Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Oct. 16, 2023
Cultivate your Canadian menu strategy from ideation to launch

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

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Mexican chains surpass expansion milestones

In recent editions of Technomic’s Top 200 Canadian Chain Restaurant Report, Mexican chains have had a continued presence among the industry’s fastest-growing concepts. That trend has extended into 2023 with chains like Fat Bastard Burrito Co., Quesada Burritos & Tacos and BarBurrito all crossing location count milestones.

Fat Bastard Burrito Co. recently opened its first location outside of Ontario in St. John’s, Newfoundland and Labrador. The chain, owned by MBI Brands Inc., ended 2022 with 76 stores, all in Ontario.

In September, Quesada Burritos & Tacos opened its 200th location in Mississauga, Ontario. Last year, Quesada opened 15 new stores.

In May, BarBurrito surpassed the 250-store milestone. As of October, the brand now has more than 280 locations and has added over 100 new stores since 2021.

Source: Technomic Ignite Company

Ignite Company clients: Click here for more
Technomic’s recently published LTO Seasonal Review highlights several notable trends among limited-time offers this summer:

• **Dill Pickle Spotlight**: The trendy ingredient was featured in several nontraditional dishes, including on tots and as a wing flavour.

• **Ranch**: This classic condiment found momentum on chicken sandwiches/wraps and burgers. It was featured both traditionally and with flavour infusions such as barbecue, chipotle or peppercorn.

• **Dessert-on-Dessert Mashups**: Two desserts were spotlighted in one, with examples including cheesecake milkshakes and pie-inspired creme brulee.

• **Dragonfruit**: Beverages, including nonalcohol lemonade drinks and specialty cocktails, were infused with dragonfruit, a functional ingredient full of antioxidants.

Source: Technomic Ignite Menu

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Starbucks' Mango Dragonfruit Lemonade Refreshers Beverage
Image Source: Starbucks Canada website
Millennial parents prioritize adult beverage variety

When millennials with children were asked how important variety of alcohol beverage is when selecting which casual-dining restaurant they will visit, 59.8% provided a top-two box rating of important or very important. This figure has grown significantly over the years and has increased by nearly 12 percentage points compared to just two years ago.

What’s driving this change? Well, Technomic data also shows that “offers something that everyone in the dining party will enjoy” has increased in importance for millennial parents. A family occasion is more than just a kid-friendly place, but rather somewhere mom or dad can also enjoy an adult beverage, perhaps.

Dive deeper into Ignite Consumer with Consumer Crosstabs and discover that more than one-third of occasions among millennial families included an adult beverage.

Source: Technomic Ignite Consumer

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Mealpart and daypart breakdowns in Europe

Technomic tracks menu development activity in five key markets in Europe as part of its Global Foodservice Navigator Program, including how 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.

By far, entrees are the most critical mealpart in this region across both years, making up nearly half of all new items.

Other key mealparts are desserts, nonalcohol beverages and sides/snacks, with salads also disproportionately common in Europe compared to other regions.

Within each tracked market on a year-to-year basis, these mealparts show relatively little fluctuation.

Across both years, the U.K. was the world leader in both number and proportion of starters (a whopping 12% in 2022 against a global average of 3%), with France and Germany also consistently leading all markets in salad menu development.

The lunch/dinner daypart in this region is key. This daypart made up 80% of all new items in 2021, with this figure further increasing to 84% the following year.

All-day items declined from 18% to 14% over the same period as breakfast items remained stable at 2%.

Germany was an outlier over both years, with at least 23% of all new items served all day.

Take a deeper dive into these markets and items with Technomic’s Country Reports.

Source: Technomic Global Foodservice Navigator Program
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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?
Reach out to us today.

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