

# Industry Insights

A roundup of noteworthy Canadian foodservice findings for the week of Sept. 16, 2024

Image Source: Shutterstock



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Ignite Company

# Reduced traffic slows sales growth for Pizza Pizza

Same-store sales for chain Pizza Pizza fell more than 5% in Q2 2024, compared to a nearly 10% increase during the same period the year prior. Comparable sales are down over 2% year to date for the brand despite being slightly positive in the first quarter.

Despite an increase in check averages, traffic continues to slow for the restaurant brand, bringing same-store sales down by more than 5%.

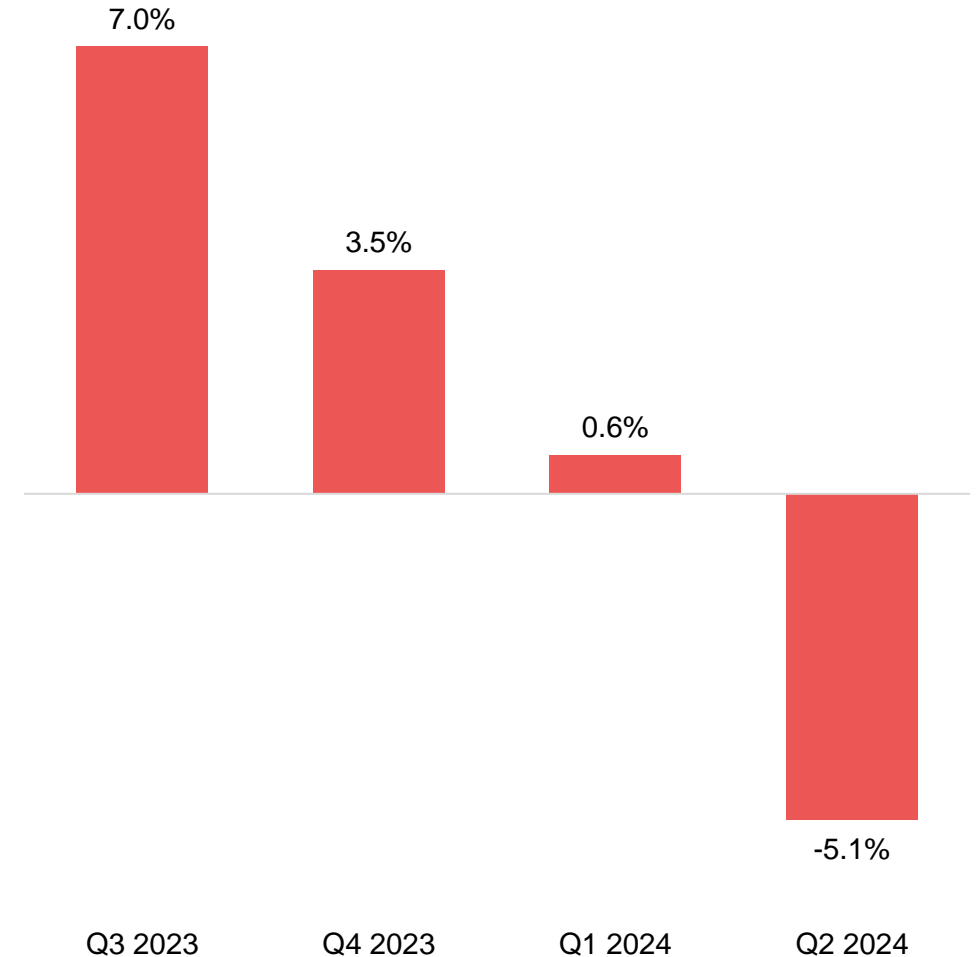
Systemwide sales are still slightly positive so far this year for the group. Forty-one new stores have entered Pizza Pizza's royalty pool since last year, offsetting declining same-store sales. The brand currently has 672 Pizza Pizza locations in Canada, along with 102 Pizza 73 stores.

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

Source: Technomic Ignite Company

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**PIZZA PIZZA**  
YEAR-OVER-YEAR SAME-STORE SALES CHANGE





## Ignite Menu

# Herbs, seeds and spices on the rise

Herbs, seeds and spices are on the rise across Canadian menus, adding bold, spicy and interesting flavours to a variety of dishes. In addition to livening up dishes, some of these ingredients are adding micronutrients as well, making them both flavourful and functional.

Watercress, an herb similar to arugula, is appearing in salads and as a garnish on top of noodle dishes. Like watercress, sage is being added to a variety of Italian-inspired noodle entrees. In beverages, it is being paired with lemonade.

Global flavours in the herbs, seeds and spices category are also increasing. Japanese wasabi, Indian garam masala and Central American paprika are being seen on menus across Canada in a variety of mealparts.

Operators are both serving wasabi in nontraditional ways, including on pizza dishes. Garam masala, an aromatic Indian spice blend, is appearing in drinks, such as iced tea and milk tea. Another global flavour showing growth on menus is paprika, often in Mexican-inspired build-your-own dishes, such as bowls, burritos, nachos and tacos.

## FASTEST-GROWING HERBS, SEEDS AND SPICES

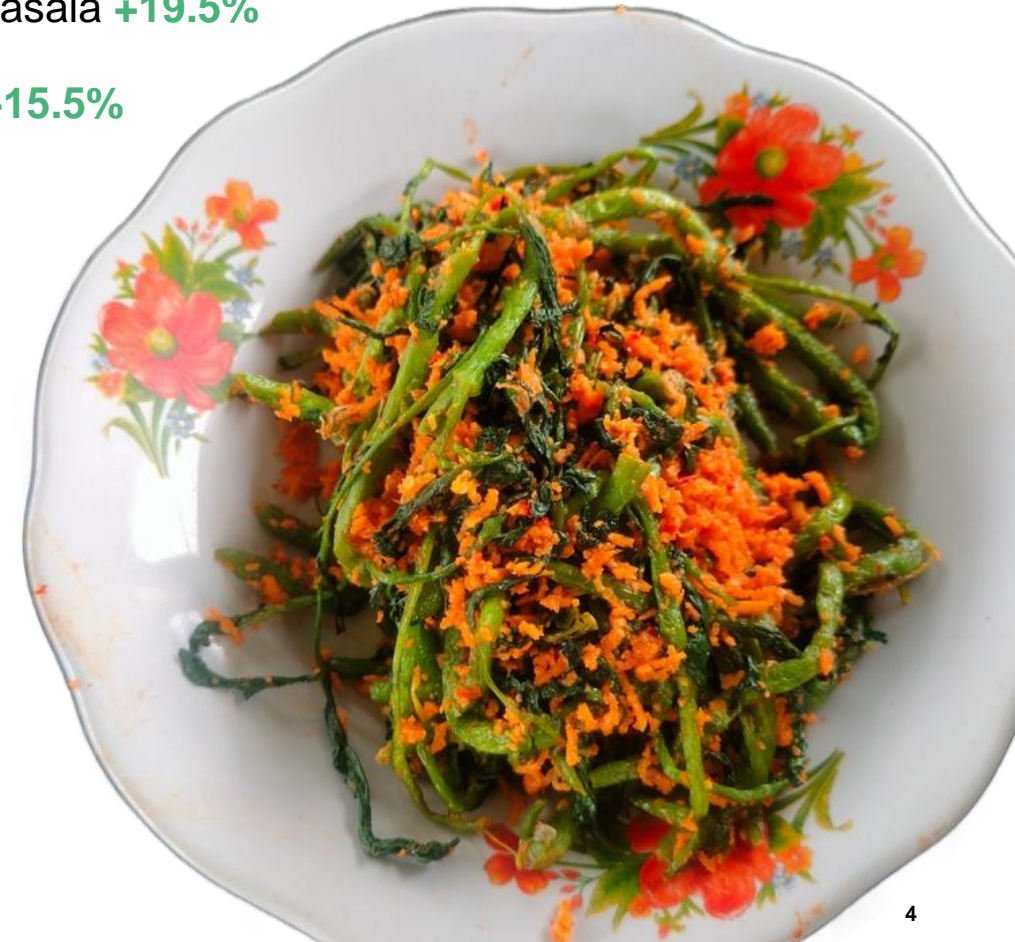
Watercress **+25.8%**

Sage **+25.0%**

Wasabi **+19.7%**

Garam Masala **+19.5%**

Paprika **+15.5%**



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

Source: Technomic Ignite Menu data, Q2 2023-Q2 2024  
Image Source: Shutterstock

## Ignite Consumer

# Name-brand pairings may win over guests

It's hard to argue that most consumers aren't watching their spending more closely these days. We see this happening at restaurants, as more consumers say they are seeking lower-price options. As noted to the right, the percentage of consumers who agree with the statement "I usually pick restaurants with lower prices" increased from 47% in 2019 to an astounding 56.7% in 2024.

At the same time, more consumers also agree that name-brand foods/beverages are worth the

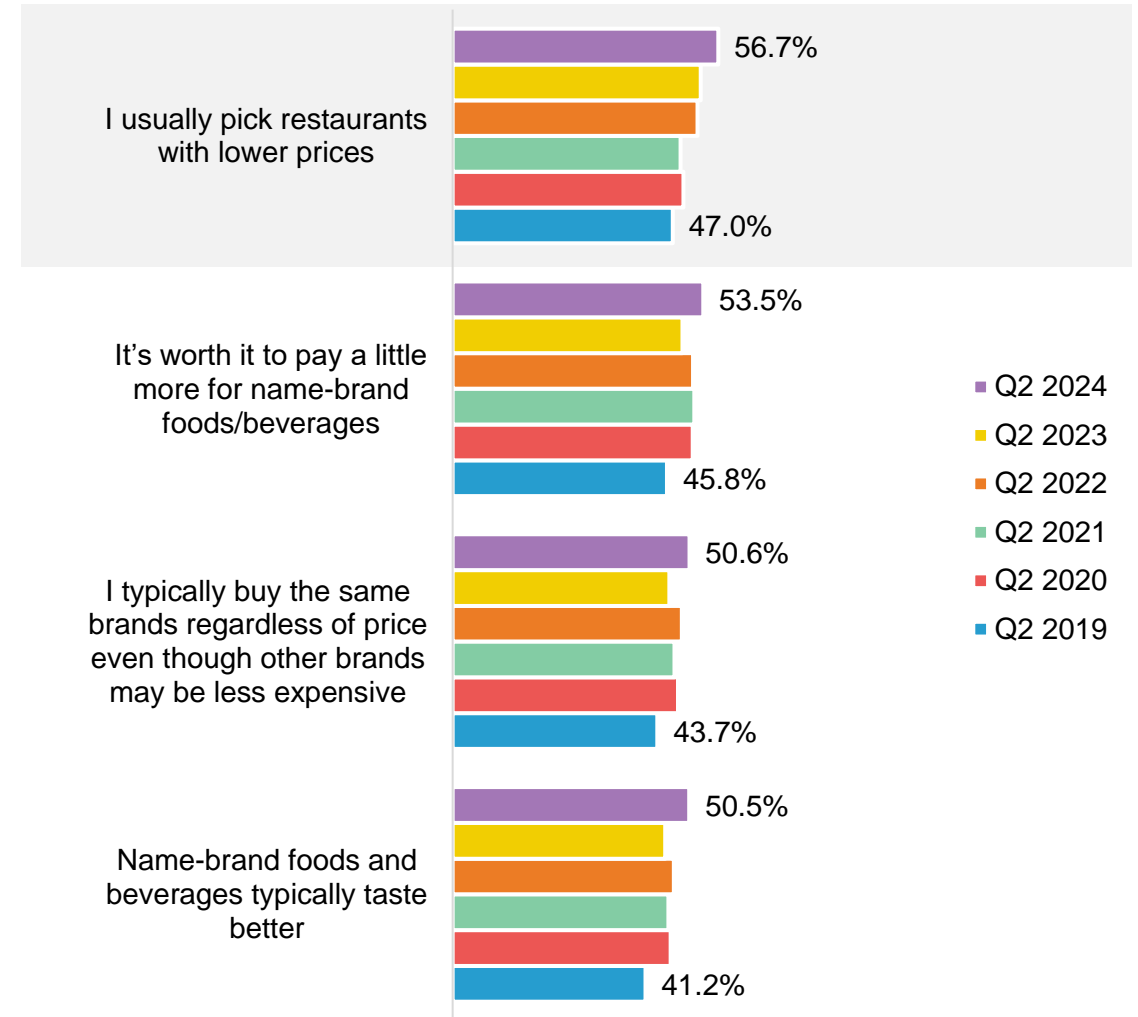
additional cost and that they typically taste better.

With this being the case, restaurant operators and suppliers can work strategically together to use name-brand products to encourage trial or boost cheque and add-ons. Some recent examples from operators already implementing this strategy include Tim Hortons (Oreo Double Stuff Dream Cookie), KFC (Kraft Dinner Mac & Cheese items) and Harvey's (PepsiCo frozen beverages like Frozen Crush Orange).

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

Base: 6,200 foodservice consumers 18+ per quarter shown  
Source: Technomic Ignite Consumer

### % OF CONSUMERS WHO AGREE



## Global Foodservice Navigator

# Daypart and mealpart development in Asia

Technomic tracks menu activity in nine key markets in East and Southeast Asia as part of its Global Foodservice Navigator Program. Below are highlights of how items in different dayparts and mealparts have evolved in this region over the last two years.

Dayparts have remained relatively stable in this region. In 2022, all-day and lunch/dinner items made up 47% and 50% of all new items, respectively, with breakfast making up the remainder. In 2023, all-day and lunch/dinner items each constituted about half of all items as breakfast menu development continued to be outpaced by other dayparts. As before, Japan and South Korea were notable

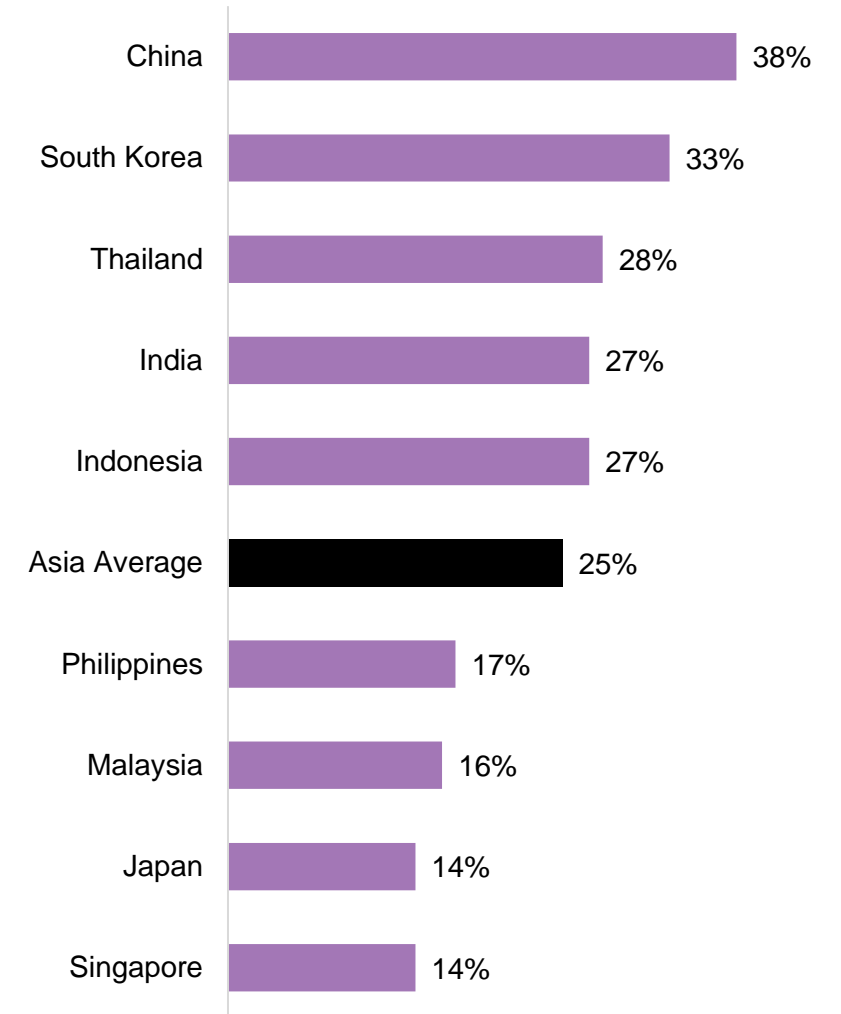
outliers, with 70% of new items in Japan sold at lunch and dinner, and two-thirds of all South Korea offerings available all day.

While entrees and desserts made up a respective 35% and 29% of all new items, sides and snacks slightly decreased from 10% to 7% and nonalcohol beverages grew to represent a quarter of all new items. This was especially pronounced in South Korea and China, where they made up at least a third—and in China's case, 40%—of new items. In Japan, entrees dominated at 60% of new items, while Singapore noticeably overindexed for sides and snacks at 11%.

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

Source: Technomic Global Foodservice Navigator Program

**NONALCOHOL BEVERAGES AS % OF ALL NEW & LTO ITEMS IN 2023**



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