

# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of March 13, 2023

Image Source: Shutterstock



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# 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

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**BY DAYPART**

**Where should I go for lunch?**

**BY SEGMENT**

**I need something fast!**

**BY OCCASION TYPE**

**Where's date night?**

**BY NEED STATE**

**I'm craving chocolate cake!**

# A&W posts strong 2022 same-store sales

A&W Canada's same-store sales decelerated in the second half of 2022. After seeing double-digit growth in the first two quarters, same-store sales slowed to roughly 4% growth in the last two quarters, ending 2022 with comparable sales up over 7% on a year-over-year basis.

The increase in same-store sales is largely attributable to increases in average check and guest count. The brand also raised menu prices slightly in response to inflation and supply chain increases.

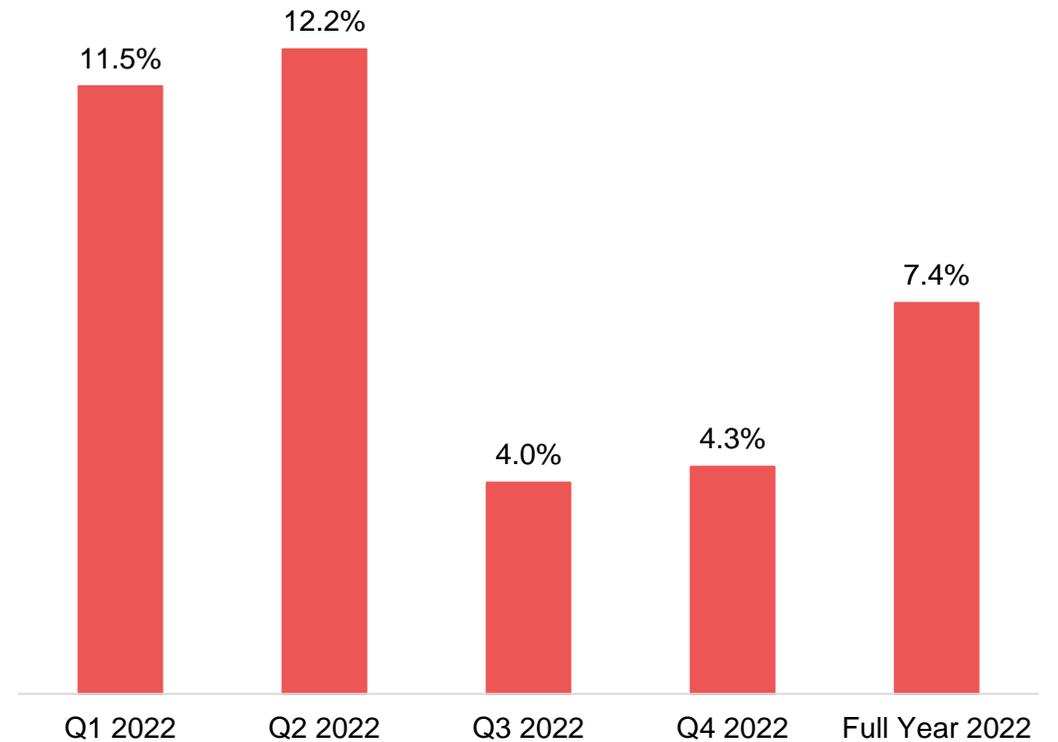
In 2021, the burger brand surpassed pre-pandemic sales totals from 2019. A&W again eclipsed that mark in 2022, growing gross sales by over 17% compared to the 2019.

In addition to solid sales growth, the brand continues to expand, adding more than 20 locations to the royalty pool in 2022.

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

Source: Technomic Ignite Company

**A&W SAME-STORE SALES**  
YEAR-OVER-YEAR CHANGE



## IGNITE MENU

# Q4 2022 menu pricing takeaways

Within the Ignite Menu Q4 data, there are some pricing trends that stand out. Here are some key year-over-year takeaways from the most recent quarter.

### Overall prices are on the rise

Menu prices are up nearly 5% in the last year, with kids (+9.2%) and senior menus (+8.5%) seeing the steepest increases. Other than adult beverages (-4.1%), every mealpart has risen in price over the past year.

### Even value isn't safe from inflation

Value meals (+10.9%) have risen in price, as have combo plates

(+13.9%)—traditionally more cost-effective items.

### Proteins hit by rising costs

Across mealparts, several of the items with the greatest year-over-year price increases are protein-centric dishes. This includes nonbreaded protein appetizers (+14.1%), other protein dishes (+12.1%) and beef dishes (+10.2%).

## YEAR-OVER-YEAR AVERAGE PRICE CHANGE BY MEALPART

Mealpart	Average Price	YOY Average Price Change
Kids Menu	\$7.81	+9.2%
Senior Menu	\$12.59	+8.5%
Add-On	\$3.68	+8.2%
Appetizer	\$13.23	+8.2%
Dessert	\$8.40	+8.0%
Nonalcohol Beverage	\$4.24	+7.3%
Entree	\$19.25	+5.8%
Side	\$5.77	+1.2%
Adult Beverage	\$22.35	-4.1%
<b>Total</b>	<b>\$10.14</b>	<b>+4.9%</b>

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

Source: Technomic Ignite Menu data

# Popular limited-service chains among Gen Zers

Booster Juice, an upbeat smoothie and juice chain, ordinarily ranks first among all limited-service chains tracked within Technomic Ignite Consumer brand ratings data for having the heaviest Gen Z patronage.

As the chart shows, 36% of Booster Juice’s core guests—those who visit/order from the chain at least once a month or more often—are Gen Zers. This represents an 11 percentage-point gap from the limited-service chain average.

When it comes to the Gen Z occasion at Booster Juice, this demographic is more likely to visit/order from the chain for breakfast (11% of recent occasions) compared to all other generations (5%). Gen Zers are also more likely than other generations to have a friend included in the party (21% of recent occasions vs. 7%, respectively).

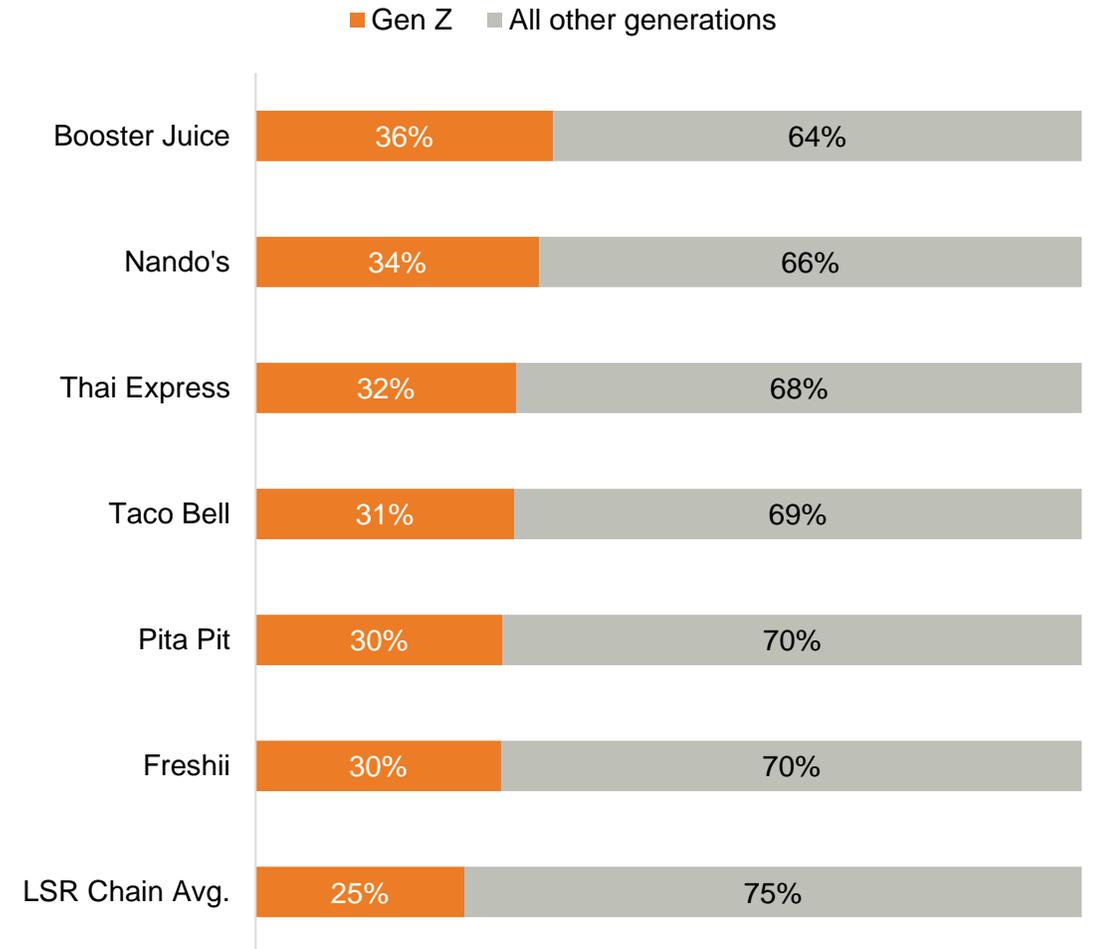
Ignite Consumer clients can find these occasion-based Gen Z metrics and more by using the “Filters” today.

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Base: 24,375 respondents ages 18+; Varies by brand  
Source: Technomic Ignite Consumer, Q1 2022-Q4 2022

\*Note: Core guests are defined as guests who identify visiting/ordering from the chain once a month or more often

LIMITED-SERVICE CHAINS WITH THE HEAVIEST GEN Z PATRONAGE  
% OF CORE GUESTS\*



# The shift to late night

Much in the same way that operators began rolling out new or revised breakfast menus in the early stages of reduced pandemic restrictions, chains around the world are beginning to expand their menus deeper into the evenings as the few remaining restrictions are lifted.

As consumers appear eager to return to nightlife habits and outings, many brands are entering this daypart for the first time. Here's a few examples of who's doing what and where:

In April, Japanese operator Mos Burger introduced a [pair of nighttime-only burgers](#) starring generous portions of

sea bream and beef as part of a push to generate more evening traffic.

In [May](#) and again in [October](#), McDonald's China offered late-night menu runs at a number of its locations in the market featuring nightlife-inspired items like nonalcohol passionfruit and lychee beer-flavoured drinks.

Also in China, Haidilao introduced a [late-night supper series](#) in November featuring a variety of adult beverages, hot pot entrees and snacks, including braised pork knuckle and, interestingly for a daypart most associated with heavier ingredients, a braised vegan beef strip.

Outside of East Asia, U.K. operator Greggs [stepped into the dinner daypart](#) as a select number of locations in November began staying open past lunch to serve classic night-in treats like pizzas, fried chicken and hot pastries.

Finally, U.S. operator Buffalo Wild Wings rolled out a [late-night menu](#) featuring fan-favourite bar food and drinks at reduced prices at many locations throughout its home market.

Only Technomic tracks restaurant chain news and trends daily across 25 countries in a dozen languages to keep clients informed and ahead of their competition. [Learn more here.](#)



A late-night push from Mos Burger  
Image Source: [Mos Burger Japan website](#)

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Source: Technomic Global Foodservice Navigator Program

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