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Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Jan. 25, 2021

Plant-Based Promotions Continue to Loom Large

The arrival of 2021 has done nothing to slow the steady progression of plant-based offerings across Canadian menus.

For example, Starbucks Canada recently introduced the dairy-free Honey Oat Latte, a permanent addition to the menu, featuring oat beverage and Starbucks Blonde Espresso combined with honey and topped with toasted honey topping.

Meanwhile, Pizza Nova plans to add plant-based pepperoni. Starting Jan. 11, the chain will offer Field Roast Plant-Based Pepperoni, the first pepperoni alternative made with pea

protein. It is meant to have pepperoni's characteristic fat marbles and is made with fennel, black pepper, garlic and paprika.

Finally, Harvey's is running a Lightlife promotion featuring a Lightlife Burger combo with a side of fries and a drink for \$7.49.



Breakfast Sandwich Spotlight

According to Technomic's *2020 Canadian Sandwich Consumer Trend Report*, breakfast sandwich purchases are on the rise. Some 28% of consumers purchase breakfast sandwiches away from home during the week at least once every 90 days, up from 19% in 2018, and 19% purchase them on the weekend, up from 15% in 2018. Further, 18% of consumers strongly agree that they're purchasing breakfast sandwiches outside of typical breakfast hours more often than they were a year ago (including 26% of those ages 18-34).

As a result, we've seen a steady increase of breakfast sandwich mentions at operations. In Q2 2016, for example, 19.7% of operators menued a breakfast

sandwich and that's increased to 21.3% of operators in Q2 2020.

The breakfast sandwich types on the rise year over year include breakfast tacos (up 50.0%), veggie breakfast sandwiches (up 33.3%), mixed protein breakfast sandwiches (up 33.3%) and egg sandwiches (up 4.3%). Mayo, spinach and sausage are just some of the fastest-growing ingredients on breakfast sandwiches.

Expect to continue to see innovation in this mealpart, with regard to ingredients (such as more global infusions, including salsa verde, or spicy features, including jalapeno), time of day it's promoted and types of restaurants offering breakfast sandwiches.

Source: Technomic Ignite menu data, Q3 2019-Q3 2020

Leading Breakfast Sandwiches on Menus	Incidence
Egg Sandwich	98
Bacon Breakfast Sandwich	88
Ham Breakfast Sandwich	52

Fastest-Growing Breakfast Sandwiches on Menus	% Growth
Breakfast Tacos	+50.0%
Veggie Breakfast Sandwich	+33.3%
Mixed Protein Breakfast Sandwich	+33.3%

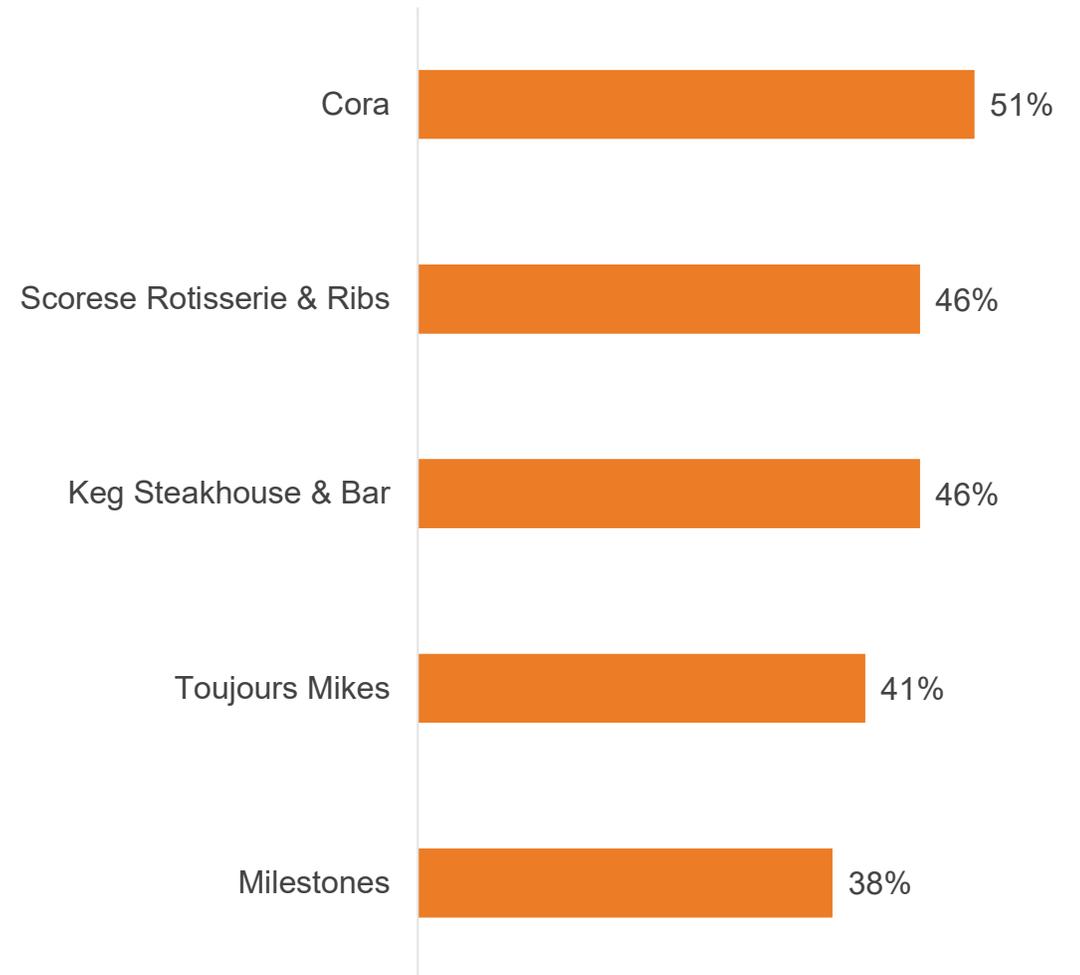
Health and Quality Stand Out at these Top FSRs

The FSR brands that are rated highest for availability of healthy offerings focus on fresh and quality ingredients. Many top FSR brands incorporate high-quality ingredients or options with a health halo to help promote the value of their dishes.

Additionally, a third (33%) of consumers strongly agree that they would be very likely to order healthier options at restaurants if they were offered. This reflects how operators that have a range of healthy options can help to drive sales and eliminate the veto vote from group ordering.

Adding trendy health-halo ingredients like quinoa to a salad or bowl can increase the protein content of the dish. This addition can also make the dish more filling and increase the overall value of the item. Milestones offers a lighter dish that includes chimichurri sea bass with seasonal vegetables and tricoloured quinoa.

TOP-RATED FSR BRANDS FOR AVAILABILITY OF HEALTHY OPTIONS



Source: Technomic Ignite consumer data featuring the Technomic 2020 Canadian Healthy Eating Consumer Trend Report and consumer brand metrics, Q4 2019-Q3 2020

Global Brands Bet Local With LTOs

One menu strategy many operators of global restaurant brands are leveraging in the “current normal” is product localization. Several major chains have rolled out LTOs that showcase well-known food favourites from a specific country or region, often in a new or unexpected context to build excitement.

Here are a few examples of how brands are looking to get closer to consumers in the markets they serve:

McDonald’s China—the burger giant recently debuted its first-ever take on the traditional meat bun known as roujiamo

Domino’s Australia—the U.S.-based

pizza purveyor’s new Sausage Sizzle Pizza aims to recast a local summer barbecue specialty in a delivery-friendly pizza format

Burger King Singapore—for Chinese New Year, the burger slinger introduced a range of products showcasing the flavours of local favourite chile crab

California Pizza Kitchen Japan—the American pizza brand launched Unagi Pizza showcasing freshwater eel prepared kabayaki style

McDonald’s France—as the country returned to confinement this fall, the chain brought back its highly localized McBaguette Burger



Domino’s Australia’s Sausage Sizzle Pizza
Image Source: Domino’s Australia press release

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