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Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Sept. 19, 2022

Drive menu innovation

Uncover flavour and ingredient trends, track limited-time offers and uncover menu gap opportunities with Ignite Menu

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Private Equity Firm Purchases Recipe Unlimited

Fairfax Financial Holdings Ltd. has signed an agreement to take Recipe Unlimited Corp. private, purchasing the multiconcept operator at a price of \$20.73 per share.

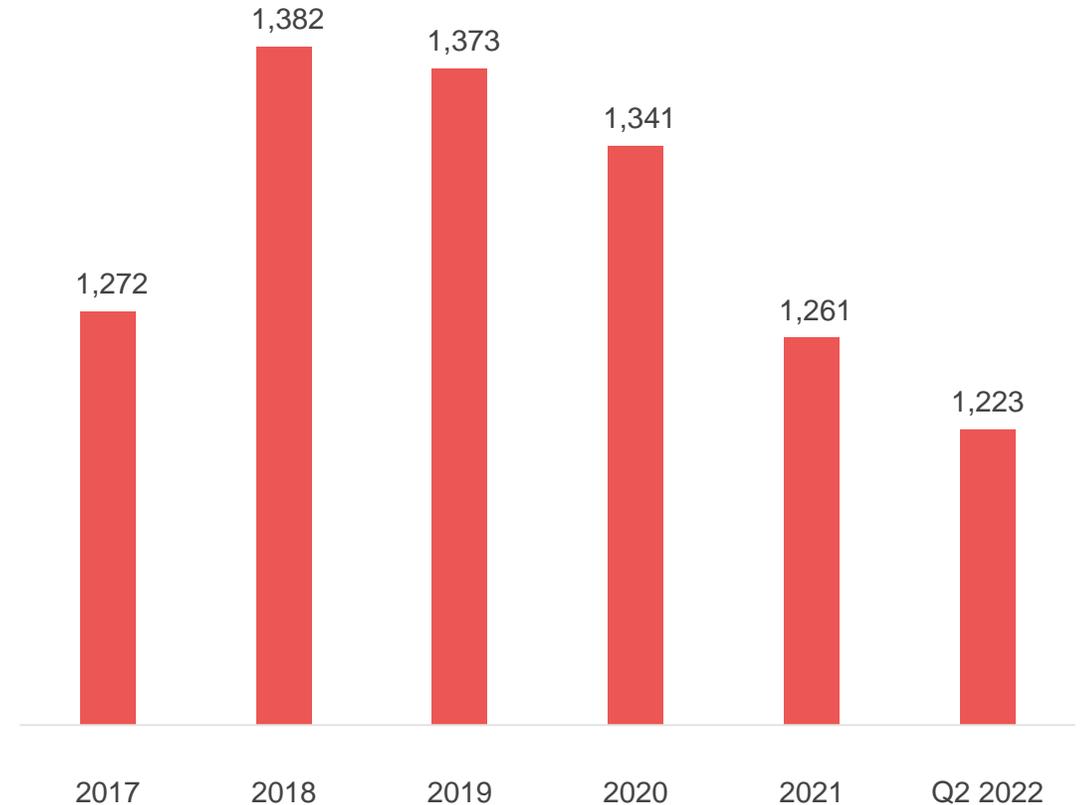
Recipe Unlimited is the parent company of Swiss Chalet, Harvey's, St-Hubert, The Keg Steakhouse + Bar and several other brands. Its primary presence is in Canada, but its network expands to the United States, Saudi Arabia, India and the UAE.

Prior to the deal, Fairfax was already the controlling shareholder of the

company. Though it was first announced in August, the deal is expected to close in Q4 2022.

As of its second quarter filing this year, Recipe Unlimited operates 20 brands and 1,223 total locations. Total system sales increased over 55% compared to the same period in 2021.

RECIPE UNLIMITED
TOTAL YEAR-END LOCATION COUNT



Trendy Ingredients on the Rise in Bowls

Bowls have found a home on many Canadian menus, with 35% of operators menuing a bowl of some kind. This trendy menu item can be either savoury or sweet, making it a versatile preparation style.

Ahi tuna takes the spot as the fastest-growing ingredient in bowls. The protein is often appearing in Hawaiian-inspired poke bowls, which have increased 7% on Canadian menus in the past year. Another ingredient featured in poke bowls is seaweed, up 23% on menus in the last year. The rise of poke ingredients in bowls intersects both trendy global cuisines and health-forward options, with the bowls generally containing lean protein,

healthy fats and an abundance of vitamins.

Banana and strawberry are another two ingredients on the rise in bowls in the last year, most often appearing in smoothie bowls. Both fruits are full of vitamins and nutrients, making them a healthy addition to the spoonable drinks.

Tofu is also showing growth in bowls, up 22% in the past year. The versatile ingredient is featured in a variety of bowls, with the soybean product able to soak up the flavours it is paired with. The use of plant-based protein is very on trend, making these bowls accessible for those looking to eat less meat.

Source: Technomic Ignite Menu, Q2 2021-Q2 2022
Image Source: Shutterstock

FASTEST-GROWING BOWL INGREDIENTS



Inflation Impact on Delivery & Takeout

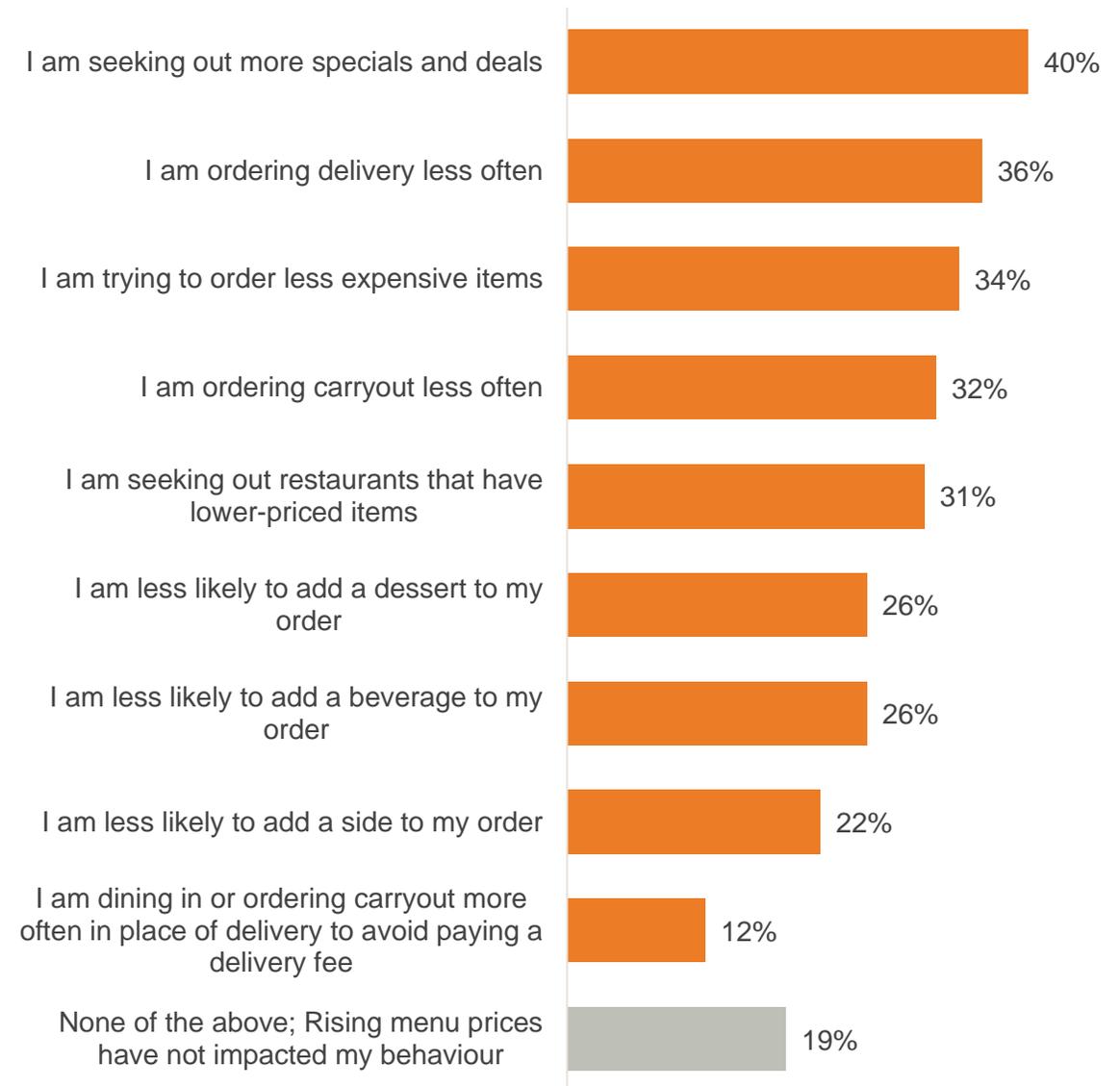
With the inflation rate higher than it has been in decades, consumer restaurant behaviour has surely been impacted. We find that consumers may be reducing their overall restaurant frequency to manage their spend or, in some instances, trading down to less-expensive options.

When it comes to carryout and delivery occasions, 81% of consumers say that rising menu prices have impacted their behaviour in some way. Specifically, 40% of consumers say that inflation has caused them to seek out more specials and deals, and 36% say that they are ordering delivery less often.

As consumers continue to seek relief from inflation, promoting value through deals and family bundles will be key to keeping customers happy and enticing future occasions.

Base: 1,000 consumers who order carryout or delivery from restaurants
 Q: How have inflation and rising menu prices impacted your behaviour when ordering carryout or delivery? Select all that apply.
 Source: Technomic Ignite Consumer featuring the 2022 Canada Delivery & Takeout Consumer Trend Report

IMPACT OF INFLATION ON CARRYOUT & DELIVERY ORDERS



In the Dessert World, Ice Cream Reigns Supreme

Desserts are a great way for diners to end a meal when going out and a huge check-builder for restaurants.

Even in today's climate, with inflation putting a damper on economies across global markets, many consumers expect to continue ordering from the dessert list—some even more so than in the past.

That's according to Technomic's soon-to-released *Dessert Global Menu Category Report*, which finds that 57% of consumers don't expect to order less dessert over the next six months, and 14% plan to order more often.

So, what are the preferred dessert choices to end a meal?

Here's what consumers across 25 countries told us:

- Of consumers surveyed, 66% like ice cream—far and away the most popular dessert, particularly in Colombia (79%) and India (79%)
- In Japan, 44% of consumers order a parfait for dessert, well above the global average of 12%, which helps explain why we see so many parfait LTOs from leading chains in the island nation

- Globally, 36% of consumers order some pie to end a meal, making this classic treat one of the more popular options in the world of desserts, with resonance in Brazil (63%), Germany (61%) and Spain (59%)

Technomic's new *Global Menu Category Report* series offers 360-degree views, international insights, menu and operator trends, sizing and expert analysis on key global restaurant products such as dessert, breakfast, burger, pizza, chicken and beverage.

[Learn more here.](#)

Source: Technomic Global Foodservice Navigator Program
Image Source: Shutterstock



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Since 1966, we have produced in-depth research focused on the foodservice industry.

We provide insights into consumer, industry and menu trends in the U.S., Canada and 23 countries around the world.

Our team of experts helps leaders in the industry make complex business decisions, set strategy and stay ahead of the curve.

Have questions about this report?

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