

Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Sept. 30, 2024

Image Source: Shutterstock



This report is authorized for use solely by the parties noted in the written contract. No part of the publication may be reprinted, redistributed or put into an electronic or information retrieval system without the prior permission of Technomic, Inc.



Inform your Canadian sales strategy with industry vitals



View industry performance, monitor company financials and identify opportunities by segment and menu category with Ignite Company

[Learn more](#)



Ignite Company

Mary Brown's sets its sights abroad

Homegrown chicken chain Mary Brown's has ventured into international territory this year, opening two locations in Northern Ireland. The first overseas store opened in Lisburn in early 2024 and a second location in Belfast opened in July of this year.

This marks the first expansion for the brand outside of its home market. At the end of 2023, Mary Brown's had 254 stores in Canada. The brand has been one of the most consistent growth chains in recent years, expanding its Canadian footprint by nearly 10% last year.

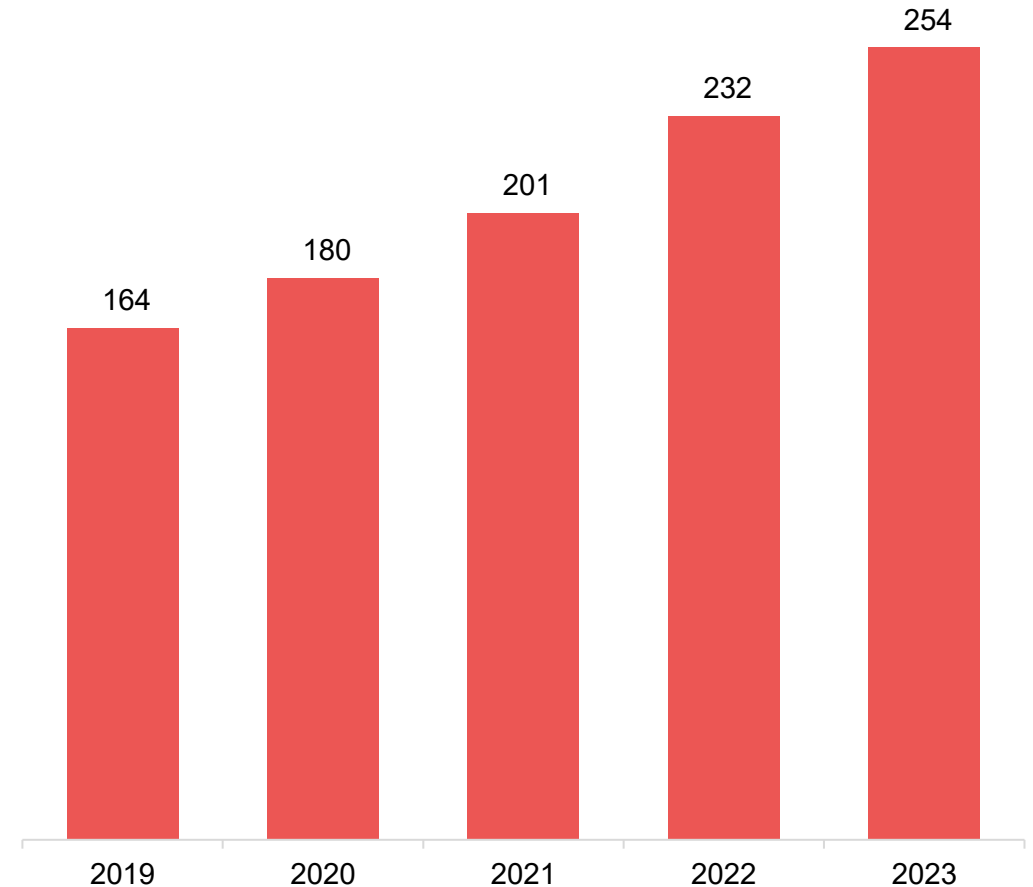
Sales at chicken chains rose 14% in 2023. Among chains included in Technomic's 2024 Top 200 Canadian Chain Restaurant Report, this marks the third straight year of double-digit sales growth for the menu category.

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

Source: Technomic Ignite Company

© 2024 Technomic, Inc.

MARY BROWN'S
CANADIAN STORE COUNT BY YEAR



Ignite Menu

Ingredients on the rise at Top 200 chains

Technomic's *September 2024 Canada On the Menu: Trends & Flavour Forecast* webinar explores innovation at Top 200 chains. Here are some key takeaways about the top five fastest-growing ingredients from those top Canadian chain restaurants.

Boba is the fastest-growing ingredient at top chains. While typically seen in drinks such as bubble tea, milk tea, smoothies and coffee beverages, boba pearls are also appearing as a topping on pancakes and brownies.

Herb dressing is growing across menus as a salad dressing, burger and sandwich topping and taco condiment.

Tropical fruit guava is the third fastest-growing ingredient. It has more typically been used as beverage flavouring but has recently been showing up as an ice cream flavour.

Ramen noodles are growing as an ingredient across menus, and ramen dishes are becoming increasingly more customizable. These customizable options include allowing consumers to choose their proteins or spice level or make their ramen vegan.

Ahi tuna is a tropical fish showing growth on menus. While traditionally used as a poke bowl topping and in tartare, ahi tuna is now also being added to sandwiches.

FASTEST GROWING INGREDIENTS AT TOP 200 CHAINS (YOY)

Q3 2023-Q3 2024

Boba **+47.5%**

Herb Dressing **+40.0%**

Guava **+37.5%**

Ramen Noodles **+35.7%**

Ahi Tuna **+33.3%**



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

Source: Technomic Ignite Menu data, Q2 2023-Q2 2024
Image Source: Adobe Stock

New Starbucks CEO must address value perceptions

Amid a challenging operating environment and slowing sales, Starbucks' board of directors recently staged a significant C-suite coup by poaching Chipotle Mexican Grill CEO Brian Niccol.

While much of the subsequent media attention focused on decision factors, such as Starbucks' deteriorating in-store experience and a lack of food menu innovation, data from Technomic Ignite Consumer points to another significant challenge the incoming

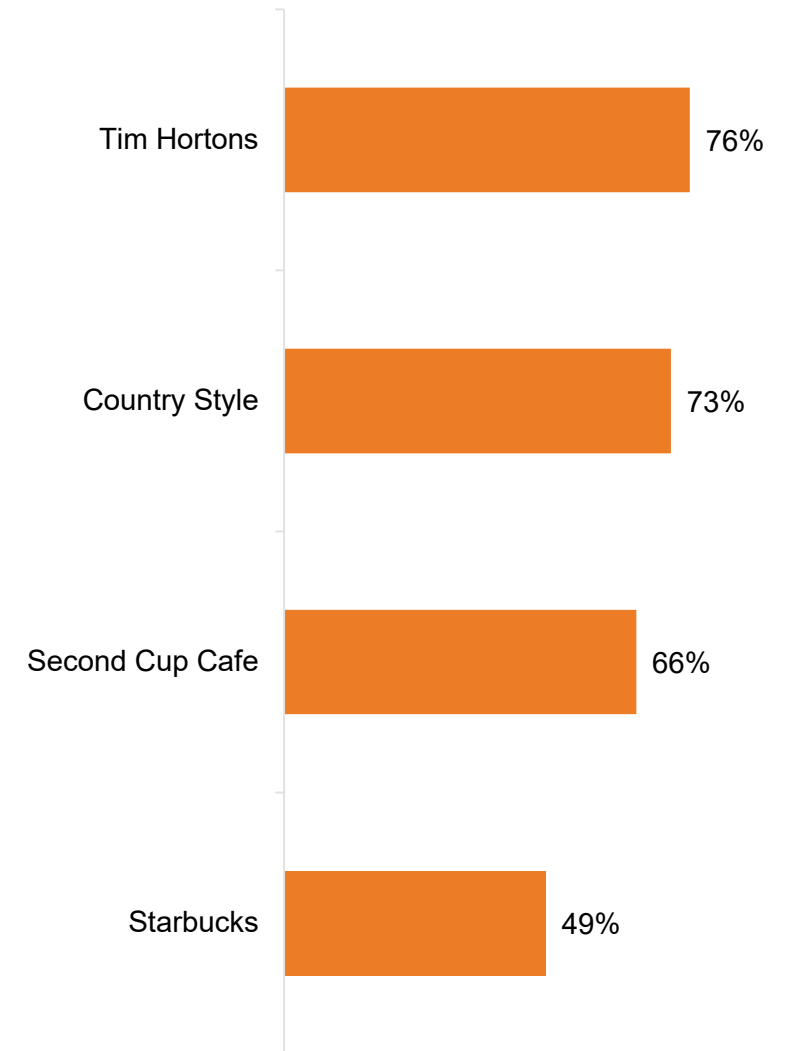
veteran leader will face—namely a below-average value proposition that may be out of step with today's savvy consumer.

When asked about affordability, only half of recent Starbucks guests respond favorably. A quick comparison to other coffee chains tracked by Technomic reveals significant gaps in ratings and underscores the need to improve consumer perceptions.

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

Base: 400 recent guests ages 18+ per brand and 700 recent Tim Hortons guests
Source: Technomic Ignite Consumer, Q3 2023 – Q2 2024

“THIS RESTAURANT IS AFFORDABLE.”
% AGREE/STRONGLY AGREE



Global Foodservice Navigator

Menu development in Latin America

After historically tracking menu development in five key markets in Latin America, Technomic’s Global Foodservice Navigator Program has begun tracking a sixth (Puerto Rico) since the beginning of 2024. This data includes how items fit into dayparts and mealparts.

Top chains in Latin America released just under 2,500 items in 2023, a 32.6% increase from 1,866 in 2022. While about half of this change is from Puerto Rico’s addition, the region would have seen an overall growth even without it.

Menu development was mixed throughout the region. From 2022 to 2023, Chile notched a small decrease

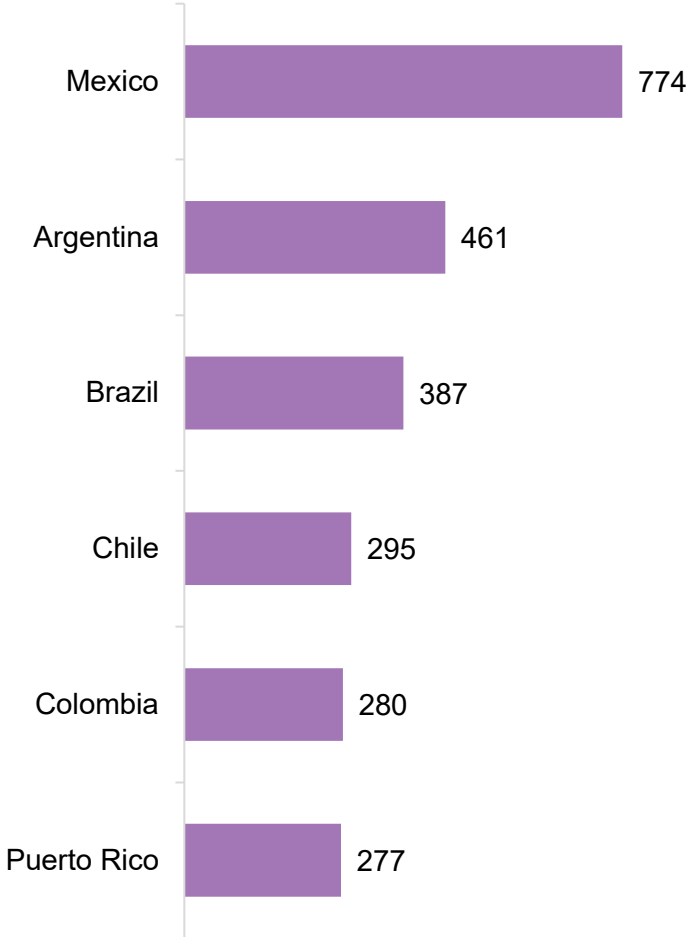
in menu development (down 4.5%), while Brazil and Colombia saw larger decreases (down 9% each). For the second year in a row, Argentina and Mexico saw the most rapid increases in this region at a respective 43% and 55% YOY change in 2023. This continued growth landed operators in these two markets the most in the region at 15.4 and nearly 20 items introduced per chain.

While the exact number of Puerto Rico’s new items in 2023 was lower than any other market in the region, its items released per chain was comparable to that of Colombia (9.2 and 9.3, respectively).

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

Source: Technomic Global Foodservice Navigator Program

NEW & LTO ITEMS IN 2023



Want more insights?



You can get this report delivered to you biweekly!

[Sign up here>>](#)

Ignite Company

See where restaurant chains are, how many units they have and how well they're doing.

[Explore>>](#)

Ignite Menu

Pinpoint the latest menu trends and see what's on the horizon.

[Explore>>](#)

Ignite Consumer

Get to know your customers' customers through 60+ attributes and visit occasion metrics.

[Explore>>](#)

Global Foodservice Navigator

Understand the global industry, from menu trends to consumers, in 25 markets. [Explore>>](#)

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?

Reach out to us today.

312-876-0004
info@technomic.com
technomic.com