

# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Dec. 1, 2025



Image Source: Shutterstock

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# MTY Group considers potential sale

MTY Group, one of Canada’s largest multiconcept operators, recently hired TD Bank to explore a potential sale.

MTY generated total sales of \$5.6 billion last year, largely due to the impact of the company’s ongoing acquisitions. In 2015, MTY’s sales were just \$1.1 billion.

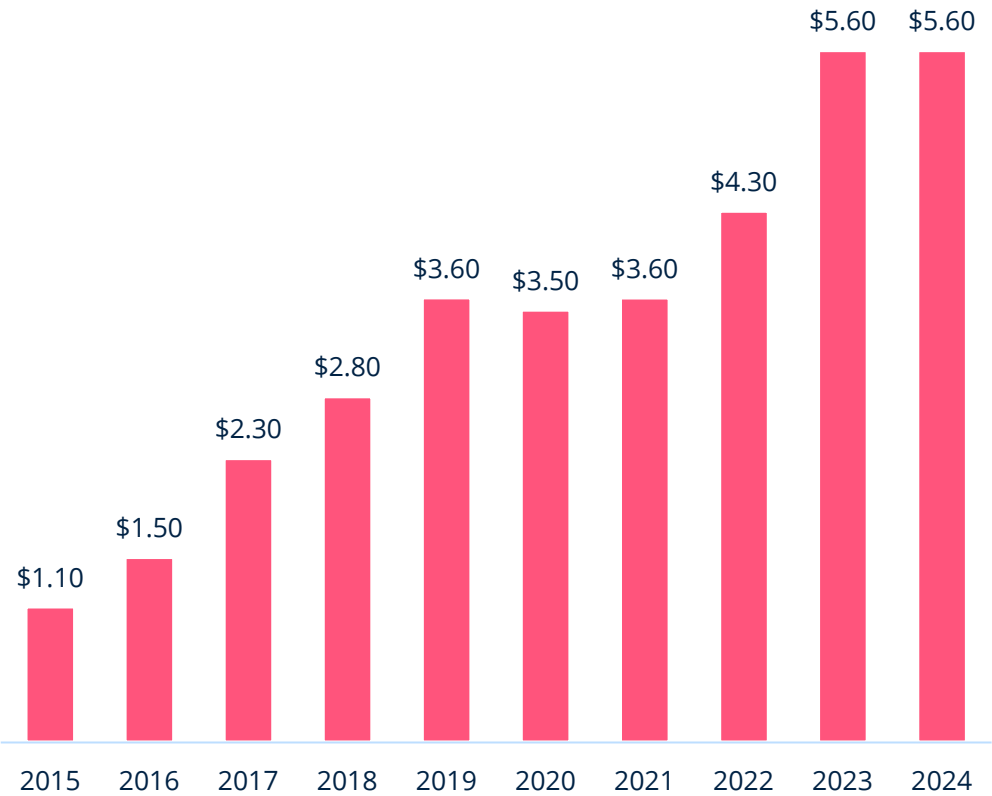
The group currently has more than 85 different brands in its roster and 26 of them appear within Technomic’s Top 250 Canadian chain ranking, the largest of which are Thai Express, Mucho Burrito and Toujours Mikes.

MTY finished Q3 with a global footprint of 7,061 total locations, with 58% in the U.S., 35% in Canada and 7% outside of North America.

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Source: Technomic Ignite Company and MTY Group Investor Relations

**MTY GROUP**  
TOTAL SYSTEM SALES (\$B)





# Fastest-growing seafood at FSRs

Canadian full-service operators are turning to seafood for a variety of reasons, from promoting protein-forward and lighter fare to providing more premium choices (as the addition of seafood has adds an average of \$3.84 to the price of a dish).

Ahi tuna is the fastest-growing seafood type on FSR menus, typically seen as a topping on bowls, nachos and tacos. This Hawaiian yellowfin tuna is also available as an add-on for meat-centric dishes, such as beef short ribs, beef tenderloin rigatoni and chicken dishes.

Operators are menuing haddock, a cod-like, high-protein fish, for its thick and flavourful meat. It appears mainly in fish and chips, as well as soups, but it's also spotlighted in tacos and burgers.

For a more premium option, operators are turning to sablefish, also known as black cod. This buttery and protein-heavy deep-sea fish is popular in tasting menus and sushi rolls. For a contemporary, umami-driven take, operators are marinating sablefish in miso.

Quinnat, or Chinook salmon, is also popping up across menus. Similar to sablefish, this option is most often plated on tasting menus and seafood platters or towers, either raw or grilled.

Tilapia, a milder and leaner fish, often appears in tacos, curries and sushi rolls. Preparation styles for this fish varietal are wide-ranging, from frying to grilling to torching.

## FASTEST-GROWING SEAFOOD AT FSRs Q3 2024-Q3 2025

AHI TUNA  
**+15%**

HADDOCK  
**+12%**

SABLEFISH  
**+11%**

QUINNAT  
**+11%**

TILAPIA  
**+9%**



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

Source: Technomic Ignite Menu, Q3 2024-Q3 2025  
Image Source: Shutterstock

# Diners seeking deals: coupons and discounted offers

With fast-food prices on the rise, many diners turn to value, deals and promotions to off-set the cost of a restaurant trip.

Data from Ignite Consumer shows that **one in five (21%) chain restaurant guests reported redeeming a coupon or discounted offer** during their recent visit. Guests who sought out these deals were most likely to describe the occasion as a routine meal, suggesting that value may play a larger role when the behaviour is habitual.

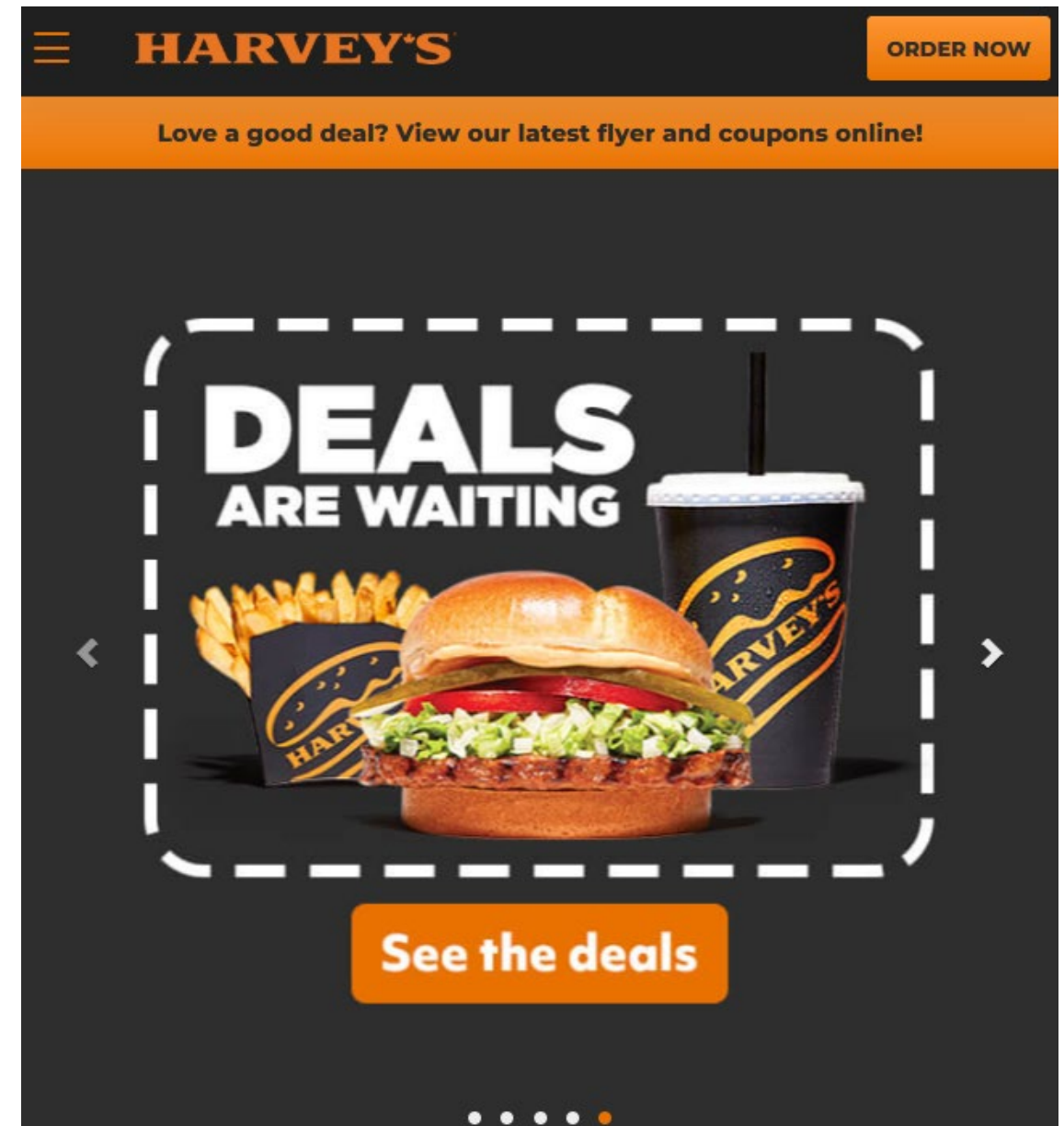
Furthermore, diners who reported using a coupon or discounted offer tended to visit during an off-peak daypart or snacking occasion (27%) and dine off-premise (61%).

Top chains for coupon/discounted offer reception include:

1. Domino's
2. Papa John's
3. Harvey's

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

Base: 6,500 Canada consumers ages 18+  
Source: Technomic Ignite Consumer, Q4 2024-Q3 2025



# Trying new flavours with LTOS

According to Technomic’s Global Foodservice Navigator Program,,global consumers have complex opinions on restaurant menus, ranging from the importance of LTOs and trendy menu items to willingness to try new flavours. With these issues of key importance to operators and their menus, understanding this relationship requires a deeper dive.

While about 57% of global consumers report that they seek out new flavours from time to time, only about 35% say that choosing a meal explicitly to try new flavours is an occasion they visit foodservice for.

A similar percentage (33%) say they always or often order new or unique menu options from restaurants.

However, more than half of consumers state that on-trend menu options and

the availability of LTOs—both of which often feature new flavours or repurpose familiar ones—are important factors in choosing LSRs to visit.

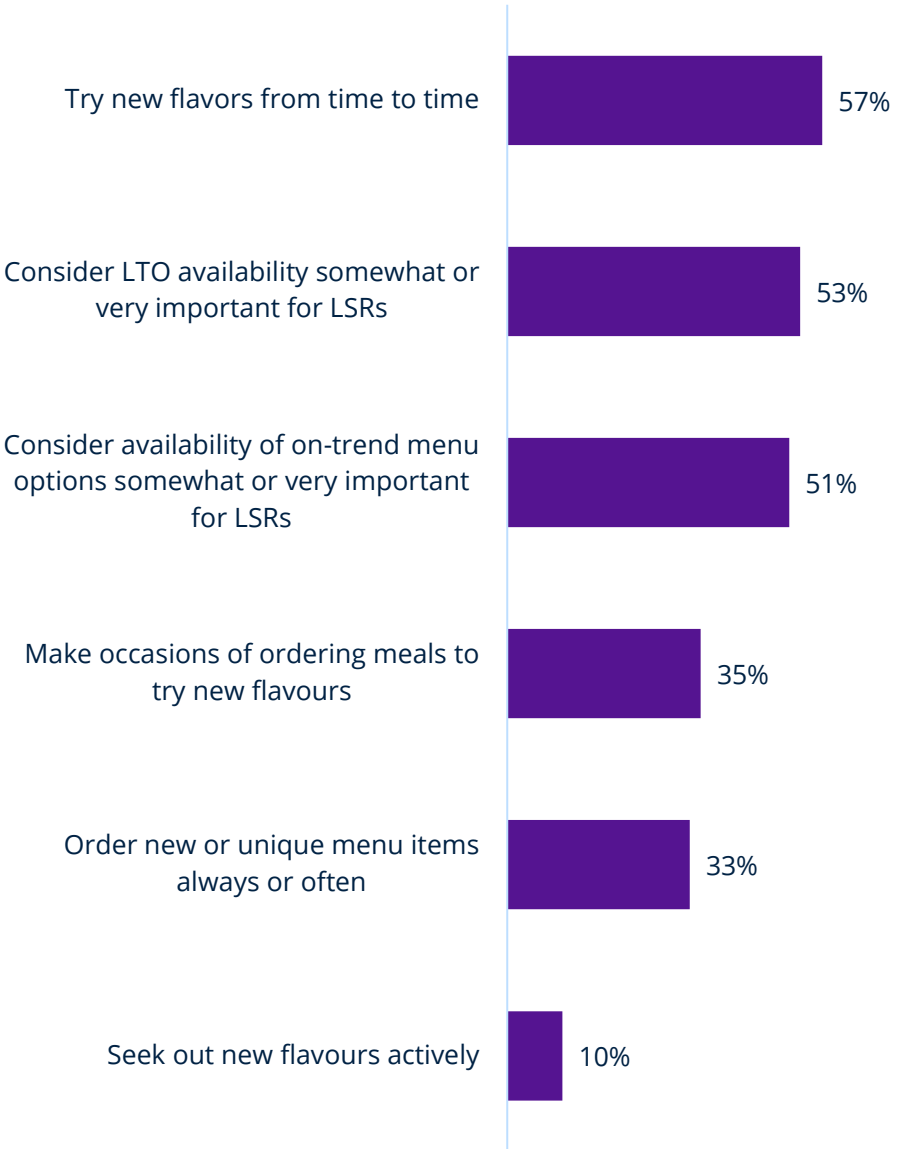
At the most basic level, global consumers may be seeking out different kinds of LTOs. The ability to customize food is somewhat or very important to 66% of foodservice patrons worldwide, with consumers reporting that they customize about 35% of their food and nonalcohol beverage orders.

Introducing trendy LTO add-ons to recognizable food and beverages is a potential strategy that bridges the gap between consumers’ stated interest in new flavours and their actual orders by offering new experiences in relatively familiar dishes.

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

Source: Technomic Global Foodservice Navigator Program

% GLOBAL CONSUMERS WHO...



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312-876-0004  
[info@technomic.com](mailto:info@technomic.com)  
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