

# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of May 6, 2024

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# MENU

DIRECTIONS

June 17-19, 2024

Loews Atlanta  
Atlanta, GA

The event for all segments of noncommercial foodservice to cultivate meaningful relationships while gathering industry data and insights. Explore the latest menu trends, operational hacks and budget-saving strategies.

To learn more, visit  
[MenuDirections.com](https://MenuDirections.com)

200+ Attendees



20+ Speakers



40% College & University

35% Healthcare

15% K-12

6% Contract Headquarters/  
Business & Industry



Ignite Company

# Sales persist despite shrinking store count for Tim Hortons

Tim Hortons, Canada's largest chain, achieved more than 9% sales growth in Q1 2024 despite continuing to slowly shrink its footprint.

The brand currently has 3,872 restaurants in Canada, down from its peak of over 4,000 stores in 2019.

Comparable sales prove to be a consistent metric for the brand, growing by more than 7% during the quarter.

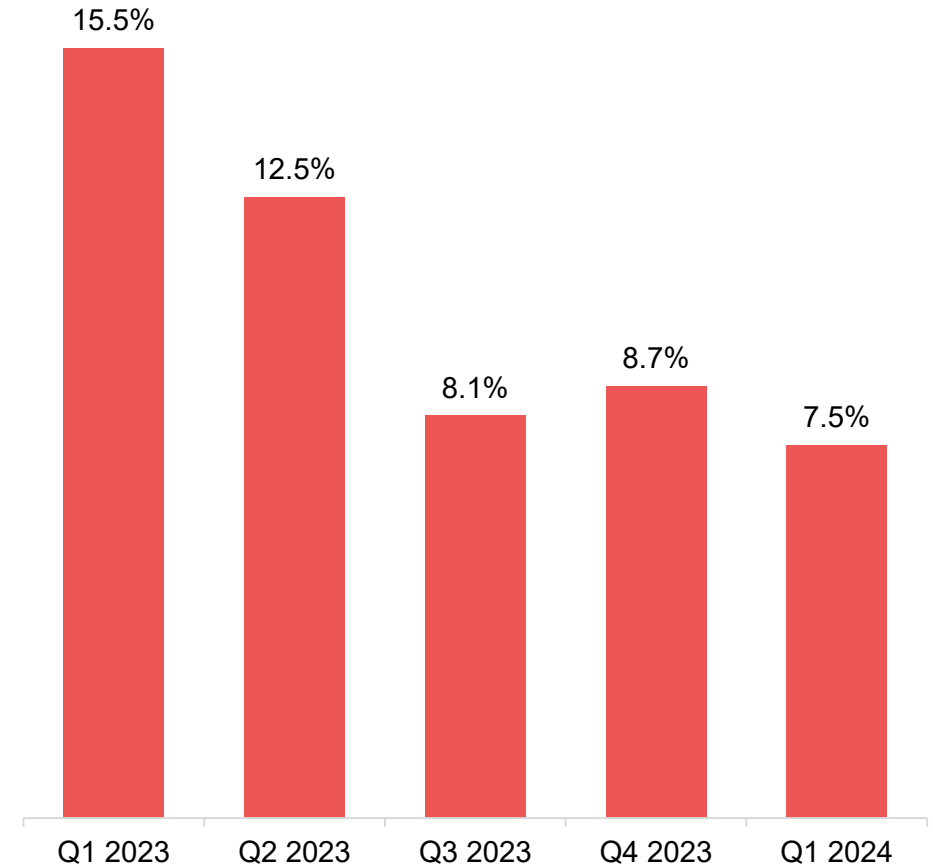
This comes on the heels of a year in which Tim Hortons saw its sales increase by over 11% in 2023, surpassing \$8 billion in sales for the first time.

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

Source: Technomic Ignite Company

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TIM HORTONS CANADA SAME-STORE SALES  
YOY GROWTH





## Ignite Menu

# Fastest-growing entrees

The fastest-growing entree on Canadian menus in the last year is the build-your-own bowl. Not only are bowls trendy, but this option also provides the opportunity for customization. These bowls often have global inspirations, with Mexican and Mediterranean being two of the top flavours within build-your-own bowls.

Other global entrees on the rise in the past year include burrito and quesadilla value meals. These types of meals can appeal to the price-minded consumer, although both burrito and quesadilla value meals have risen in price over the past year, with even value meals not immune to the effects of inflation.

Beef salad entrees are also showing growth on menus, often in the form of beef shawarma salads, another example of global entrees gaining ground. Additionally, this type of entree encompasses both indulgence and health, with menus striking a balance between the two.

Another beef entree increasing on menus is Kobe beef, a varietal from Japan valued for its tenderness and buttery texture. The extensive growth of this premium cut of beef illuminates that, in addition to value offerings, operators are also turning toward more luxury options as well.

### FASTEST-GROWING ENTREES (Q4 2022-Q4 2023)

Build-Your-Own Bowl **+138%**

Burrito Value Meals **+130%**

Quesadilla Value Meals **+114%**

Kobe Beef **+88%**



Beef  
Salad  
Entree  
**+133%**

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

Source: Technomic Ignite Menu, Q4 2022-Q4 2023  
Image Source: Shutterstock

# A special occasion with kids in the party

Mother's Day falls on May 12 this year and people across the country plan to celebrate moms, grandmothers and important female figures in the family. People may celebrate the holiday at home and others may treat mom to a special meal at a restaurant.

With the upcoming holiday in mind, Technomic analyzed hundreds of casual-dining occasions that survey respondents noted as "special" and included kids in the dining party. The analysis found that special occasions with children are more likely than

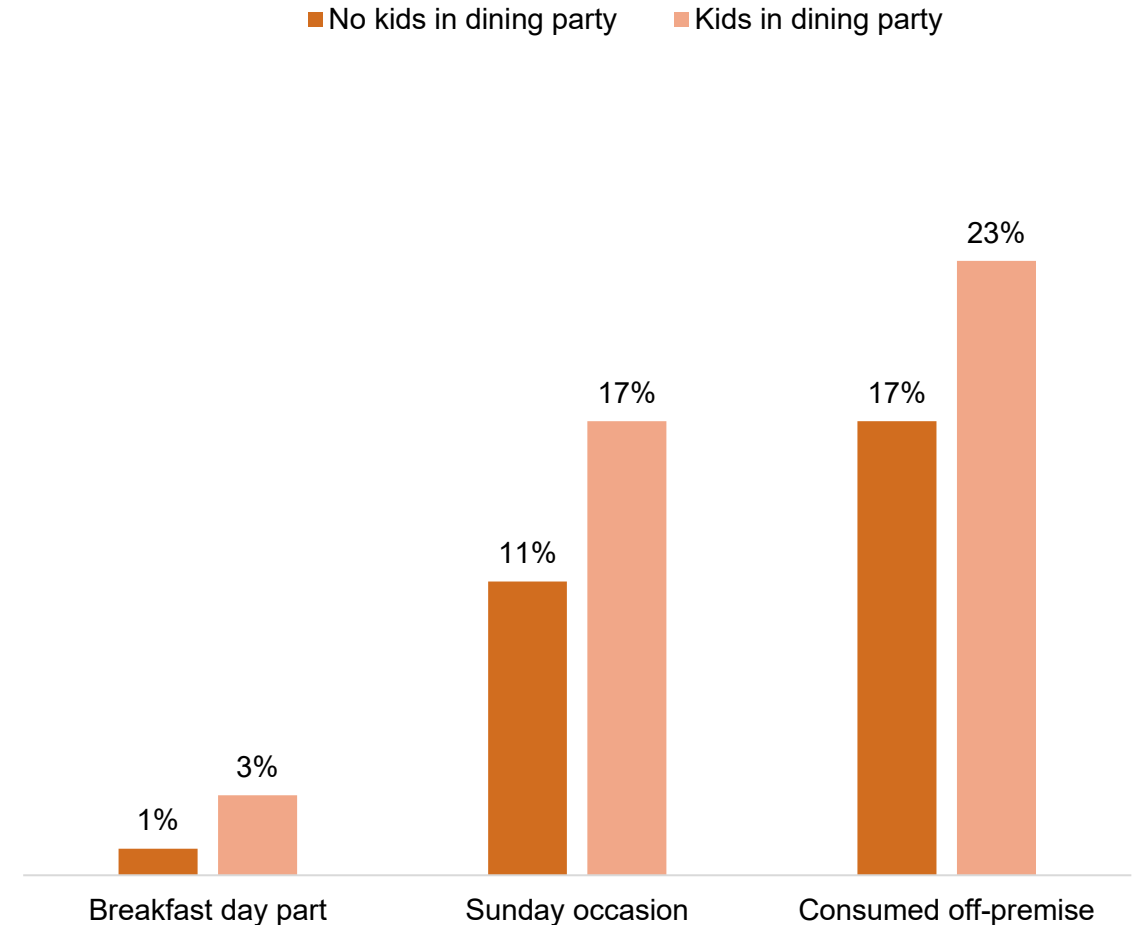
special occasions without children to either take place on a Sunday, during the breakfast daypart or consumed off-premise.

As restaurant operators prepare for the busy weekend ahead, continue to focus on the fundamentals (e.g., quality food and service, order accuracy and cleanliness) to foster a positive experience for diners' celebrations and keep them coming back for more.

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

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

**SPECIAL OCCASIONS AT CASUAL DINING CHAIN RESTAURANTS**  
TOP OCCASION SKEWS





## Global Foodservice Navigator

# Fried chicken for breakfast

Technomic recently asked consumers in 25 global markets about the dishes they eat for breakfast, including whether they start their day with fried chicken at least occasionally. Below are a few highlights:

While about 16% of restaurant patrons reach for fried chicken for their morning meal, this number jumps to 28% in Southeast Asia, where the top four markets for fried chicken breakfast consumers are located. This is by far most common in Indonesia, where nearly half of all consumers eat fried chicken as a breakfast dish at least occasionally.

India consumers also overindexed on this measurement, as did those in the

UAE and South Africa, with about a fifth to a quarter of all consumers in these three markets choosing fried chicken for breakfast.

While Latin America consumers as a whole slightly underindexed for this, those in Brazil and Mexico both overindexed. Meanwhile, the U.S., China (12% each), Europe markets (8%), Japan (6%) and South Korea (5%) all noticeably underindexed, especially compared to their much higher interest in fried chicken during other dayparts.

Get more data-driven insights into breakfast trends around the world with the upcoming [Breakfast Global Menu Category Report](#).

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

Source: Technomic Global Foodservice Navigator Program  
Image Source: Shutterstock

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**% CONSUMERS WHO ORDER FRIED CHICKEN FOR BREAKFAST AT LEAST OCCASIONALLY**



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### Have questions?

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