

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of March 9, 2026



Image Source: Shutterstock

This report is authorized for use solely by the parties noted in the written contract. No part of the publication may be reprinted, redistributed or put into an electronic or information retrieval system without the prior permission of Technomic, Inc.

Answer your most pressing questions on consumer visit behaviour

Explore demographics, preferences and behaviours to understand who is visiting chain brands, why they're going and how brands are performing with Ignite Consumer

[Learn more](#)



BY SEGMENT

I need something fast!

BY OCCASION TYPE

Where's date night?

BY DAYPART

Where should I go for lunch?

BY NEED STATE

I'm craving chocolate cake!

Takeout and delivery propel Boston Pizza through 2025

Same-store sales at Boston Pizza, Canada's largest full-service chain, rose 4.7% in 2025, a marked improvement from the 0.9% growth recorded in 2024.

The company attributed this growth to strong momentum in takeout and delivery services, supported by effective promotional initiatives. These factors played a key role in driving the increase in same-store sales throughout the year.

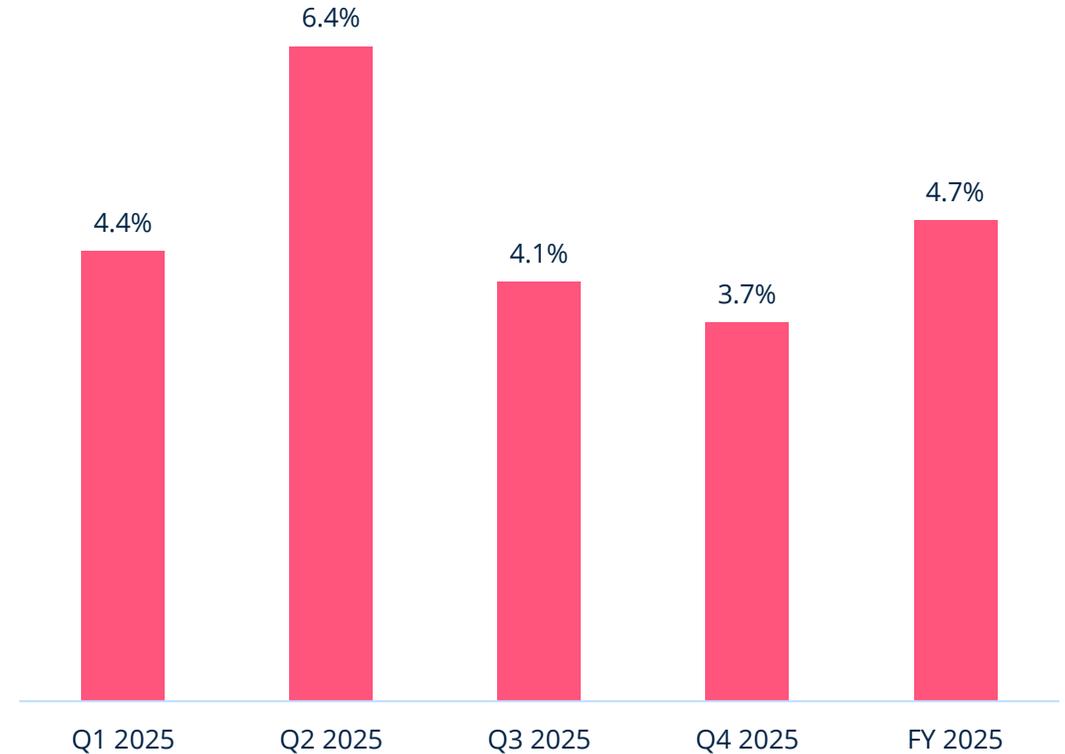
Boston Pizza also achieved a record in franchise sales, reaching \$967.3 million, a 5% increase compared to the previous year. The total number of restaurants remained unchanged, with the brand operating 972 locations as of December 2025.

Make sure to get a head start on 2025 results for Canada's top chains with Technomic's *2025 Canadian Chain Restaurant Performance Outlook*.

[Ignite Company clients: Click here for more](#)

Source: Boston Pizza Royalties Income Fund

BOSTON PIZZA ROYALTIES INCOME FUND
SAME-STORE SALES GROWTH



Ignite Menu

Fastest-growing herbs, seeds and spices at emerging chains

Operators at emerging Canadian chain restaurants are increasingly utilizing both classic and specialty herbs, seeds and spices to enhance dishes and drinks. These options are typically paired with other popular flavours to amplify the taste.

Pumpkin spice is on the rise at these establishments. Although originally a fall flavour, pumpkin now appears earlier each year in limited-time coffee and pastry options, often paired with butterscotch or chai to complement the nutty flavour.

Operators are turning to saffron as a more premium addition to the plate. This expensive specialty spice has a sweet but earthy flavour profile and is added to both desserts, such as ice

cream, and savoury meat dishes, including beef and chicken shawarma. Saffron's rise can be attributed to consumers' growing desire for more premium, quality experiences at foodservice.

Sea salt, peppercorn and dill are more common options popping up across emerging chain menus. Their growth points to operators progressively looking into cross-utilization of these more familiar herbs/spices. For example, each of these items is regularly menued atop savoury dishes, namely appetizers, sides and entrees, but we're also seeing appearance in cocktails or indulgent desserts to enhance flavours and excite diners.

Ignite Menu clients: [Click here for more](#)

Source: Technomic Ignite Menu, Q3 2024-Q3 2025
Image Source: Shutterstock

FASTEST-GROWING HERBS, SEEDS AND SPICES AT EMERGING CHAINS Q3 2024-Q3 2025

PUMPKIN SPICE
+22%

SAFFRON
+22%

SEA SALT
+19%

PEPPERCORN
+18%

DILL
+13%



The importance of beverage variety at top-rated chains

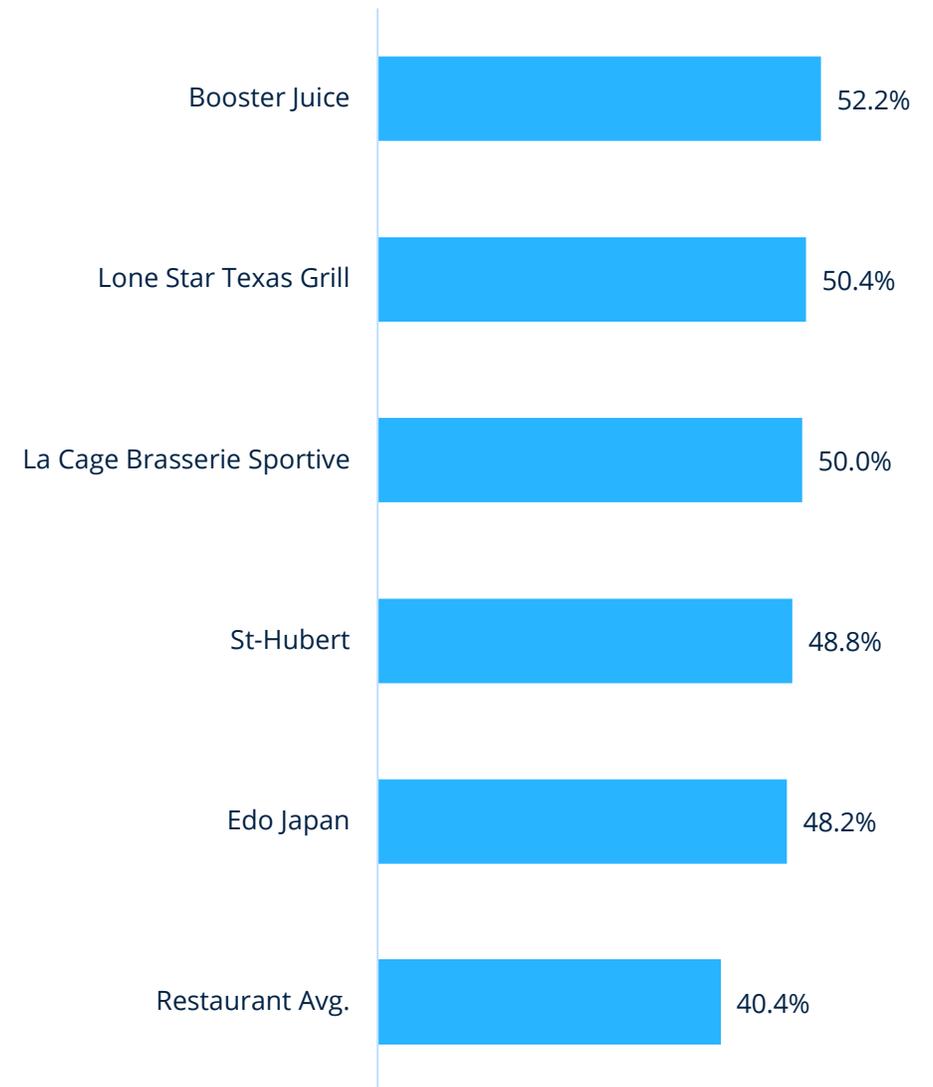
Nonalcohol beverages have moved from a supporting role on menus to being a driver of visitation, as well as an anchor for exploring new flavours and formats. This is supported, in part, by data from Ignite Consumer, which shows that beverage variety is one of the fastest-growing attributes among diners. The increased importance of beverage variety as a restaurant driver is noted across all generational cohorts, but especially among Gen Z. In addition to beverage variety, this youngest generation reported increased importance for beverage quality as well.

The chart to the right shows the brands that are winning in the eyes of their recent guests for nonalcohol beverage variety. These top chains represent multiple operator cuisine types, as well as both limited- and full-service segments. A shared quality among these chains is their menu diversity for beverages offered, which goes beyond fountain drinks to include coffee, juices, energy drinks, carbonated waters, bubble teas and even nonalcohol cocktails (or mocktails).

[Ignite Consumer clients: Click here for more](#)

Base: 6,500 Canada consumers ages 18+
Source: Technomic Ignite Consumer

TOP CHAINS FOR NONALCOHOL BEVERAGE VARIETY
% VERY GOOD



Global popularity of Mexican fare

Cuisine specializations are a key reason for global consumers choosing one brand over another. Mexican food ranks among the most preferred cuisine type around the world, with entrees like tacos, burritos and quesadillas widely popular among restaurant patrons internationally.

But its popularity varies from region to region and market to market. For instance, 86% of consumers in Mexico order the national cuisine at least occasionally when dining out—the highest percentage of any country surveyed and well above the global average of 33%.

More than 40% of consumers in most other Latin American markets turn to

Mexican cuisine, with Puerto Rico posting the second highest percentage of any market worldwide.

About 46% of consumers in North America on average order Mexican cuisine, easily besting other non-Latin America regions.

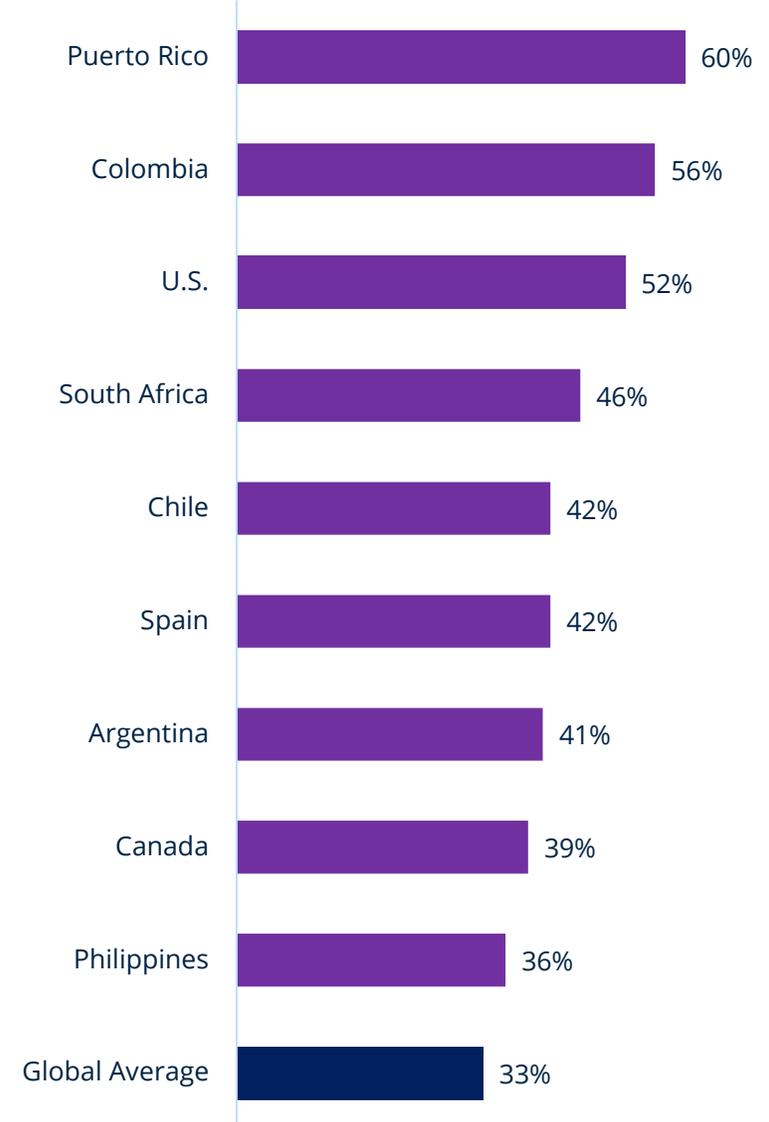
And 30% of consumers in Middle East order Mexican cuisine at least occasionally, slightly below the global average but this region also hosts two markets where the cuisine is growing the most rapidly—Saudi Arabia and the UAE.

Get more data-driven insights into global insights with Technomic's *2026 Global Grab & Go Mexican Cuisine Report*.

[Global Navigator clients: Click here for more](#)

Source: Technomic 2026 Global Foodservice Navigator Program's Global Grab & Go Mexican Cuisine Report

% CONSUMERS ORDERING MEXICAN CUISINE AT LEAST OCCASIONALLY (EXCLUDING MEXICO)



Want more insights?



You can get this report delivered to you biweekly!

[Sign up here>>](#)

Ignite Company

See where restaurant chains are, how many units they have and how well they're doing.

[Explore>>](#)

Ignite Menu

Pinpoint the latest menu trends and see what's on the horizon.

[Explore>>](#)

Ignite Consumer

Get to know your customers' customers through 60+ attributes and visit occasion metrics. [Explore>>](#)

Global Foodservice Navigator

Understand the global industry, from menu trends to consumers, in 25 markets.

[Explore>>](#)

Since 1966, we have produced in-depth research focused on the foodservice industry.

We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 markets around the world.

Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

Have questions?

Reach out to us today.

312-876-0004
info@technomic.com
technomic.com