

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of April 6, 2026



Image Source: Shutterstock

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Sales stagnate for Pizza Pizza in second half of 2025

Pizza Pizza Royalty Corp. closed 2025 with 0.9% same-store sales growth. The company posted same-store sales increases of 1.2% in Q1 and 2.1% in Q2, but growth slowed significantly in the latter half of the year, with modest gains of 0.1% in Q3 and 0.2% in Q4.

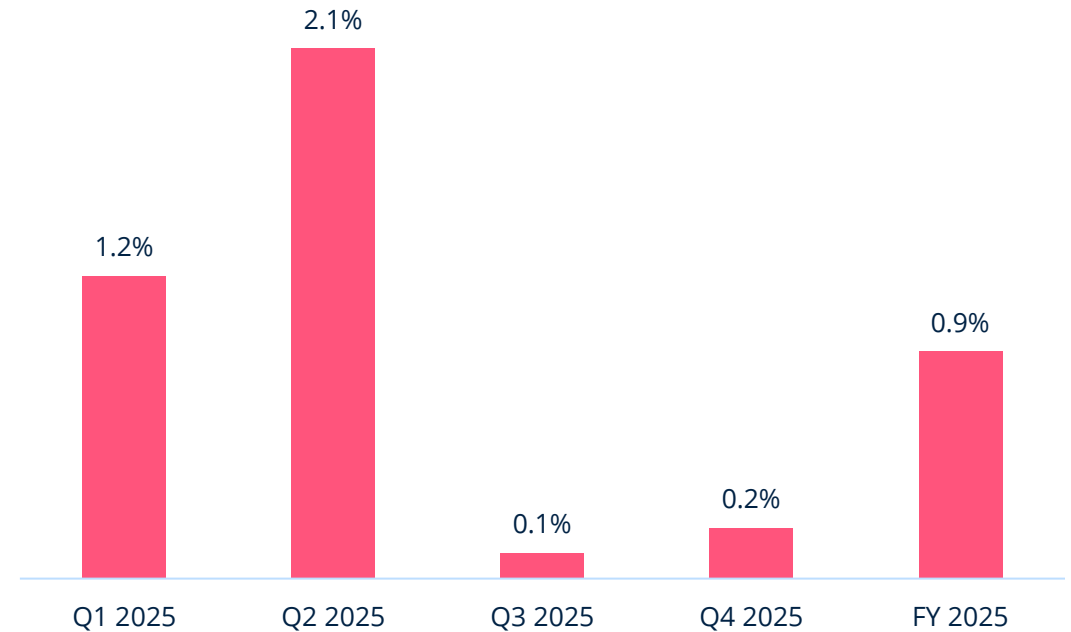
The flagship Pizza Pizza brand achieved 0.7% same-store sales growth for the year, while Pizza 73 recorded 1.9% growth. Both brands saw slight increases in orders and average customer check for the year, despite a decline in restaurant traffic during the final quarter.

Addressing the challenges of declining restaurant traffic, Paul Goddard, president and CEO of Pizza Pizza Limited stated, "While we delivered positive sales in a very tough environment, it is clear that momentum has softened as customers become more deliberate in how they spend. That said, we will leverage our strong everyday value leadership position, backed by ongoing enhancements to our menu, restaurants and digital customer experience to continue to grow successfully."

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Source: Pizza Pizza Royalty Corp. Investor Relations
*Note: Includes both Pizza Pizza and Pizza 73 brands

PIZZA PIZZA ROYALTY CORP.*
SAME-STORE SALES GROWTH



Emerging menu trends to watch

Technomic's recent *Canadian Emerging Eats* report highlights trends from independent restaurant menus in Canada with the potential to become more mainstream in the coming years. Here are two menu trends to watch from the most recent installment.

Quirky Gin Infusions

Operators are pushing the boundaries of traditional distillation by mixing unconventional ingredients into gin. These mixtures are bold and unique, capturing consumer attention and switching up typical menu offerings.

Examples:

Saffron Gin Martini—**fennel-infused saffron gin**, Cocchi Americano and

orange bitters (Calcutta Cricket Club in Calgary, Alberta)

Kelp Royale—**kelp-infused Sheringham Seaside Gin**, Odd Society vodka, Esquimalt dry vermouth and British Columbia kelp (The Acorn in Vancouver, British Columbia)

Boneless Pizza—**basil- and tomato-infused Hendrick's gin**, lemon, honey syrup, black pepper, basil, cherry tomato and bocconcini (Alchemy in Edmonton)

Tea-Infused Fare

Operators are enhancing sweet and savoury menu offerings by imbuing them with tea. From delicate floral notes to robust, smoky undertones, tea

varietals not only add depth and complexity to every bite but also create opportunity for an innovative food-beverage mashup.

Examples:

Jasmine Smoked Ribs—**jasmine tea-smoked local pork ribs** with sweet and sticky sauce (Sea Smoke in Halifax, Nova Scotia)

Earl Grey Meringue—white chocolate cremeaux, lychee granita and haskap (Pigeonhole in Calgary, Alberta)

Trucha Ahumada—**ginger tea-smoked rainbow trout**, two poached eggs, pan de elote, jalapeno, yuzu and aji amarillo hollandaise, and a salad with yuzu vinaigrette (Baro in Toronto)

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

Source: Technomic Ignite Menu
Image Source: Shutterstock



Diners' need states evolve throughout the day

Within the Technomic ignite Consumer program, guests at top chain restaurants are asked to profile and evaluate their most recent experience in great detail. One key question asked is what need state drove their specific choice on the occasion—the emotional driver behind their restaurant selection.

Taken in aggregate and by daypart, what emerges is a snapshot of consumer desires as they navigate any given day. For example, diners report better-for-you need states drive approximately one-third of their decisions during morning occasions.

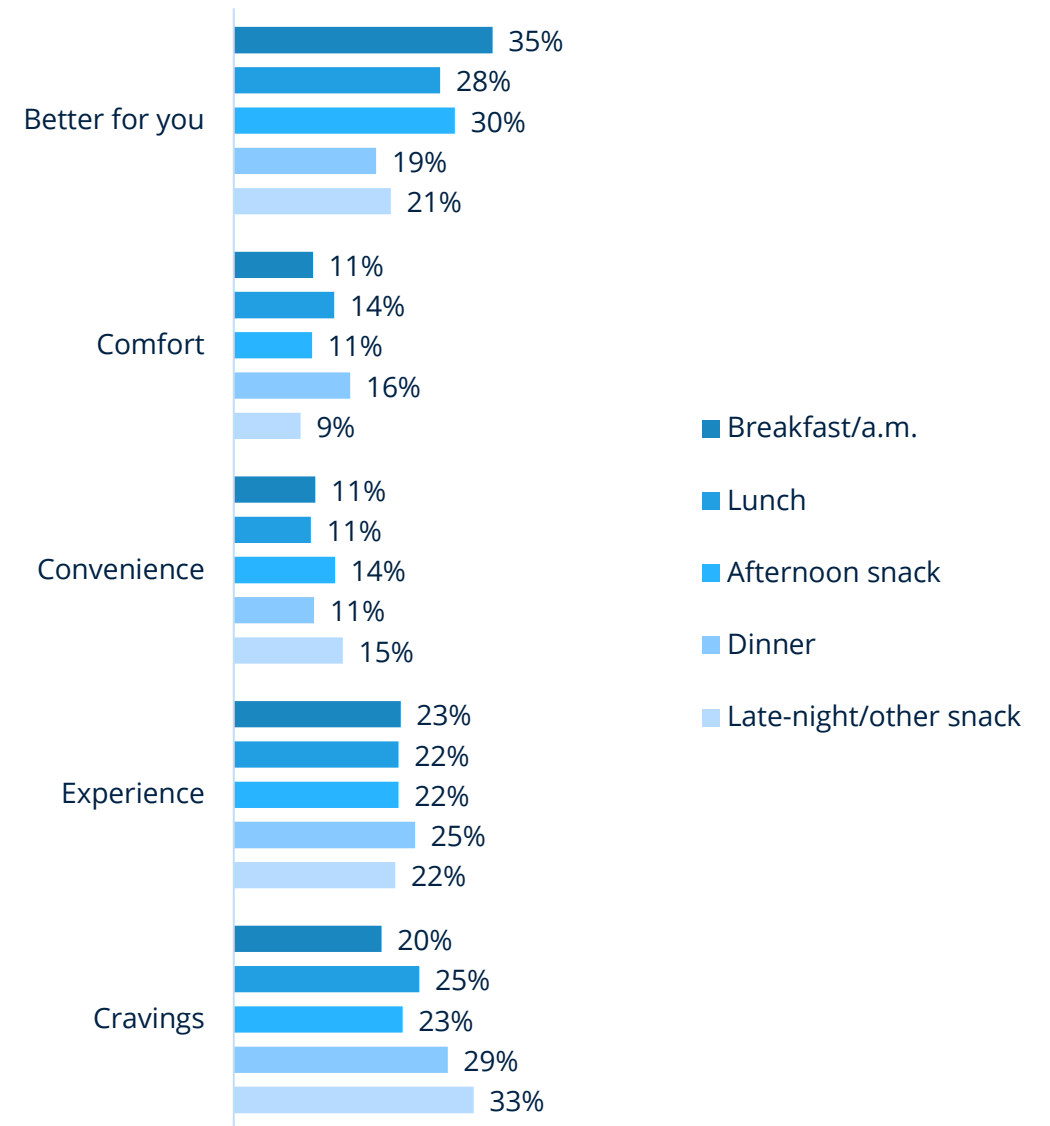
But throughout the day, these healthy need states recede and give way to the need to satisfy a craving or to experiential need states, such as social connections and desire for novelty.

This provides suppliers and operators a powerful tool in targeting consumers. Understanding how motivations differ dramatically across dayparts is an essential strategic building block for operators and suppliers working together to build traffic and appeal during different dayparts that may be struggling.

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Base: 25,651 Canadian consumers ages 18+
Source: Technomic Ignite Consumer

DINER NEED STATES BY DAYPART



Proteins with pasta around the world

Along with pasta type, protein choices make up a critical differentiator in which dish—or restaurant—a consumer prefers over another. But which proteins are most popular with pasta?

Fifty-three percent (53%) of global consumers prefer chicken as their main protein in pasta dishes. This easily bests any other surveyed protein and, notably, is generally stable across tracked regions. In some markets in Latin America and Southeast Asia, this figure reaches nearly two-thirds of all consumers.

Forty-four percent (44%) of global consumers opt for ground beef in pasta dishes. This figure shows more regional variation, with Latin America, Europe and North America consumers about

15% more likely to select it than those in Asia or the Middle East.

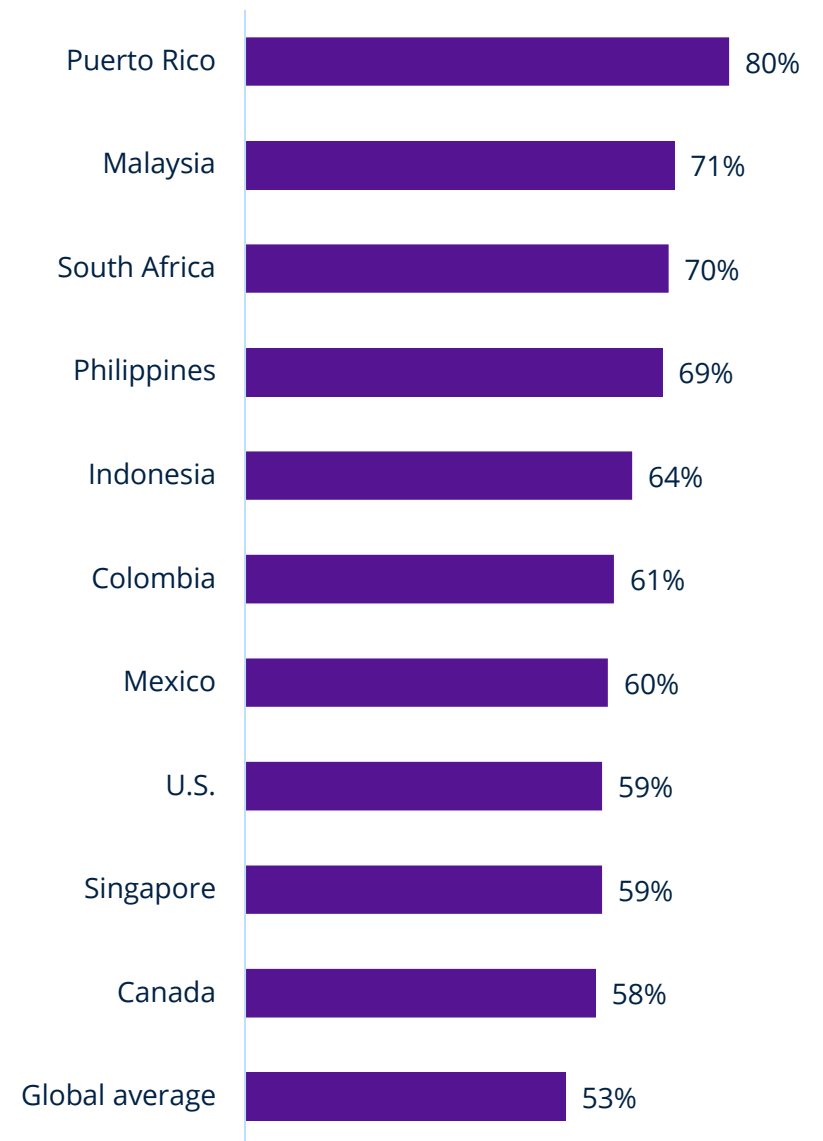
Forty-one percent (41%) of global consumers order meatballs with pasta. This figure shows similar regional variation as ground beef. On a market level, consumer preference differs strongly between these two proteins, with consumers in Japan, South Korea and others twice as likely to pick one over the other.

Forty percent (40%) of global consumers order shrimp with pasta dishes. This figure is easily the highest of any seafood or shellfish protein, at least doubling that of mussels and scallops. North America consumers are notably more likely to prefer this protein than in other regions.

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

% CONSUMERS ORDERING CHICKEN WITH PASTA



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Have questions?

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312-876-0004
info@technomic.com
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