

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of April 8, 2024

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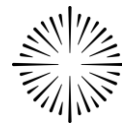




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Traffic increases elevate St. Louis Bar & Grill

Sports bar chain St. Louis Bar & Grill saw total sales rise 12% in 2023, following a 30% increase in 2022.

An increase in foot traffic coupled with price increases boosted sales throughout the year, with same-store sales growing nearly 8%.

St. Louis opened four new locations during the year, bringing its total footprint to 78 stores across Canada, with some limited-service variants of the brand on the horizon.

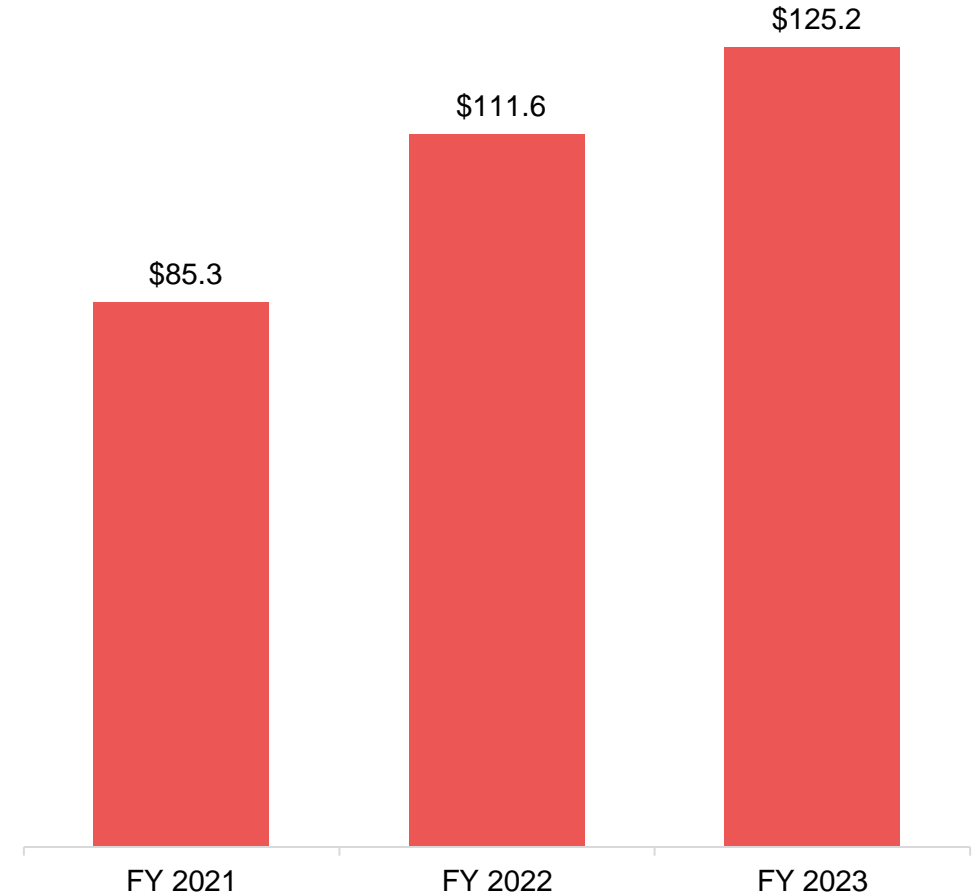
In late 2023, Aegis Brands, the parent company of St. Louis Bar & Grill, opened Wing City by St. Louis, a fast-casual version of the brand with similar offerings. Aegis Brands has already announced plans for subsequent stores, including one location that is co-branded with Sweet Jesus Ice Cream.

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Source: Technomic Ignite Company

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ST. LOUIS BAR & GRILL
TOTAL SYSTEM SALES (\$M)



Ignite Menu

What's up and coming on menus?

Technomic's recently published *Emerging Eats* report highlights 10 up-and-coming menu trends to watch. Here are a few examples:

- **Yangnyeom:** sweet and spicy Korean sauce made with gochujang, ketchup, rice syrup and soy sauce
- **Camelina:** flowering plant with oil that has a mild, nutty taste and is often used as a health supplement, as it is high in omega-3 fatty acids
- **Groundcherry:** bright-yellow tomato relative—also called physalis, husk cherry or golden berry—with a sweet, slightly tart taste

- **Cream Cheese Cocktails:** cocktails featuring the creamy, mild-tasting dairy product
- **Charcoal:** burnt organic matter that is often made from coconut shells, bamboo, peat or wood that gives food an earthy, smoky flavour and striking black colour

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Source: Technomic Ignite Menu
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**Charcoal-infused
cocktail**

Ignite Consumer

Viewing a sporting event at CDRs

The NHL playoffs will begin this month, marking the start of an exciting journey to the Stanley Cup Finals. Fans will gather to view these intense matchups, and it is likely that restaurants will be a part of the game-day experience.

Technomic examined hundreds of recent occasions to casual-dining chains to better understand guest behaviour when viewing a sporting event is the occasion.

The analysis found that guests are much more likely to order an adult beverage when the occasion is to view a sporting event, with 62% of guests ordering during these occasions

compared to 38% overall. Beer is the top choice among guests who ordered an adult beverage, followed by spirits and then wine.

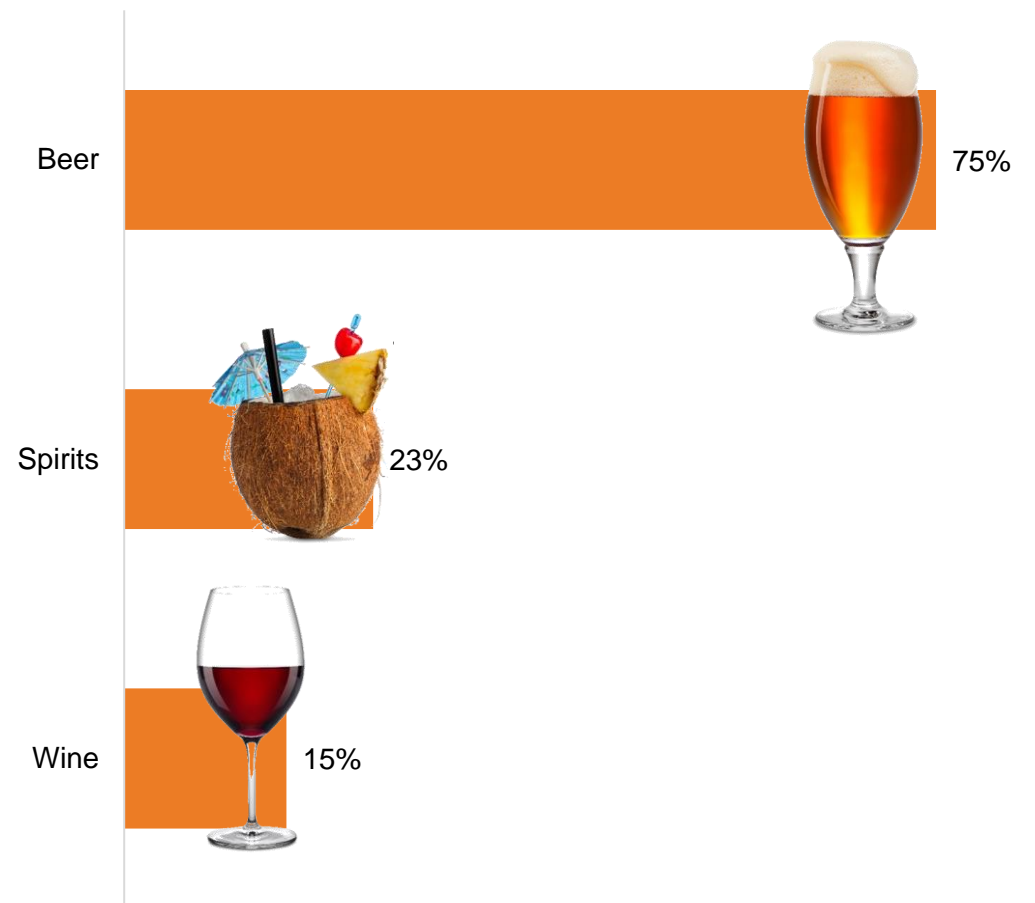
Top chains visited to view a sporting event include La Cage Brasserie Sportive, Boston Pizza, St. Louis Bar & Grill, Scores Chicken & Ribs and Jack Astor's.

Finally, while two-thirds of these occasions are on-premise, one-third happen off-premise.

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Base: 24,000 consumers ages 18+
Source: Technomic Ignite Consumer
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ADULT BEVERAGE TYPE AMONG GUESTS WHO ORDERED



Global Foodservice Navigator

Delivery around the world

Technomic recently asked consumers in 25 markets around the world about how they place delivery orders from foodservice locations—whether they only order directly from restaurants, only from third-party platforms or a mix of both. Here are a few standout facts:

Globally, more than half of consumers report placing delivery orders through a mix of first- and third-party services, with the other half of consumers roughly split between exclusively ordering from one or the other.

Indonesia, Brazil, Saudi Arabia, China, Colombia and Mexico showed preference for mixing services, with at least 60% of consumers in each country doing so.

In each surveyed market, patrons who

only ordered from one type of service opted for first-party services, often by double digits. Japan, the U.S., Germany, Canada, Puerto Rico and France were standouts in this regard as consumers placed first-party orders at rates greater than or, in Germany's case, equivalent to, using a mix of services.

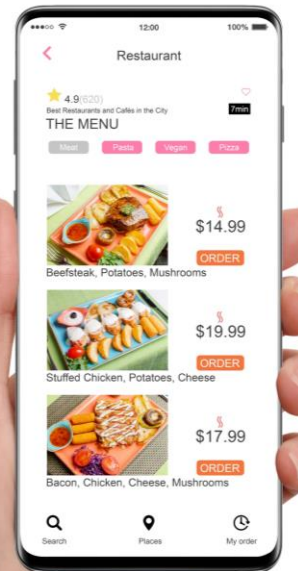
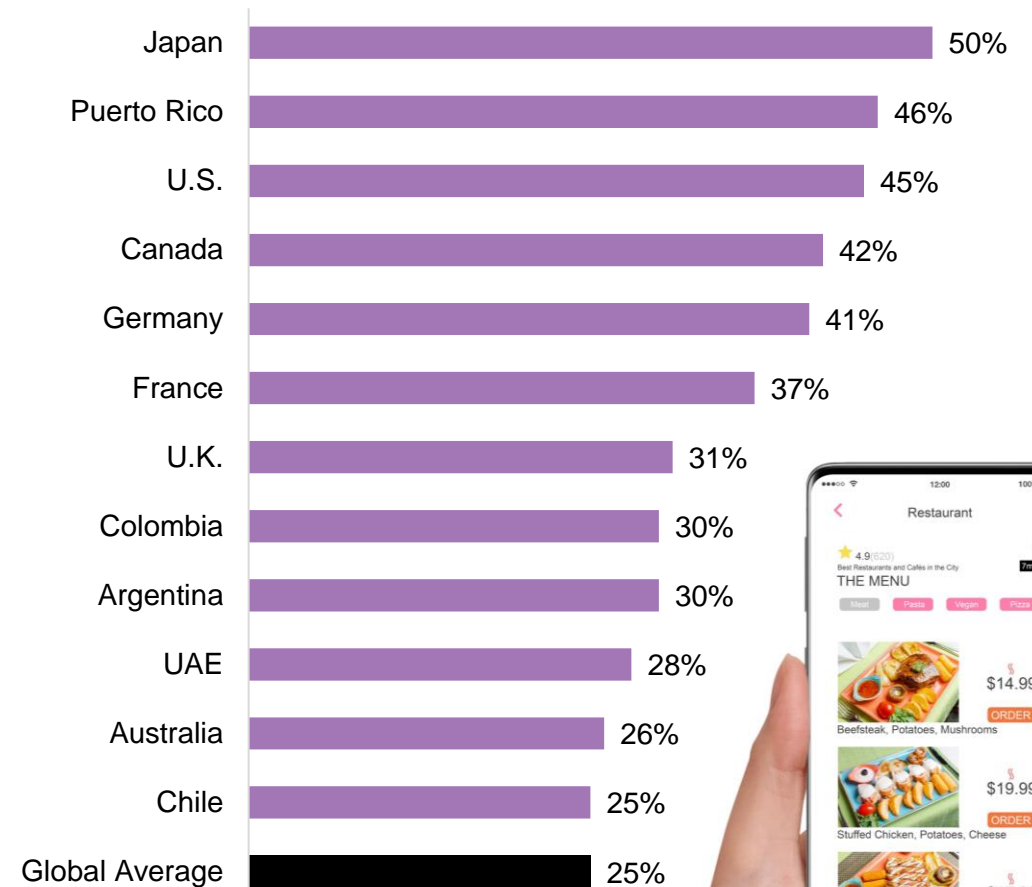
In no market were consumers most likely to place orders exclusively from third parties, but consumers in Mexico and every tracked East and Southeast Asia country except Japan were more likely to report only using these services than only using first-party ones. South Korea, Singapore, China and Mexico customers all showed a double-digit preference for third-party platforms over direct orders.

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% CONSUMERS WHO ONLY ORDER FROM FIRST-PARTY DELIVERY SERVICES



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