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Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Oct. 18, 2021

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Vaccine Passports Required in Canada's Largest Provinces

The last month has seen much of Canada continue to roll back its COVID-19 capacity restrictions but start requiring proof of vaccination for most business establishments.

Quebec was the first province to mandate a vaccine passport on Sept. 1. British Columbia, Alberta and Ontario soon followed, instituting similar systems throughout the rest of September. Though all provinces have a vaccine passport system in place, Yukon's mandate only applies to residents returning from travels outside of the territory.

Though several provinces have lifted capacity limits for restaurants and bars, some restrictions remain in place, including distancing requirements and limits on guests per table. On Oct. 9, Ontario lifted all capacity restrictions for a variety of settings including concert venues, theatres and event spaces, but has yet to fully remove its regulations on restaurants and bars.

CURRENT CANADIAN VACCINE MANDATES MOST POPULOUS PROVINCES

Province	Date of Change	Notable Settings That Require Proof of Vaccination
Ontario	9/22/2021	Restaurants and bars (excluding outdoor patios and takeout), nightclubs, meeting and event spaces, sports facilities, concerts and theatres
Quebec	9/1/2021	Restaurants and bars, sports and physical activities, outdoor events and festivals, performance venues and recreation centers
British Columbia	9/13/2021	Restaurants and bars, casinos, theatres, gyms and indoor events with more than 50 people
Alberta	9/20/2021	Restaurants and bars, casinos, theatres, recreation centers, theatres and museums

The Changing Face of Protein

Protein's getting a lot of attention these days. The definition of protein is expanding beyond traditional meats, and operators are shifting to new cuts and formats.

Plant-based proteins have been growing for some time now, largely driven by consumer interest in more sustainable options, with plant-based beef topping the list of fastest-growing proteins (+59.1% year over year). Operators are starting to utilize plant-based proteins beyond more traditional veggie burgers, as demonstrated by items such as MR.SUB's Gardein Meatless Meatball Sandwich. Experimentation with other plant-based proteins is on the up and up as well,

with plant-based poultry seeing 26.7% growth on menus.

In addition to new types of protein, supply chain shortages have also contributed to protein swaps on menus, as operators have turned to more economical cuts. For example, Kelseys Original Roadhouse recently added a Family Chicken Bundle featuring chicken thighs, a cut with mentions that are up 39.4% over the past year.

Another shift in proteins is the increasing embrace of global formats and flavours. For example, Greek skewed meat dish souvlaki (+9.8%) and Italian dry cured pork capicola (+4.2%) are both on the rise over the past year.



Source: Technomic Ignite Menu data, Q2 2020-Q2 2021

Vegan meatballs
Image Source: Shutterstock

Are Diners Ready for a Return to On-Premise?

Great strides were made over the last quarter with consumers returning to in-unit ordering and dining.

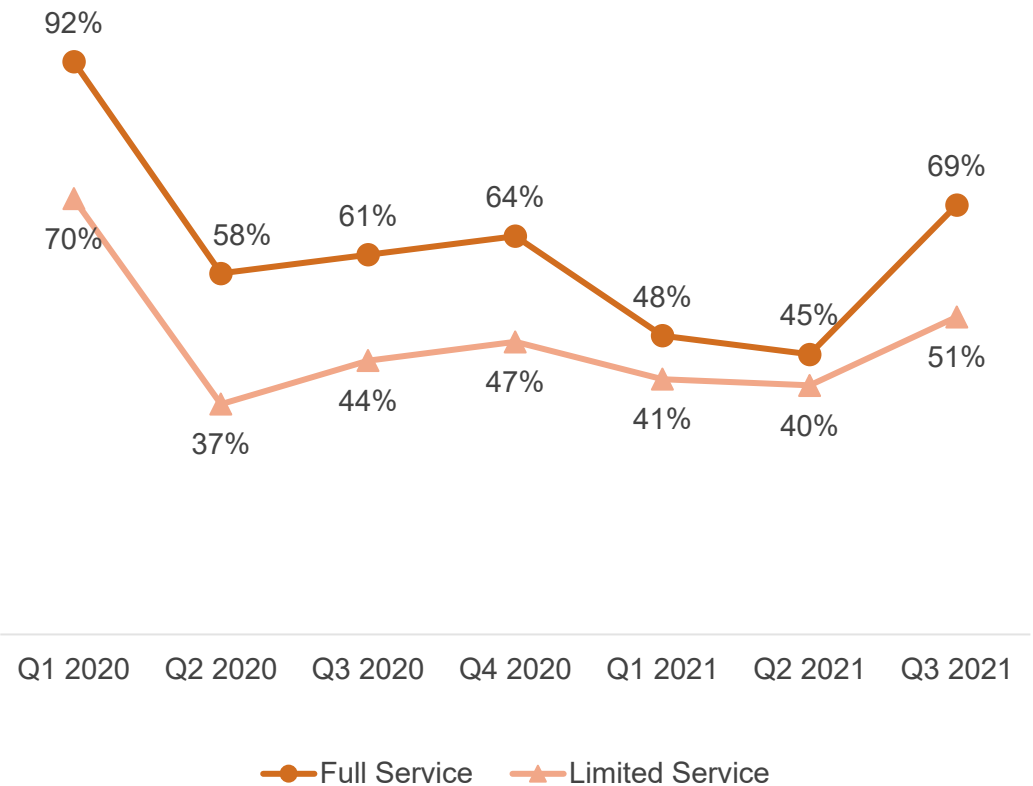
Shares of recent orders placed by guests on-premise increased significantly at both full-service and limited-service restaurants. In fact, 51% of recent LSR chain guests ordered inside the unit for their most recent visit, representing an 11 percentage-point increase quarter over quarter.

Meanwhile, 69% of recent FSR chain guests ordered inside the unit, representing an astounding 24 percentage-point increase quarter over quarter.

This newly released data from Ignite Consumer reveals that diners increased comfort with and desire for the in-person experience. After focusing on off-premise for so long, operators and suppliers must once again return to the elements that make the on-premise experience so desirable.

Base: Varies; Approx. 2,400 FSR consumers and 3,000 LSR consumers ages 18+ per period
Source: Technomic Ignite Consumer

ORDERING BEHAVIOUR
SHARE OF RECENT ORDERS PLACED INSIDE THE UNIT



Top Burger Toppings Around the World

Proteins, buns, cheeses and sauces all help define the burger as the global menu icon that it is.

But nothing adds more creativity and diversity of flavours to this universally appealing handheld than toppings—a key element of any good burger.

As part of Technomic's new *Global Burger Category Report*, we polled consumers across 25 countries on their topping preferences. Here's what they told us:

- 67% of consumers like a burger

with tomato, making it the top topping

- 65% like lettuce on their burger for a close second place on the list
- Onions and bacon are the next most liked, at 61% and 57%, respectively
- French fries—somewhat surprisingly—round out the top five at 49%
- 75% of consumers in both Chile and Mexico like a burger with avocado, more than double the

global average of 34%

- 48% of consumers in Thailand and 42% in Australia say they like some pineapple on their burger
- 43% of consumers in China like a burger topped with shrimp

Technomic's new Global Menu Category Report series offers 360-degree views, international insights, operator trends and expert analysis on key global categories such as burger, pizza, chicken and beverage.

[Learn more here.](#)



Base: 4,658 global consumers who order burgers

Q: What types of toppings would you consider ordering for your burger at a restaurant or other dining location? Select all that apply

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.

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