

# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Nov. 13, 2023

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.





# 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

[Learn more](#)

# Pizza Pizza builds on last year's growth

Last year, Pizza Pizza surpassed pre-pandemic sales totals from 2019, indicating a full recovery. The brand now continues to build on that growth, seeing same-stores sales grow over 6% for the quarter due to increases in average check and traffic.

Through the first three quarters of 2023, total sales for Pizza Pizza restaurants were more than 12% higher than sales during the same period last year.

While same-store sales continue to grow, Pizza Pizza is further working on expanding its footprint. The brand has

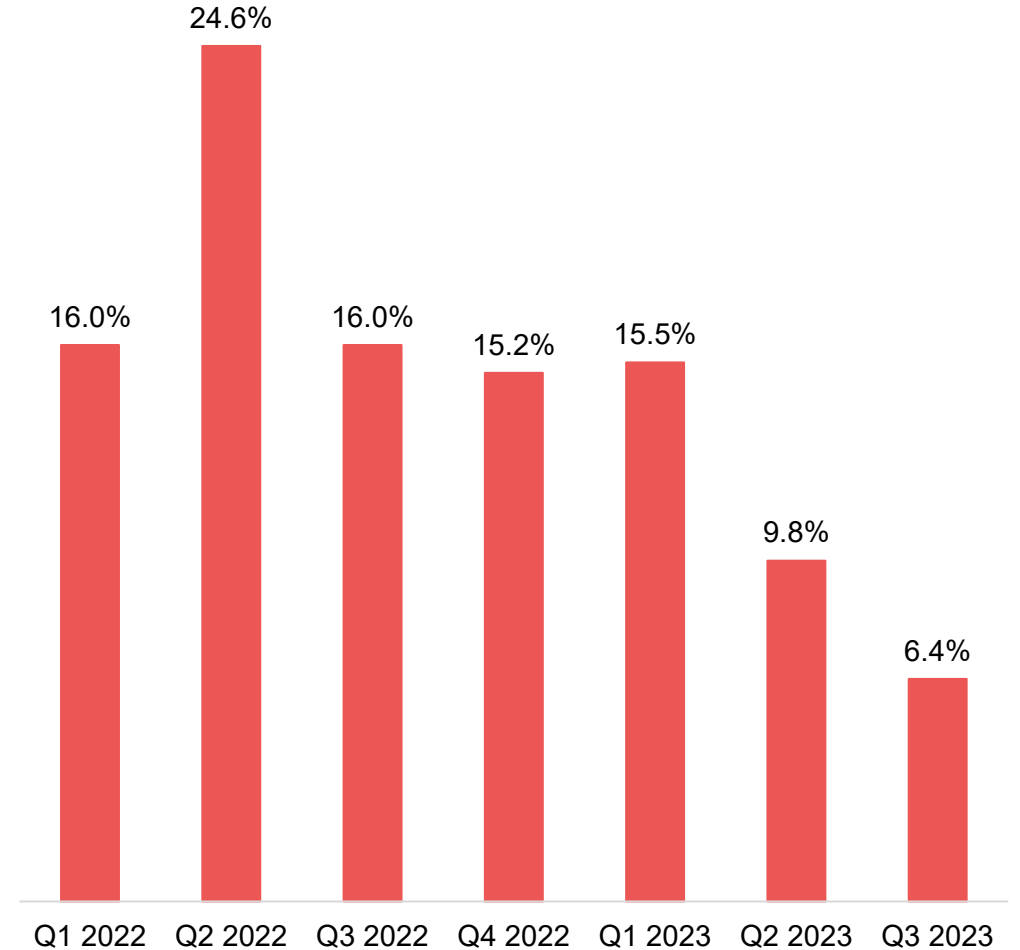
opened a net of 21 new locations so far this year.

Pizza 73, another brand under the parent company's umbrella, continued a delayed recovery, with same-store sales rising more than 11% in the third quarter. Total sales for Pizza 73 remained just shy of pre-pandemic totals.

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

Source: Technomic Ignite Company

PIZZA PIZZA SAME-STORE SALES  
YEAR-OVER-YEAR CHANGE





## IGNITE MENU

# Q3 2023 menu highlights

With the launch of Technomic's new Ignite Menu data for the third quarter of 2023, here are some key takeaways from Canadian menus.

Overall, menu item counts are on the rise (+8.9%), with all mealparts showing increasing counts. Also on the rise are menu prices, with menus seeing an overall average price growth of 4.6% in the last year.

Nonalcohol beverages saw the greatest item count growth in the last year, up 13.2%. Within this category, several cold coffee drinks increased year over year, including iced specialty coffee (+34.5%), iced lattes (+25.3%) and cold brew (+18.4%). Additionally, several

global beverages are on the rise, such as bubble tea (+37.9%) and kombucha (+22.0%).

Other global ingredients and dishes are also continuing to grow on menus. German streusel (+69.2%), Mexican birria (+48.3%) and Korean gochujang (+47.1%) have all shown growth on menus over the past year.

Interestingly, no plant-based proteins appear in the top 10 list of fastest-growing proteins—something we have seen in the previous four quarters. But we are seeing several premium protein options on the rise, including sablefish (+32.0%), wagyu (+14.6%) and foie gras (+14.1%).

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

Source: Technomic Ignite Menu data  
Image Source: Shutterstock

## ITEM COUNT GROWTH OVER THE LAST YEAR

Q3 2022-Q3 2023

Dessert **+9.7%**

Add-On **+9.4%**

Entree **+8.6%**

Appetizer **+8.1%**

Side **+6.6%**

Kids Menu **+3.3%**

**Overall +8.9%**



# The great consumer occasion shift

Diners have always sought value in one form or another, yet, amid stubborn historical inflation, the approach to stretching one's foodservice dollar will differ from prior economically challenging periods.

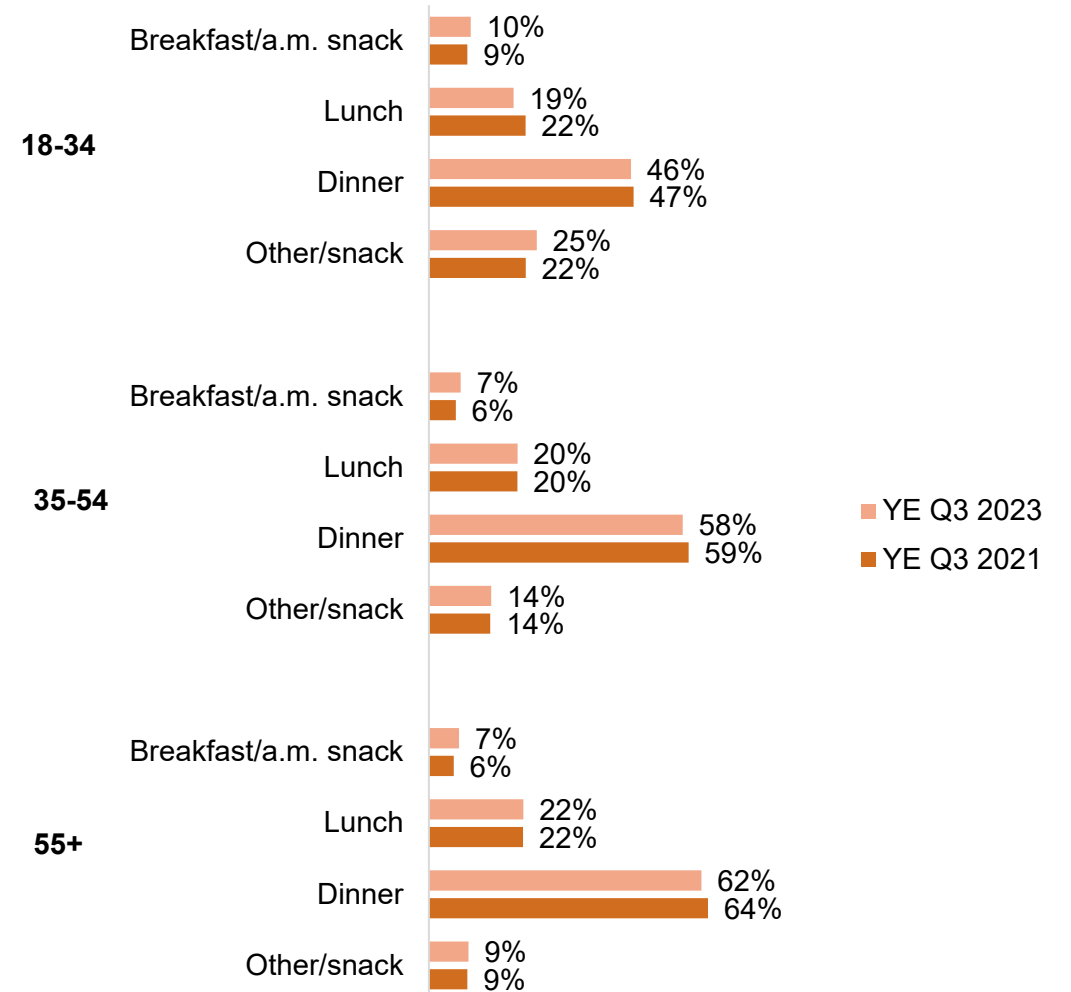
In 2024, consumers will scale back their delivery spend in favour of more takeout and drive-thru. A breakfast boom during the work week will have guests treating themselves to

foodservice in the morning rather than lunch as a satisfying yet more affordable restaurant occasion. And on the weekends, brunch will become the new dinner thanks to its equally appealing social aspects, large adult beverage selections and lower average checks.

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

Source: Technomic Ignite Consumer, Q4 2022-Q3 2023

SHARE OF WEEKEND OCCASIONS BY AGE GROUP



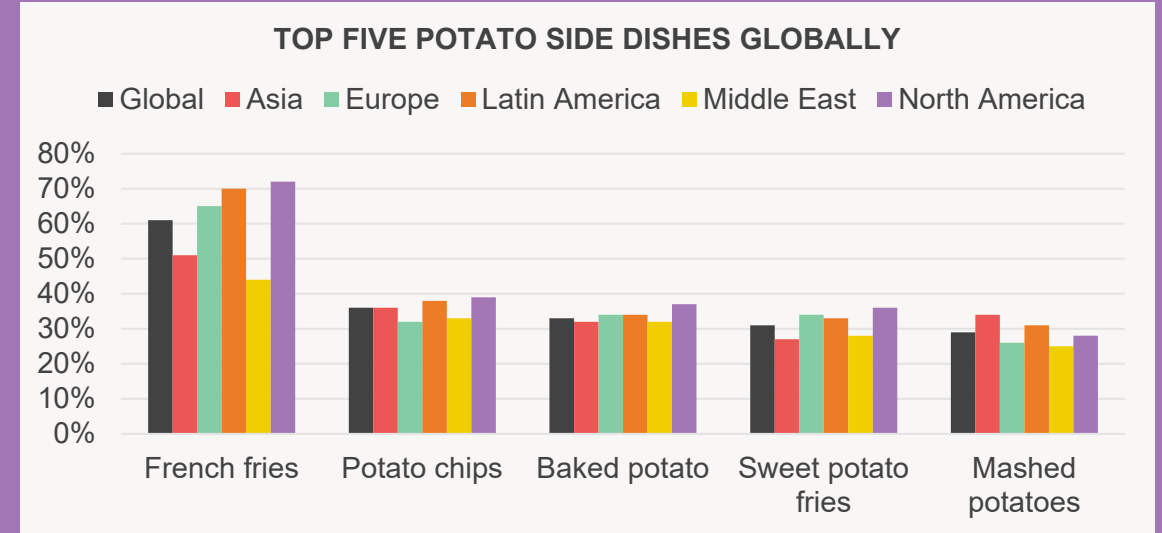
# Global potato side dish preferences

Technomic recently asked consumers in 25 countries around the world about the kinds of potato-based side dishes they prefer to order with burgers. Below are a few highlights:

Unsurprisingly, french fries are the undisputed champion in this category, with 61% of consumers globally ordering them and restaurant-goers in every region preferring them over all other potato-based sides.

Consumers in China (31%) and Saudi Arabia (39%) were distinct outliers and among the only markets where less than about half of consumers order french fries.

While the runners-up—potato chips (36%) and baked potatoes (33%)—saw little regional variation across consumer preference, others, like mashed potatoes (most popular in Asia and Latin America), hash browns (Latin



America and North America) and potato tots (North America) had more pronounced differences in ordering habits.

Although potato salad was the least popular option worldwide among potato sides, a healthy 25% of all consumers registered their interest in it as a side, with this number boosted by strong showings in North America, Japan, Malaysia and the Philippines.

Only Technomic tracks restaurant chain news and trends daily across 25 countries in a dozen languages to keep clients informed and ahead of their competition.

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

Base: 4768 global consumers  
 Q: If offered, which of the following side items would you consider ordering with burgers at a restaurant or other dining location? Select all that apply.  
 Source: Technomic Global Foodservice Navigator Program

# 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 countries. [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](mailto:info@technomic.com)

[technomic.com](http://technomic.com)