# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Oct. 14, 2024

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## Ignite Company

# Foodservice prices differ across provinces

Despite trending toward more moderate levels throughout the year, consumer prices for food away from home have remained heightened in some geographic areas more than others.

Newfoundland and Labrador outpaced all provinces, with foodservice prices still increasing by more than 5% compared to the prior year. Larger provinces such as Quebec, British Columbia and Alberta have seen their respective food prices slow to under 3%.

As of August, food prices at restaurants in Canada as a whole rose 3.4% year over year, a decline from its peak of over 8% in January 2023.

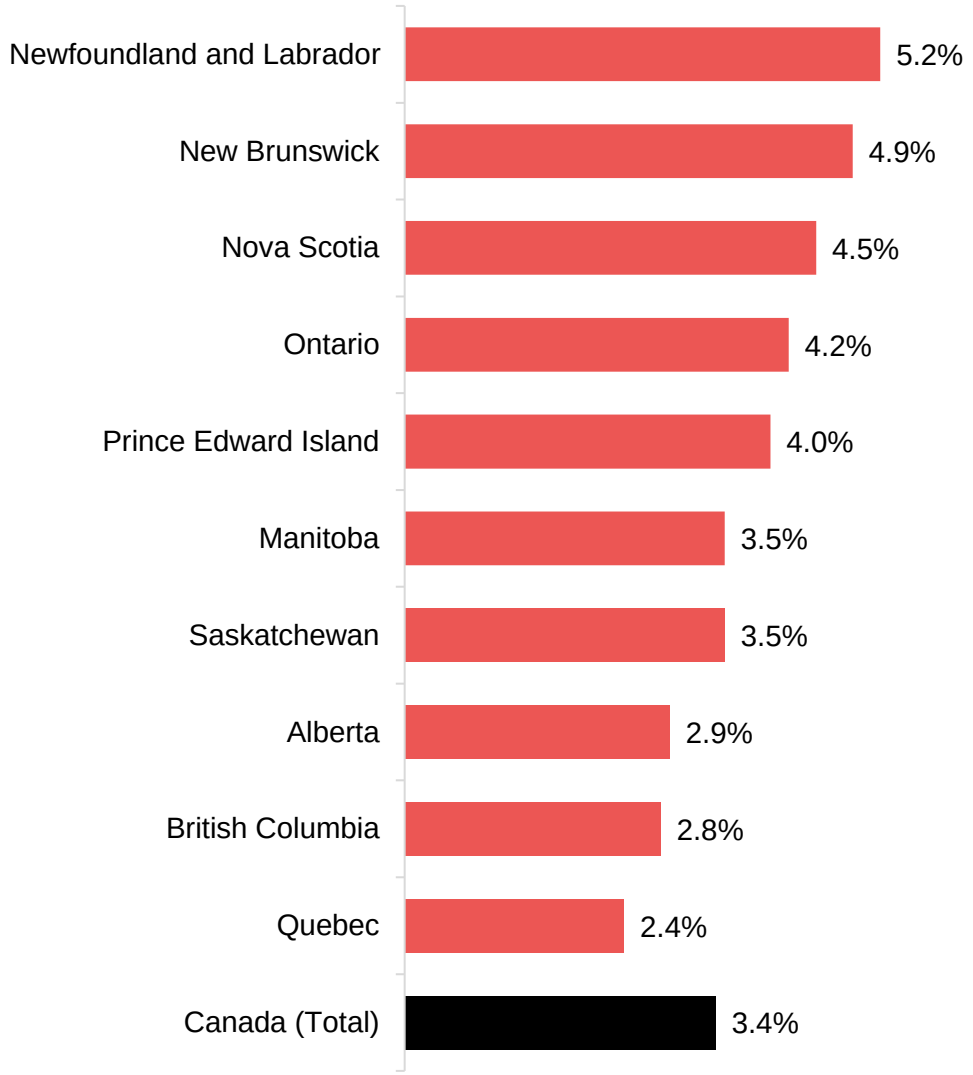
Check out Technomic's *Foodservice Industry Economic Indicator* for a monthly synopsis of key economic indicators impacting Canada's foodservice industry.

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*Note: Consumer prices as of August 2024
Source: Statistics Canada

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**CONSUMER PRICES: FOOD AWAY FROM HOME***
YEAR-OVER-YEAR CHANGE



Ignite Menu

# Fastest-growing proteins at full-service restaurants

Proteins on the rise at Canadian FSRs include a variety of seafood options that are appearing in global applications, namely sushi. Caviar is a more premium ingredient, seen as an optional add-on to seafood dishes and as a highlight on tasting menus.

While seafood options are dominating the list, back bacon is showing growth as well. This classic comfort protein takes the second slot as the only nonseafood in the top five, appearing primarily as a pizza topping on menus. This leaner pork loin cut is also appearing on burgers and sandwiches as an add-on.

Butterfish is also growing on menus. Comparable to cod, it can be paired with a variety of ingredients and flavours, but operators are most often featuring it in sushi rolls. Also on the rise is yellowtail, a type of amberjack fish with a slightly sour taste. Operators are serving it both as a stand-alone entree and as an ingredient in sushi.

Lastly, soft-shell crab is unique in that both the meat and shells are edible. Both are being served in tempura dishes and, like butterfish and yellowtail, soft-shell crab is also popping up in sushi.

**Ignite Menu clients: Click here for more**

Source: Technomic Ignite Menu, Q2 2023-Q2 2024
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**FASTEST-GROWING PROTEINS AT FULL-SERVICE RESTAURANTS**
Q2 2023-Q2 2024

## Caviar

+45.3%

## Back Bacon

+43.4%

## Butterfish

+25.9%

## Yellowtail

+25.7%

## Soft-Shell Crab

+25.0%



IGNITE CONSUMER

# A moment for alcohol-free beer, wine and spirits

Many are familiar with the sober-curious movement—a lifestyle choice including more mindful alcohol consumption while not abstaining entirely—however, a new trend is taking root that consumers have dubbed zebra striping.

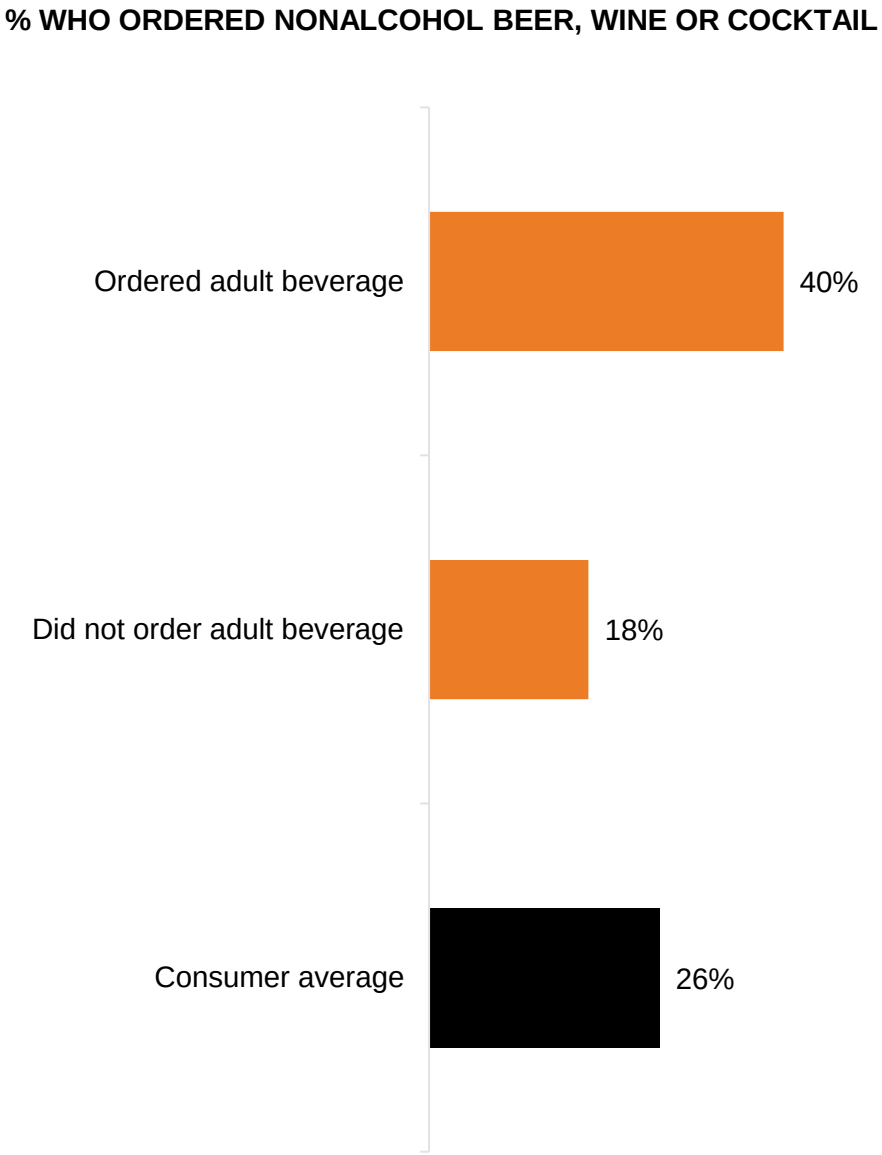
This newer term simply refers to back-and-forth switching between alcohol and nonalcohol beverages during the same occasion to moderate overall alcohol consumption. While the lingo may be trending, this has been an age-old recommendation (thank you, water).

With the availability of nonalcohol beer, wine and spirits, consumers now can more easily pair their adult beverages with something other than soda while dining at restaurants—and our recent data shows that they are.

Among recent chain restaurant guests who ordered an adult beverage, 40% reported ordering a nonalcohol beverage from the bar. This figure compares to just 18% of guests who did not order an adult beverage during the same occasion.

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Base: 2,776 recent guests of legal drinking age
Source: Technomic Ignite Consumer, Q3 2024




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Global Foodservice Navigator

# Dayparts/mealparts in Latin America

Technomic tracks menu development activity in six key markets in Latin America, including how new, improved, seasonal and return items fit into dayparts and mealparts. Below are a few highlights from how these indices have evolved in this region over the last two years.

While dayparts remained relatively stable in this region from 2022 to 2023, the proportion of both all-day and lunch/dinner items relative to all new and LTO items notably decreased to 37% and 58%, respectively, as breakfast items rose to 5%, among the highest of any region. This change was driven in no small part by Argentina and Mexico, where breakfast options reached 6% and 8% of all items, respectively, with the latter the most of any tracked market. Argentina was also a clear regional outlier for all-day items, which made up 48% of new items.

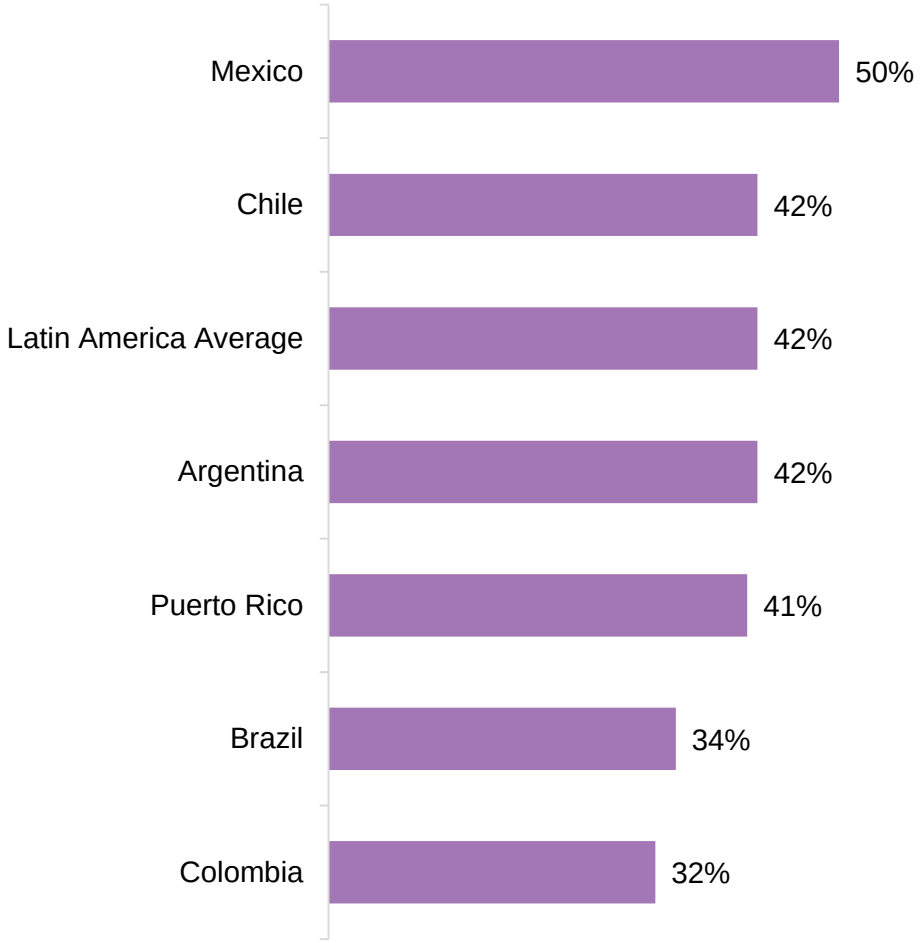
Entrees once again were a predominate mealpart in this region (42% compared to 35% in 2022), followed by desserts (25%), nonalcohol beverages (17%) and sides/snacks (6%), an order unchanged from 2022.

Brazil and Colombia released far fewer entrees than other markets in Latin America (34% and 32%, respectively), with both instead overindexing for desserts and nonalcohol beverages. Notably, new and LTO items' mealparts in Puerto Rico were nearly identical to those of the region as a whole.

**Global Navigator clients: Click here for more**

Source: Technomic Global Foodservice Navigator Program

**ENTREES AS % OF ALL NEW & LTO ITEMS IN 2023**




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