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Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of April 5, 2021

Chipotle Accelerates Canadian Expansion

Chipotle announced plans to open its first new stores in Canada since 2018, adding eight new locations this year. The first of these new locations debuted March 30 in Surrey, British Columbia.

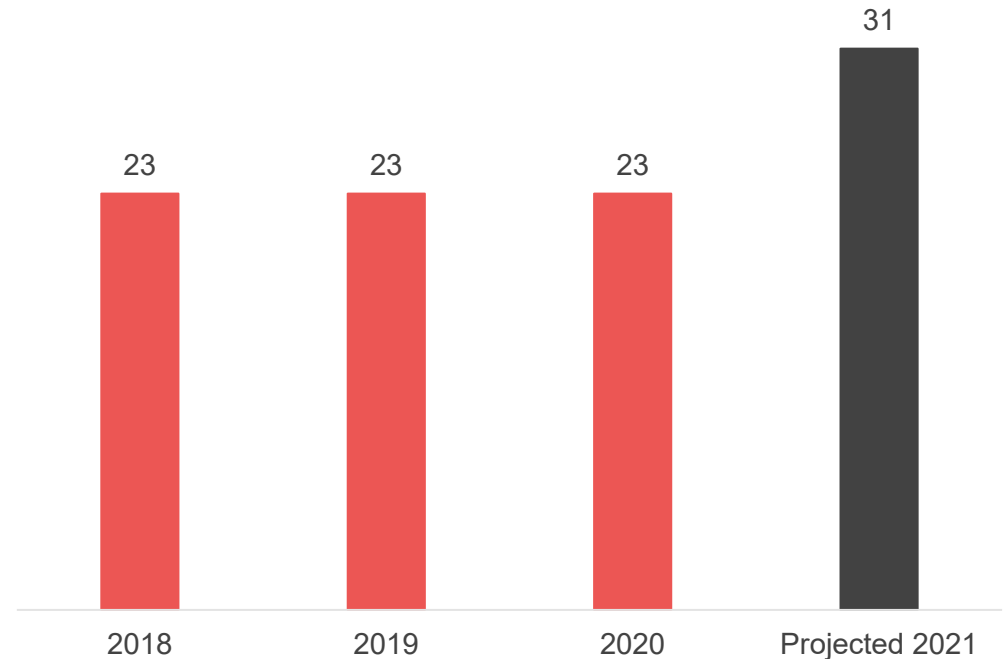
Chipotle currently has 23 locations across Canada, with the last opening in October 2018 in Ontario. All eight of the new restaurants will open in either Ontario and British Columbia.

Among the upcoming locations is the first Canadian Chipotlane, a drive-thru digital order pickup lane. Though the concept was first introduced in 2019, the Mexican fast-casual chain has recently ramped up its digital innovation

efforts in the wake of COVID-19-related restaurant restrictions. In addition to adding drive-thru capabilities to its United States stores, the chain also introduced its first fully customizable digital entree, the Hand-Crafted Quesadilla, to the Chipotle app in Canada. The first Chipotlane in Canada will open this summer in Port Coquitlam, British Columbia.

Sources: Technomic Ignite Company

CHIPOTLE CANADA
YEAR-END LOCATION COUNT



Operators Multiply the Meat

A consistent trend throughout the COVID-19 pandemic has been the demand for indulgent comfort foods. Within the competitive sandwich and burger categories, operators are standing out by offering double or even triple and quadruple meat (including beef, pork and chicken) on burgers and sandwiches, upping the indulgence factor even more for these items.

For example, Dairy Queen Canada recently brought back its limited-time Loaded Steakhouse Burger, which features two beef patties and applewood-smoked bacon. A triple beef patty option is also available. McDonald's Canada also recently

brought back the limited-time Big Mac Bacon, which comes with two beef patties and is topped with bacon. The Double Big Mac Bacon features four beef patties and bacon.

Turning to the sandwich category, Quiznos Canada's new Carne Suprema sandwich comes stacked with sliced capicola, ham, salami, pepperoni and marinara meatballs. Chicken sandwiches have also gotten the double-meat treatment, with KFC Canada adding in Q3 2020 the Big Crunch Stacker, featuring two seasoned chicken breasts.



Dairy Queen Canada's Triple Loaded Steakhouse Burger-Triple
Image Source: Dairy Queen Canada website

Snacks Prevail at Retail

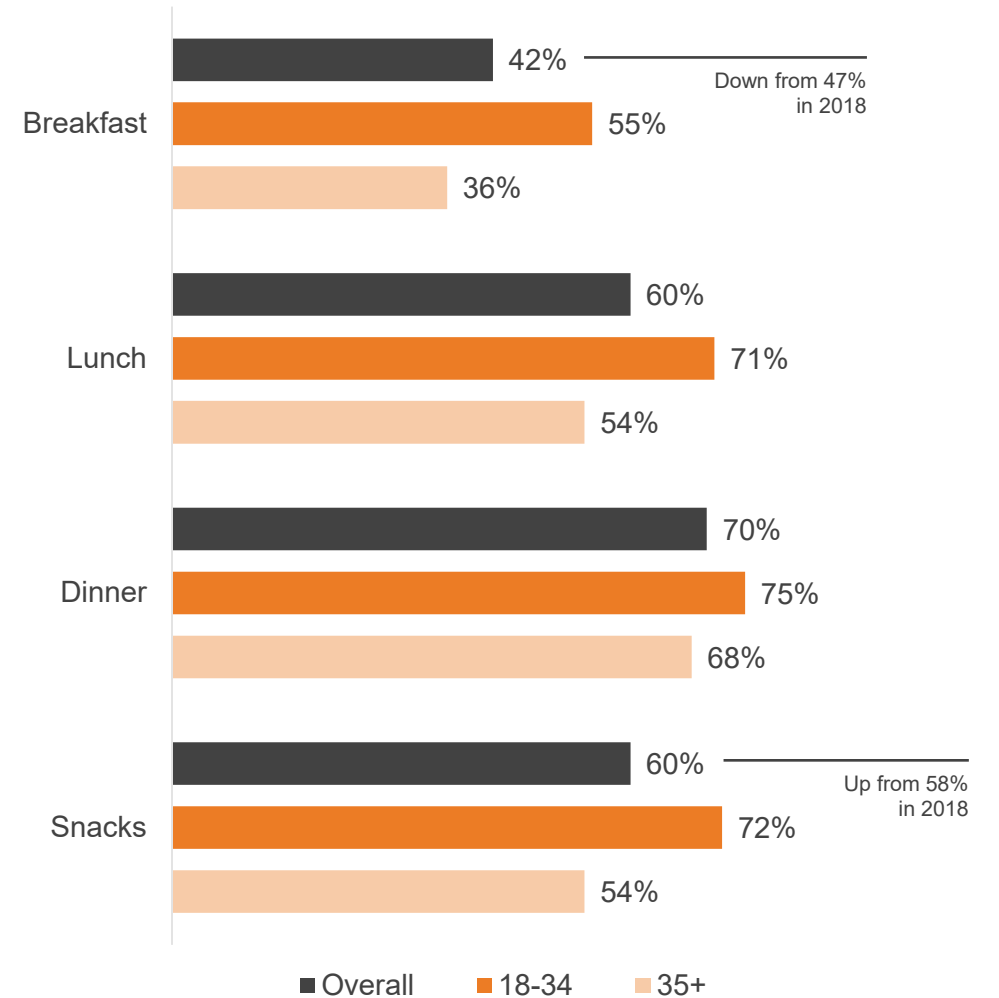
Snack occasions are on the rise currently, while breakfast occasions are taking a hit. The breakfast daypart already had the lowest patronage because many consumers wait until the afternoon or evening to shop at retail stores. The pandemic has further decreased breakfast purchases because more consumers are at home and no longer commuting to work in the morning.

Snacking, conversely, has grown in popularity during the pandemic, indicating that consumers could be increasingly replacing meals with snacks. Retailers should consider offering a variety of individually

wrapped grab-and-go items that can function as convenient snacks. Offering filling or high-quality snacks like potato wedges or hummus can also help improve perceptions around value.

Base: 1,019 consumers who eat retail prepared foods at least once a month
 Source: Technomic Ignite consumer data featuring the Technomic Canadian 2021 Retail Foodservice Consumer Trend Report

PATRONAGE BY DAYPART (ONCE A MONTH+)



The World's Favourite Pizza Proteins

Meat, poultry and seafood are widely popular pizza toppings the world over, and often serve as the centerpiece for both chef-created and design-your-own pizzas.

We asked consumers across 25 countries which proteins they would order from a list of about 30 options, ranging from pepperoni and duck to tuna and pulled pork.

Here are some consumer favourites:

While many might guess the world's top protein on pizzas is pepperoni, it's actually a tie between chicken and ham, both drawing 53% of consumers globally.

Base: 4,266 global consumers who would order pizza

Q: Which meat or protein toppings would you consider ordering for pizza at a restaurant or other dining establishment? Select all that apply.

Source: Technomic Global Foodservice Navigator Program

Pepperoni is still quite popular, with 43% of consumers saying they would top a pie with it, making it No. 3 on the list.

Rounding out the top five proteins are bacon at 41% and salami at 34%.

Among seafood options, shrimp and tuna tie for favourite at 29%.

Other notable toppings include ground beef at 32%, chorizo at 23% and duck at 11%.

Members of Technomic's [Global Navigator Program](#) will soon be able to access the full 2021 global pizza report, including country-specific protein data along with other consumer preferences, trends and chain rankings.



Image Source: Shutterstock

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