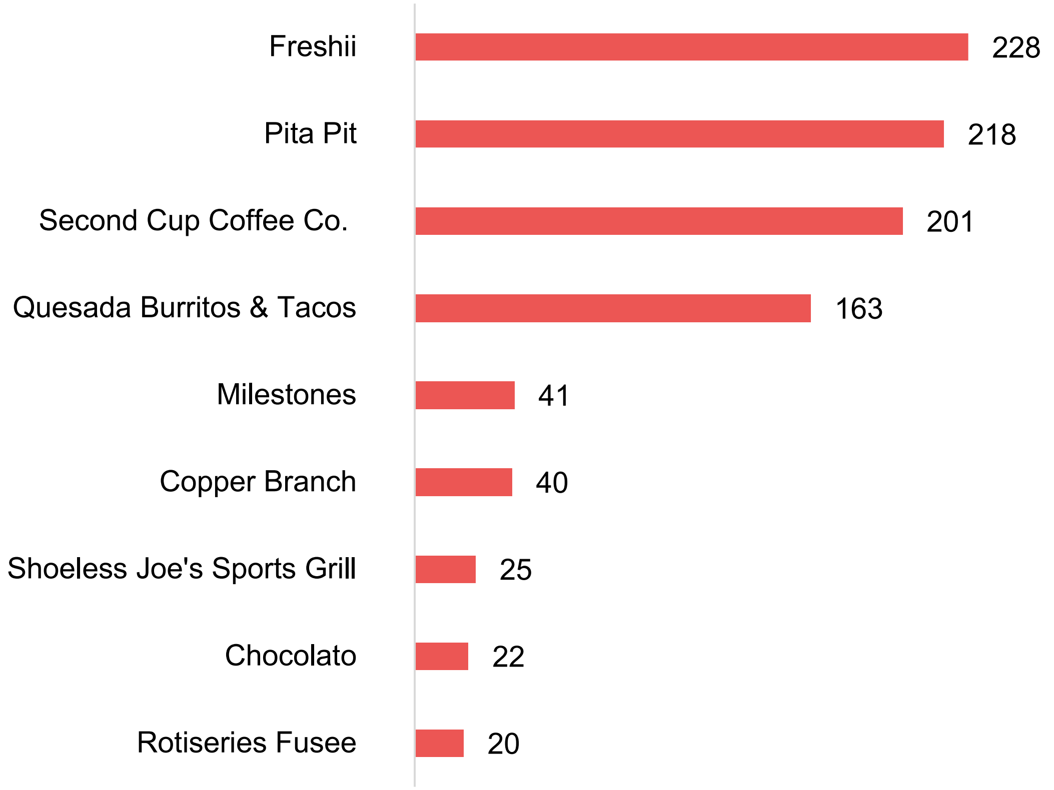
This marks Foodtastic's second acquisition to close out 2022. The group purchased Mexican quick-service chain Quesada Burritos & Tacos in December. The group also recently expanded its portfolio by adding Milestones, Pita Pit and Second Cup Coffee Co.

The deal will give Foodtastic 1,200 locations in Canada and 150 restaurants internationally, mostly located in the United States.

Ignite Company clients: Click here for more

Source: Technomic Ignite Company
*Note: Location count as of year-end 2021

LARGEST FOODTASTIC, INC. BRANDS
RANKED BY TOTAL CANADIAN LOCATIONS*



IGNITE MENU

Fastest-growing healthy claims on menus

As perceptions and definitions of health continuously change, so do the fastest-growing healthy claims on menus, with a mixture of both classic and newer health cues on the rise.

The fastest-growing healthy claim on menus over the last year is “no sugar.” The no-sugar callout is a more traditional health cue—a trend we should expect to see a resurgence of in the coming year. Another classic health claim on the rise is “lighter fare.” Several of these choices are appearing on specifically designated lighter menus, which typically feature smaller portions or vegetable-forward dishes.

There are some newer healthy claims increasing on menus as well. As the plant-based movement has grown, so have vegan claims on menus. These vegan options include imitation meats and dishes with vegetables at the centre of the plate. Similarly, dairy-free claims have been on the rise on menus over the past year. This is most often appearing on menus in the form of nondairy cheeses and milks, such as oat, almond and soy varieties.

And high-protein, low-carb diet term “keto” is also showing growth—a fad diet that’s gained attention over the past few years.

Ignite Menu clients: Click here for more

Source: Technomic Ignite Menu data, Q3 2021-Q3 2022
Image Source: Shutterstock

FASTEST-GROWING HEALTHY CLAIMS

No Sugar +11%

Lighter Fare +8%

Dairy-Free +8%

Keto +8%

IGNITE CONSUMER

Has online ordering peaked?

Technomic Ignite Consumer captures behaviour and the current state of restaurant usage, helping industry players understand trends in restaurant engagement. The Segment Occasions dashboard offers a detailed window into the ways consumers use restaurants at the segment level, including time period filters to track changes.

Over the past decade, many aspects of consumer purchasing behaviour have migrated to online platforms. Historically, restaurants were often viewed as late entrants into the broader digital economy. However, the pandemic changed things overnight and fast-tracked digital restaurant usage for both consumers and operators alike.

But recent developments indicate that restaurants may have been somewhat on the mark by not heavily prioritizing digital ordering initiatives. In our post-pandemic world, we find that many consumers have returned to traditional restaurant usage despite widespread availability of digital channels.

At restaurants, traditional hospitality and the experience that goes along with it have returned, and the number of consumers ordering at chains via digital channels has eased in the current year. Operators should work to find a balance between both the on- and off-premise.

Ignite Consumer clients: Click here for more

Base: 24,000 consumers ages 18+ per year shown
Source: Technomic Ignite Consumer

Ordering Behavior

View % of Visits in Canada within Q4 2021 - Q3 2022

ONLINE FOR CARRYOUT — Operator Average: 6.1%

Segment	% of Segment	Pt Dif
Quick Serv...	7.0%	+0.9
Fast Casual	3.0%	-3.1
Traditional...	5.8%	-0.3
Contempo...	3.6%	-2.5
Upscale C...	3.2%	-2.9
Midscale	3.1%	-2.9

ONLINE FOR DELIVERY — Operator Average: 6.2%

Segment	% of Segment	Pt Dif
Quick Serv...	7.7%	+1.5
Fast Casual	14.0%	+7.8
Traditional...	5.3%	-0.9
Contempo...	2.9%	-3.3
Upscale C...	1.0%	-5.2
Midscale	2.6%	-3.7

Ordering Behavior

View % of Visits in Canada within Q4 2020 - Q3 2021

ONLINE FOR CARRYOUT — Operator Average: 8.4%

Segment	% of Segment	Pt Dif
Quick Serv...	7.6%	-0.8
Traditional...	10.7%	+2.4
Contempo...	6.6%	-1.8
Upscale C...	9.0%	+0.6
Midscale	6.5%	-1.9

ONLINE FOR DELIVERY — Operator Average: 7.5%

Segment	% of Segment	Pt Dif
Quick Serv...	7.9%	+0.4
Traditional...	8.1%	+0.6
Contempo...	5.6%	-2.0
Upscale C...	3.4%	-4.1
Midscale	7.0%	-0.5

Pizza toppings from around the world

As recent consumer survey data indicates, 64% of consumers worldwide order pizza at least once every 90 days, with the build widely popular across Latin America (75% of restaurant patrons), the U.S. and Canada (70% each), Europe (67%) and the Asia-Pacific region (59%). Technomic recently asked consumers across 25 countries about their preferences among pizza offerings. Below are a few findings:

Shellfish pizza builds remain popular throughout the Asia-Pacific region, where shrimp, prawns and crab toppings are a regular addition for 42%, 34% and 23% of consumers, respectively.

These numbers far outpace other global markets, particularly in Latin America, where they shrink to just 23%, 12% and 8%, repectively. Brazil, however, stands out as a notable exception in this regard, with nearly half (46%) of all restaurant-goers ordering shrimp-based pizza builds.

Similarly, while the European market as a whole expressed relatively limited interest in shellfish pizzas, a comparatively large number of consumers in France, Germany and Russia (approximately one-quarter to half of pizza patrons per protein type) reported a preference for them.

Among cheeses, provolone stands out as a disproportionately popular pizza cheese in Latin America, where an average 29% of consumers prefer it against a global average of just 16%. In Argentina and Brazil, where 42% and 54% order pizzas with the cheese at least once every 90 days, respectively, the widespread popularity of smoked varieties known as provoleta and provolone defumado plays no small part in bolstering these figures. And although much less popular in other markets, provolone nonetheless received similarly high marks in Spain and the U.S. (29% each).

Finally, corn (maize) appears as a topping with widespread, if somewhat regionally uneven, appeal. A strong 27% of all consumers globally reported interest in it, with these numbers concentrated in Latin America (35%), Asia (34%) and Europe (21%).

Within these areas, South America (40%), East Asia (37%) and Germany (34%) stand out as regions and markets where corn is notably popular. By contrast, an average of just 7% of Canadian and U.S. consumers expressed any interest in the topping, joining South Africa and France (8% each) as the only markets where corn captured less than one-tenth of consumers.

Get more in-depth insights into leading pizza trends as well as data-driven consumer and menu insights from a global perspective with Technomic's upcoming *Global Pizza Menu Category Report*. Additional international reports are also available for the pasta, breakfast and dessert categories.

Global Navigator clients: Click here for more

Source: Technomic Global Foodservice Navigator Program
Image Source: Shutterstock

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