

# Industry Insights

A roundup of noteworthy Canadian foodservice findings  
for the week of April 22, 2024

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!**





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Ignite Company

# New stores push Pizza Pizza past \$500M in sales

Homegrown pizza chain Pizza Pizza eclipsed \$500 million in systemwide sales in 2023, an 11% increase year over year. This marks the brand’s highest annual sales total to date.

Same-store sales grew 8.4% for the year but total sales were buoyed by a host of new restaurant openings during the year.

The brand added 38 new restaurants in 2023, bringing its total to 672 total stores at year-end. Though the bulk of its stores are in Ontario, Pizza Pizza

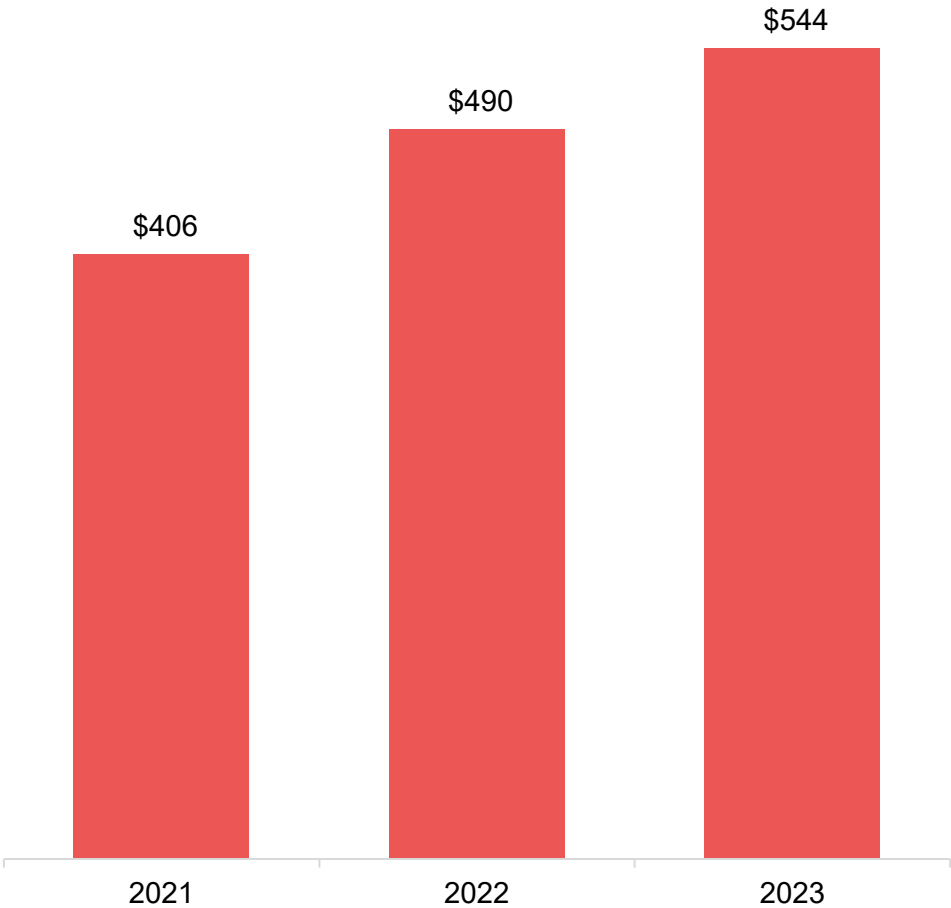
opened 13 new stores in British Columbia and seven new stores in Manitoba.

Pizza 73, sister brand, opened three new stores in 2023, bringing its total to 102 locations across Canada.

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

Note: Canadian location counts reflect year-end 2023  
Source: Technomic Ignite Company

PIZZA PIZZA  
TOTAL SYSTEMWIDE SALES



# What’s trending in limited-time offers

Technomic’s recently published *LTO Seasonal Review* report highlights limited-time offer trends in each mealpart. Here are a few examples:

**Tuna Appetizers**

- Mild, tender fish
- Appearing in raw versions as tataki and tartare
- Example of item more typical in entrees appearing as an appetizer

**Grilled Cheese Entrees**

- Comfort food presented in new applications or with more upscale ingredients

- Classic grilled cheese featuring new additions such as pork or bacon jam
- Nontraditional presentations including grilled cheese burritos and grilled cheese pizza

**Chocolate-Strawberry Beverages**

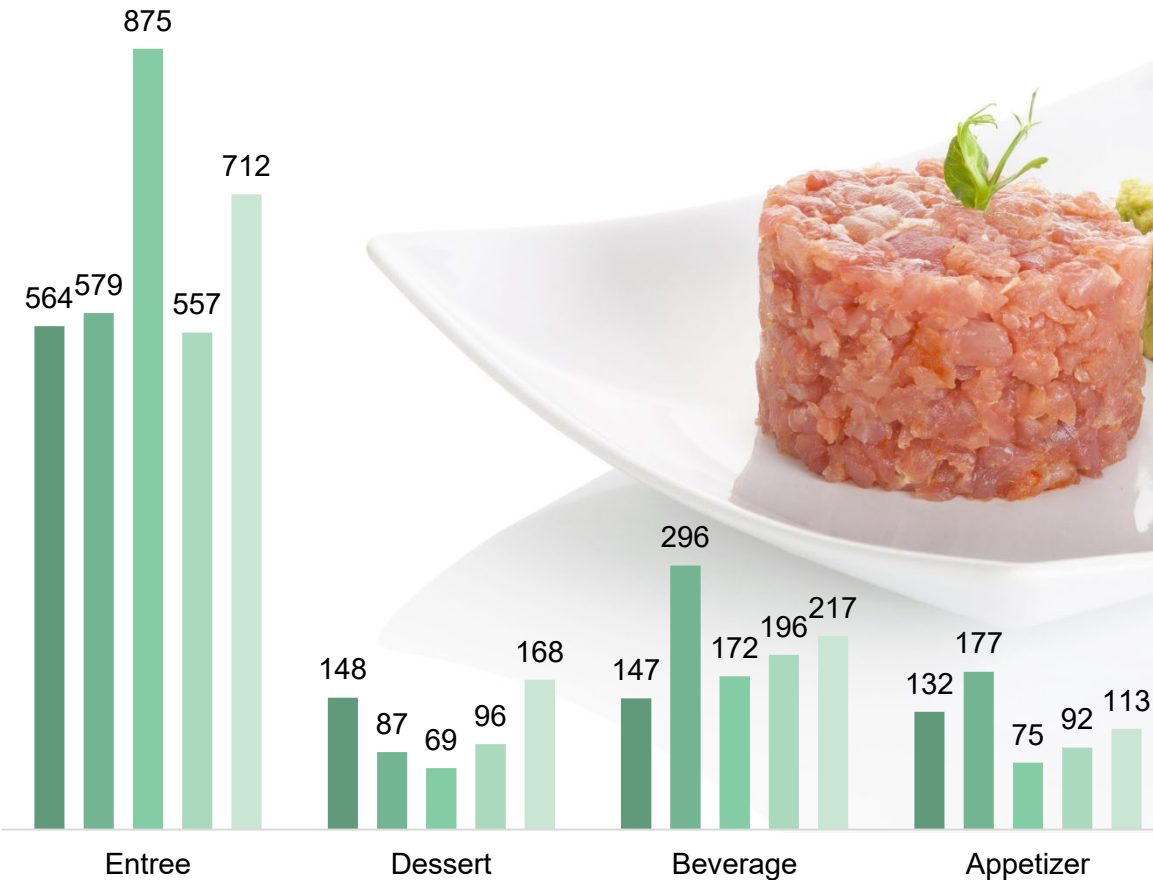
- Different take on chocolate-covered strawberries
- Combination showing up in coffees, smoothies and hot chocolates
- Mixture of two sweet flavours for extra indulgence

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

Source: Technomic Ignite Menu  
Image Source: Shutterstock

FIVE-YEAR WINTER LTO TOTALS BY MEALPART

2020 2021 2022 2023 2024



# Generational differences in visit alternatives

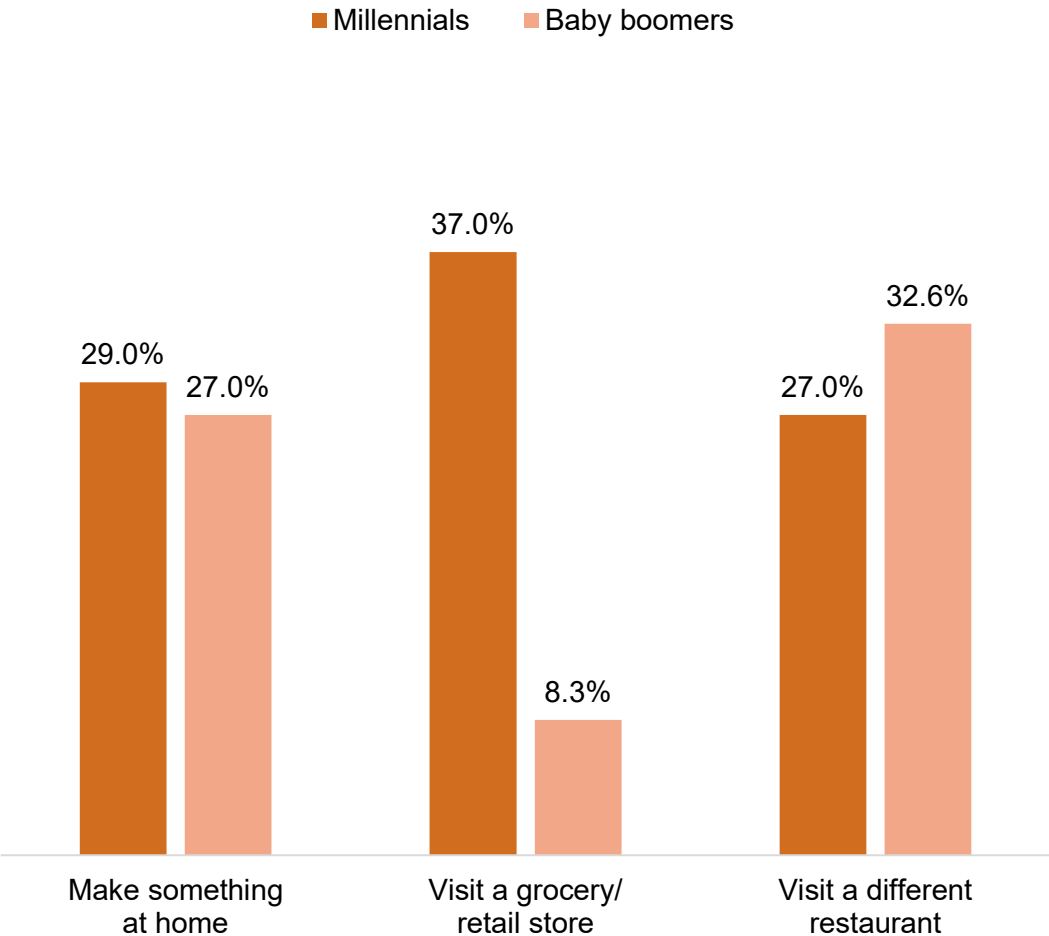
If consumers didn't visit their chosen restaurant for a specific dining occasion, what would they have likely done instead? We asked consumers this exact question and the difference in response between millennials and baby boomers is noticeable.

If they didn't attend their desired destination restaurant, millennials would be much more likely than their older counterparts to instead buy a prepared meal from a retail store such as a grocer or convenience store. Many of today's retail brands are marketing to

younger diners with on-trend flavours and formats, such as c-store chain 7-Eleven Canada's new Chorizo Breakfast Sandwich and new Honey Garlic Smokie hot dog featuring a smoked ground pork hot dog with a honey garlic flavour.

Baby boomers, on the other hand, are most likely to visit a different restaurant and still have a more traditional meal experience like they originally sought.

VISIT ALTERNATIVES FOR MILLENNIALS VS. BABY BOOMERS



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

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

# Morning coffees around the world

Technomic recently asked consumers in 25 markets around the world about how, and how often, they take their morning cup of coffee. Below are a few fascinating highlights.

Half of global consumers report visiting cafes for their morning meal, making them by far the most frequently patronized category in this daypart. Latin America (64%) and Europe (63%) consumers notably overindexed in this regard, and those in Asia (42%) and North America (40%) also showed strong enthusiasm for these operators.

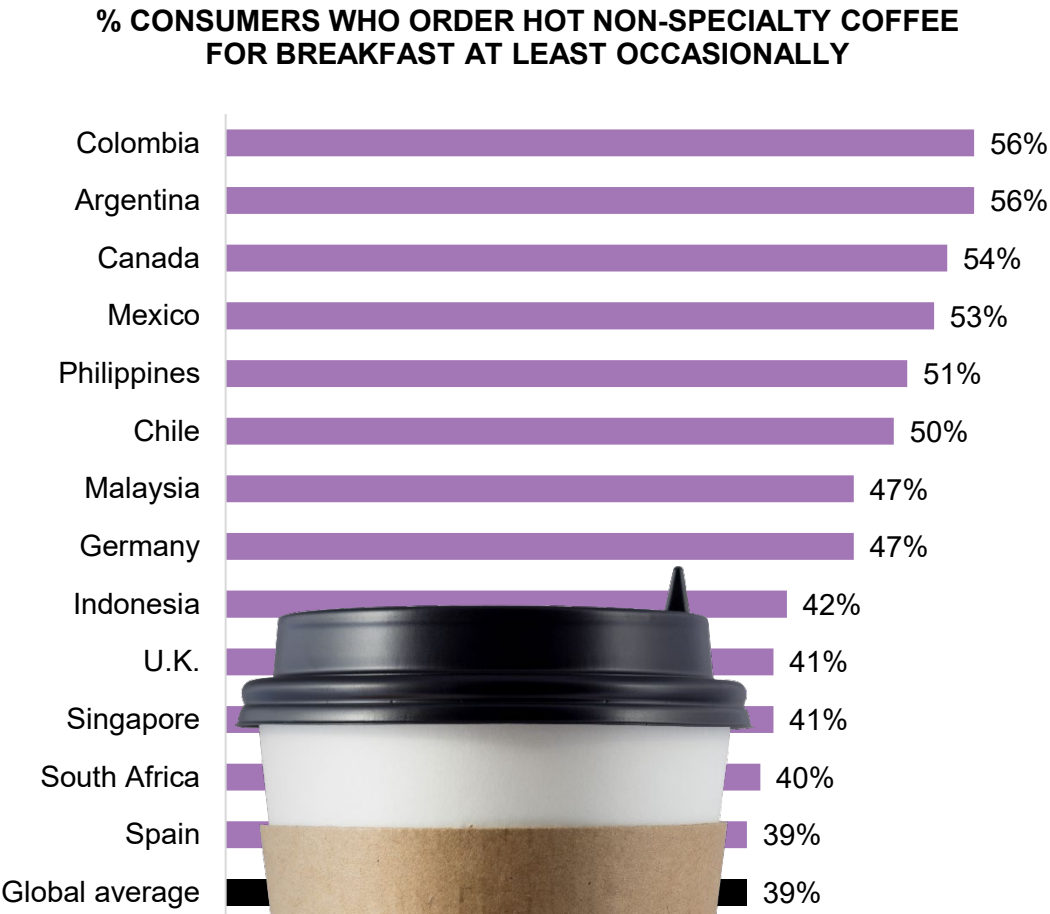
Ordered by a respective 39% and 35% of consumers who order breakfast away

from home, hot coffees and hot specialty coffees are the two most popular morning options globally. Consumers in Latin America, Europe and Asia all showed strong enthusiasm for both, while North America consumers clearly preferred regular coffees over specialty ones (43% compared to 20%, respectively).

By contrast, global consumers did not draw such a distinction among iced regular and specialty coffees (18% each). Latin America and Asia consumers slightly overindexed for interest in these morning drinks, while those in North America only slightly underindexed.

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

Source: Technomic Global Foodservice Navigator Program  
Image Source: Shutterstock





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