



**Technomic**<sup>®</sup>

# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Aug. 9, 2021



# Tim Hortons Shows Signs of Rebound

Tim Hortons wrapped up the second quarter of 2021 with Canadian systemwide sales up by nearly 30% from the year prior. Despite an uptick in sales, its total location count in Canada shrank slightly from this time last year, falling from 3,997 to 3,938 stores.

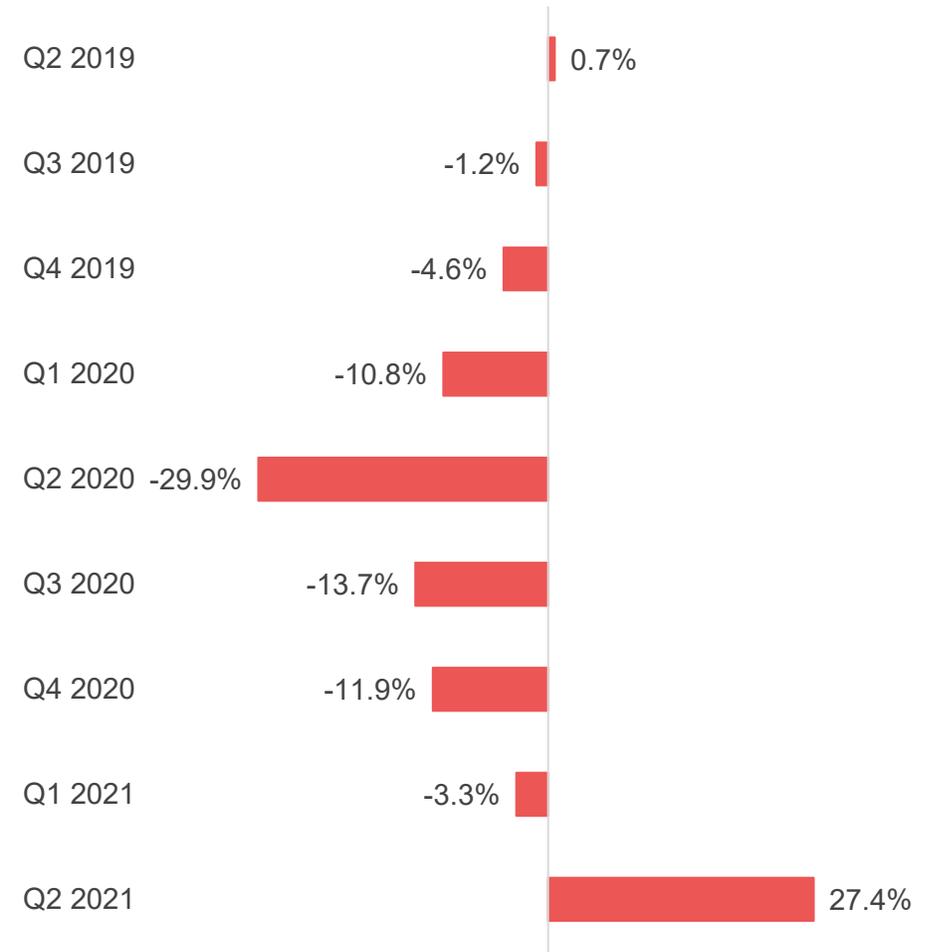
The bump in total system sales was largely due to a 27% increase in same-store sales over the year prior. This marks the first term of positive comparable sales growth since mid-2019.

Restaurant Brands International, the parent company of Tim Hortons, also owns Burger King and Popeyes

Louisiana Kitchen. Burger King's global same-store sales grew by more than 18% in the second quarter, while Popeyes' global numbers declined by 0.3%.

Source: Technomic Ignite Company

TIM HORTONS SAME-STORE SALES  
YEAR-OVER-YEAR CHANGE (%)



## IGNITE MENU

# Key Takeaways From the Q2 2021 Ignite Menu Data

Technomic's recently published *Canadian Food & Beverage Takeaways* summarized crucial trends from Q2 2021 Ignite Menu data. The pandemic has proved difficult for operators, but growing ingredients and gradual recovery to menu item counts give a reason for hope in the year ahead.

Although we usually showcase year-over-year changes in data, because this past year has been anything but usual, the current view compares Q1 2020 data to our current quarter of Q2 2021, allowing us to contrast pre-pandemic menu data compared to today. Although we still have a long way to go on the road to recovery, our key

findings in the Q2 2021 data can help illuminate the impact of COVID-19 on menus and how operators can best move forward to make a strong comeback.

Please check out [the \*whitepaper\*](#), available now on Ignite, or contact Technomic at [info@technomic.com](mailto:info@technomic.com) for information on how to access it.

Source: Technomic Ignite Menu national food trends data  
Image Source: Shutterstock

## KEY FINDINGS

Canadian menu item counts are down 9% comparing pre-pandemic menus to today. However, in **Q2 2021, we saw the first uptick in average number of items on operator menus in a quarter since the year prior**, a sign that operators are building their menus back up.

Health halo items, especially **plant-based food and beverage**, are trending extensively, including oat milk (+133%) and plant-based beef (+65%).

**Comfort is still key**, as craveable classic ingredients such as cavatelli (+64%) and chicken thighs (+57%) show increases.

**Value and variety** continue to be major traffic drivers, with value meals (+12%) and build-your-own value meals (+700%) growing significantly over the course of the pandemic.



ed tea  
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# Burger Consumption Changes Post-Pandemic

Nearly half of consumers expect their burger consumption will change after COVID-19 subsides. This means that not all behaviour formed during the pandemic is permanent, as many expect to be dining out more often.

However, the other half of consumers say their consumption will remain unchanged, proving to some extent that habits of ordering takeout and delivery may stick.

There will be a return to dine-in service as restrictions are lifted and consumers look to go out with friends and family

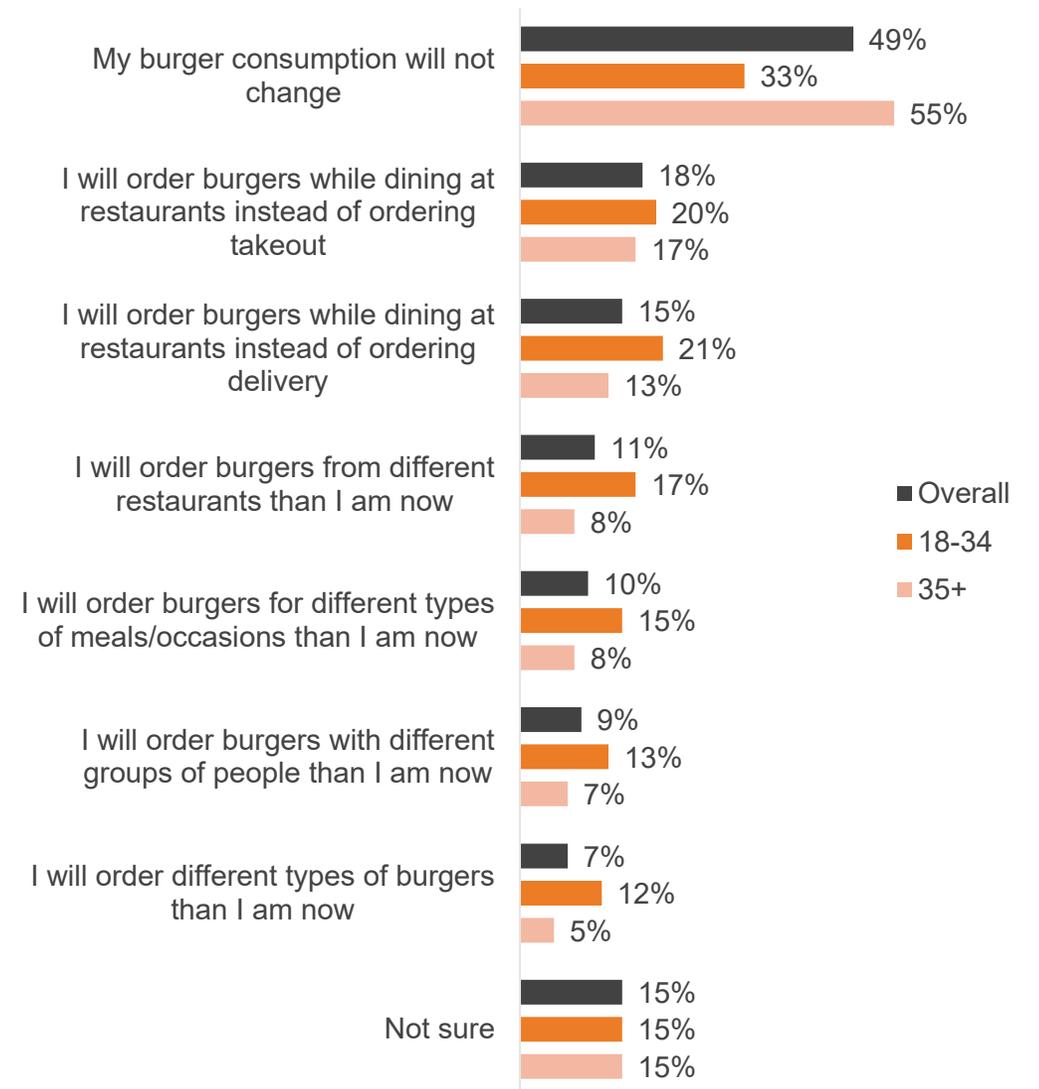
again, but online burger ordering will continue to be a big part of consumers' lives after seeing how convenient it has been during the pandemic.

Base: 1,000 consumers who eat burgers

Q: Looking ahead, how do you expect your burger consumption from restaurants and other foodservice locations will change once the pandemic subsides (i.e., population reaches herd immunity and all COVID-19-related restrictions are lifted)? Select all that apply.

Source: Technomic Ignite Consumer featuring the 2021 Canadian Burger Consumer Trend Report

ANTICIPATED CHANGE IN BURGER CONSUMPTION AFTER THE PANDEMIC SUBSIDES



# Immunity Boosts Functional Ingredient Trend

A year and a half into the pandemic and immunity remains a popular callouts on restaurant menus. Recent examples:

## Black Canyon Coffee

Thailand's No. 8 restaurant chain rolled out a menu of food and drinks featuring finger root and ginger—touting them as immunity boosters.

## Macao Imperial Tea

The beverage specialist's new Malunggay Series of tea drinks in the Philippines features immunity-boosting ingredients such as malunggay, ginger and okra.

## Restaurant Toks

Mexico's No. 2 FSR introduced a new Immunity Juice billed as an immune-defense juice made with apple, beet, orange and carrot.

## Yoshinoya

In Japan, where states of emergency may soon increase, the venerable beef bowl brand is touting protein, barley, okra and tororo (a grated yam preparation) in its new Beef & Barley Rice as immunity boosters.

Technomic is the global menu trend leader, tracking 800+ chain menus globally each month for new products and innovations.



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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.

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