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Report Highlights:

The Canadian foodservice sector grew three percent to nearly \$71 billion in 2019. COVID-19 mitigation measures – including the initial closure of non-essential businesses, restrictions on local and international travel, and reduced capacity, phased business re-openings – have dealt a heavy blow to the Canadian hotel, restaurant, and institutional sector, with at least 10 percent of establishments projected to have closed permanently. The national restaurant industry association predicts losses of ranging as high as 48 percent in 2020, with commercial foodservice sales down as much as \$30 billion from 2019.

Executive Summary

The population of Canada is approximately 38 million with roughly 90 percent of Canadians living within 100 miles of the U.S. border. In 2019, Canada was the leading export destination for U.S. agricultural products. For new-to-market and new-to-export firms, Canada offers stable financial markets and a sophisticated logistics network that supports \$120 million worth of daily two-way trade in food and other agricultural products. Canada's 2019 foodservice sales amounted to \$71 billion (\$92.8 billion CAD), a three percent increase from 2018 and the fastest growth of any major sector over the last decade. Foodservice sales in 2019 were more than double the value reported in 2000.

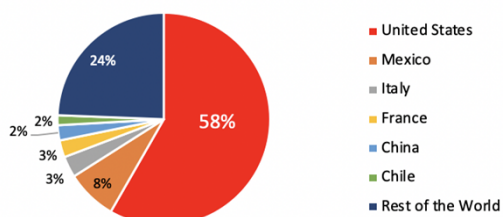
Canada's Foodservice Market

Canada's foodservice industry was on track to hit \$75 billion in 2020 and \$76 billion in sales for 2021. Restaurants Canada reported that sales grew by 3.5 percent in 2019. Between 2019 to 2021, foodservice sales were forecasted to grow at a rate of between three and four percent each year. The foodservice industry is divided into two segments: Commercial (restaurants, caterers and drinking establishments) and Non-commercial (hotels, institutional, retail and other foodservice operations). The Commercial segment typically accounts for 80 percent of total foodservice sales, with quick-service and full-service restaurants constituting the majority of sales.

Imports of Consumer-Oriented Products

Canada is the number one market for high-value consumer-oriented U.S. products. U.S. exports of consumer-oriented products to Canada hit \$16.3 billion in 2019 representing 60 percent of total Canadian imports from abroad. This segment of agricultural and food products includes snack food, breakfast cereals, sauces, confectionery, pet food and wine, spirits, beer, and soft drinks.

Canadian Imports of Consumer - Oriented Products 2019



Canada Quick Facts 2019

Total Imports of Consumer-Oriented Products
\$28 billion

Imports of U.S. Consumer-Oriented Products
\$16 billion

List of Top 10 Packaged Food Products (by growth)

- 1) Biscuits/Snack bars/Fruit Snacks
- 2) Savory Snacks
- 3) Spreads
- 4) Edible Oils
- 5) Rice/Pasta/Noodles
- 6) Confectionary
- 7) Baked Goods
- 8) Processed Fruits/Veg.
- 9) Sauces/Dressings/Condiments
- 10) Packaged Foods

Food Industry Sales by Channel (\$ billions)

Total Food & Beverage Industry	\$262
Foodservice Sales	\$71
Retail Food & Beverage Sales	\$100
Processing Food & Beverage Sales	\$91

Top 10 Restaurant Chains (Market Share)

- 1) [Restaurant Brands International, Inc. \(19.1%\)](#)
- 2) [McDonalds Corporation \(13.1%\)](#)
- 3) [Recipe Unlimited Corporation \(8.0%\)](#)
- 4) [Doctor's Associates Inc./Subways \(3.8%\)](#)
- 5) [A & W Food Services of Canada Inc. \(3.7%\)](#)
- 6) [Yum! Brands \(3.3%\)](#)
- 7) [Starbucks Corporations \(3.1%\)](#)
- 8) [Boston Pizza International Inc. \(2.8%\)](#)
- 9) [MTY Food Group Inc. \(2.6%\)](#)
- 10) [Wendy's Co, The \(1.6%\)](#)

Note: The \$1 USD: \$1.3 CAD exchange rate has been applied for 2019. All dollar values in this table are expressed in U.S. dollars unless otherwise specified.

Source: Statistics Canada, GATS, Euromonitor International, Retail Council of Canada, Restaurants Canada

Strengths/Weaknesses/Opportunities/Threats

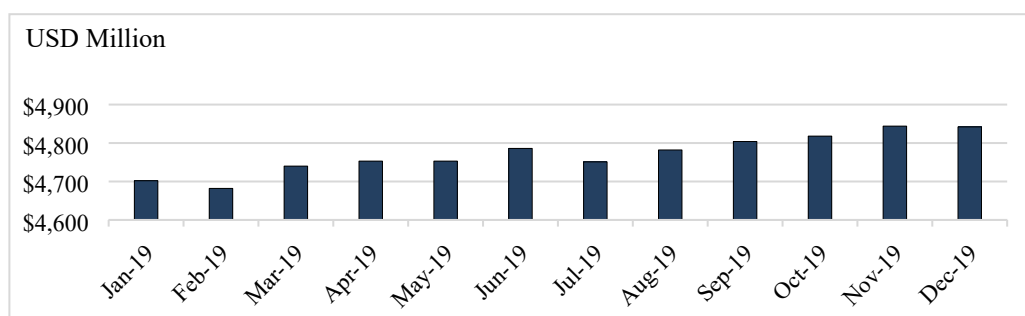
Strengths	Weaknesses
Relatively high consumer disposable income levels	Strong U.S. dollar and high levels of household debt
Opportunities	Threats
Duty free tariff treatment for most products	COVID measures and shifting consumer behavior

Section I: Market Summary

I.A. Overview of the Canadian Foodservice Landscape

Canada's 2019 total foodservice sales amounted to \$71 billion, representing a 3.5 percent increase over 2018.¹ This was more than double the annual sales reported in 2000 and represented the fastest economic growth of any major sector over the last decade. The foodservice sector is comprised of two major segments: Commercial and Non-commercial subsectors. The commercial foodservice subsector includes quick-service restaurants, full-service restaurants, caterers, and drinking establishments, which represents 80 percent of total foodservice sales in any given year. Statistics Canada reported sales of \$56 billion for the Commercial subsector in 2019.

Table 1: Commercial Foodservice Sales in Canada in 2019



Source: Statistics Canada

The Non-commercial subsector, mainly driven by tourism-related sales at hotels, includes accommodation, institutional, and retail with hot counters and other foodservice operations. For 2019, Restaurant Canada reported sales of \$14 billion, a 3.7 percent increase from 2018.

The sector's growth is mostly attributed to menu-pricing inflation of 2.7 percent, netting a real growth of 0.8 percent. Restaurants Canada's pre-COVID growth forecast was 3.5 percent per year between 2019 to 2022. Given the evolving and unpredictable pandemic, it will be very difficult to make any accurate growth predictions until the situation stabilizes and a new normal is achieved.

COVID Impact on the Food Service Sector in 2020

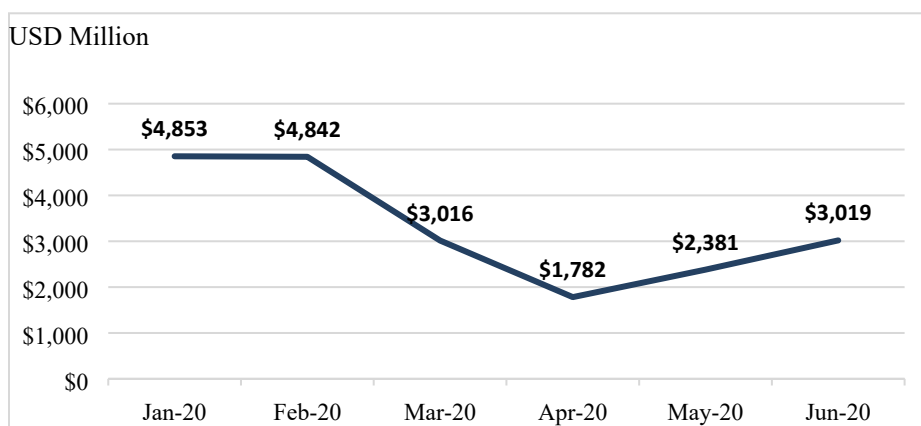
Before COVID-19, Canada's Foodservice sector was on track to top \$73 billion in sales in 2020 and \$76 billion in sales in 2021. According to a Restaurants Canada report, the percentage of sales for off-premise dining – including delivery, drive-thru, and take-out – accounted for 66 percent of total sales for the quick-service segment and 21 percent the full-service segment for 2019. The percentage for off-premise dining skyrocketed to 97 percent for the quick-service segment and 98 percent for the full-service segment in April 2020.

¹ All values are expressed in U.S. dollars unless otherwise specified. The \$1 USD: \$1.3 CAD exchange rate has been applied for 2019.

In the wake of comprehensive and ongoing COVID-19 mitigation measures, the national foodservice industry association Restaurants Canada predicts 2020 revenue losses will range between \$16 and \$30 billion. In May 2020, 38 percent of full-service and 20 percent of quick-service restaurants closed their doors temporarily. Commercial foodservice sales fell sharply in April, falling 61 percent from April 2019 levels to \$1.8 billion, as provincial authorities mandated COVID-related measures. These included the closure of non-essential businesses, restrictions on local and international travel, and other measures to limit public interactions.

In May, some provinces gradually allowed restaurants and bars to reopen at reduced capacity and under strict social distancing and public health protocols (see GAIN report [CA2020-0057](#) for more information). While restrictive measures remain in place across Canada, foodservice sales have steadily recovered as Canada has kept COVID case counts relatively low across the country, contributing to consumer confidence. June 2020 commercial foodservice and drinking establishment monthly sales had recovered to 65 percent of June 2019 levels, despite being nearly 40 percent lower than February 2020's pre-COVID sales total.

Table 2: Commercial Foodservice Sales in Canada in 2020



Source: Statistics Canada

I.B. Market Trends in Foodservice Sector

Restaurateurs and hoteliers have been incorporating healthier menu options in response to growing consumer health-consciousness. This trend was evident across the market but was especially strong in quick-service and full-service restaurants with 25.8 billion and 25.5 billion in total sales respectively for 2019. Operators expanded the range of lighter meals and dishes featuring fresh, nutritious ingredients by offering more plant-based protein, vegetarian, and vegan options, including branded meat substitutes such as Beyond Meat and Lightlife. McDonald's, Subway, Harvey's, and Kelsey's were among the many chains that added items made with plant-based meat substitutes to their menus in 2019.

Another trend for 2019 was the introduction or growth of ethnically inspired menu offerings, particularly Asian, Latin American, and Middle Eastern cuisine. In most categories, restaurants attempted to capitalize on the increasing diversity of the Canadian population and growing interest in a wider range of cuisines.

According to Restaurants Canada, 2019 also evidenced a trend towards reduced alcohol sales in drinking establishments. This was anticipated to continue in 2020. The drop was especially significant among young men. In 2018, men accounted for 74 percent of alcohol consumed in bars but dropped to 67 percent in 2019. The sale of alcoholic beverages accounts, on average, for 20 percent of revenue at full-service restaurants and 67 percent of revenue at drinking establishments, totaling \$9 billion nationwide in 2019. According to numerous articles from the Business Insider and [National Post](#), some of the decline in alcohol sales can be attributed to health-conscious Millennials abstaining or lowering their alcohol intake to live healthier.

I.B.1 Other Market Trends in the Foodservice Sector

- **Generational Change:** Canadians under the age of 40 are seeking more eating-away-from-home or food delivery options. However, as these generations do not yet have the same disposable income of their Boomer and Gen X parents, their spending decisions are more heavily concentrated at lower price points and include less alcohol than preceding generations.
- **Increasingly Multicultural Population:** Ethnic diversity and multiculturalism are contributing to a more diverse food environment. The number of ethnic restaurants has been on the rise, keeping pace with immigrant population growth; 22 percent of Canada's total population was born in another country.
- **Rapid growth in Retail Foodservice (Hot counters):** This has been the fastest-growing foodservice segment in Canada, with sales having doubled since 2013. Retail stores have been expanding the selection and quality of prepared meals and snacks to meet consumer needs and grow sales.
- **Consolidation in Chain Restaurants:** This trend continued in 2019 as it became the most effective way to generate growth in the large, chain-restaurant market. For example, Cara Operations merged with Keg Restaurants in early 2018 to become Recipe Unlimited Corporation, and MTY Food Group acquired both Timothy's World Coffee and Mmmuffins the same year.
- **Continuous Growth for Independent Operators:** The growth of independent foodservice sales was in line with chain-restaurant foodservice sales in 2018. The freedom to adapt to local tastes, delivering more innovation helped them maintain steady growth and compete with chain-restaurants.
- **Labor Costs and Shortage:** Before COVID, most restaurant operators considered labor costs the number one challenge impacting their businesses. In addition, an aging population and fewer working young people contribute to a growing labor shortage in the foodservice sector. This has resulted in a drive toward labor-saving innovations in an effort to reduce operating costs and increase efficiency.
- **Food Technology:** Technology is redefining dining decisions, convenience, and payment options. Restaurants Canada data indicate that more than four in ten Canadians base their dining choice on whether the restaurant is 'connected' through online ordering and delivery services.

I.C. Advantages and Challenges Facing U.S. Products in the Foodservice Sector

Advantages	Disadvantages
Canadian consumers enjoy high disposable income, coupled with growing interest in premium, high-quality products and global cuisine.	Higher import costs for foodservice buyers and distributors due to relatively weak Canadian dollar, pushing food prices up.
Canada's ethnically diverse population provides opportunities for specialty products. Canadians are exposed to diverse flavors and their palate is developed.	Total population of Canada is smaller than California and more dispersed, making marketing and distribution costs generally higher than in the United States.
Per capita fruit and vegetable consumption higher than in the United States. Food service operators rely heavily on imports to meet produced demand all year round.	Buyers are constantly looking to reduce price, improve product quality and extend the product range with new entrants.
Duty free, tariff free treatment for 98 percent of U.S. products under USMCA (implemented July 1, 2020).	Tariff rate quotas apply for supply managed commodities, dairy, poultry and eggs
U.S. food products closely match Canadian tastes and are familiar to Canadian consumers.	Differences in chemical / residue tolerances as well as food standards may require special production runs.
Canadian consumers rate U.S. quality and safety highly.	Established vendors currently entrenched in the market.

Section II: Road Map for Market Entry

II.A. Entry Strategy

To facilitate initial export success, the Foreign Agricultural Service in Canada (FAS/Canada) recommends the following steps when entering the Canadian market:

1. Contact an international trade specialist through your state department of agriculture.
2. Thoroughly research the competitive marketplace.
3. Locate a Canadian partner to help identify key Canadian accounts.
4. Learn Canadian government standards and regulations that pertain to your product.

FAS/Canada works with State-Regional Trade Groups (SRTGs) and the respective U.S. state departments of agriculture to provide one-on-one export counseling, support for participation in selected tradeshows and trade missions, and identification of potential Canadian partners. Small- and medium-sized firms may qualify for financial support to promote their brands in Canada and other foreign markets under the [Branded Program](#) / [CostShare Program](#) / [FundMatch Program](#) administered by the SRTGs and funded in part by the USDA Market Access Program (MAP).

For more information on entering the Canadian market, interested parties should consult the FAS/Canada [Exporter Guide](#). The best entry method depends on the specific food product and the particular market sub-sector. FAS/Canada encourages companies to research their product category and the various channels they intend to target in Canada, as some categories are more challenging than others.

Attending Canadian trade and consumer shows can help U.S. exporters familiarize themselves with the market. A partial list of Canadian tradeshows can be found on the [Agriculture and Agri-Food Canada website](#). There are three large foodservice trade shows in Canada:

- The [Canadian Restaurant & Bar Show](#) (November 1 – 2, 2020);
- The [Restaurants Canada Show](#) (February 28 – March 2, 2021); and
- SIAL Canada (April 27-29, 2021).

[SIAL Canada](#) (September 28 – October 2, 2020). Due to COVID-19 travel restrictions and limits on gatherings, the 2020 show will be held virtually. USDA endorses SIAL Canada by coordinating a USA Pavilion with its tradeshow partner, [IMEX Management](#). This annual event alternates between Montreal and Toronto. Interested U.S. food companies can contact USDA's show contractor, Ms. Allison Brittain of IMEX Management at allisonb@imexmanagement.com.

II.B. Foodservice Market Structure

Commercial Foodservice

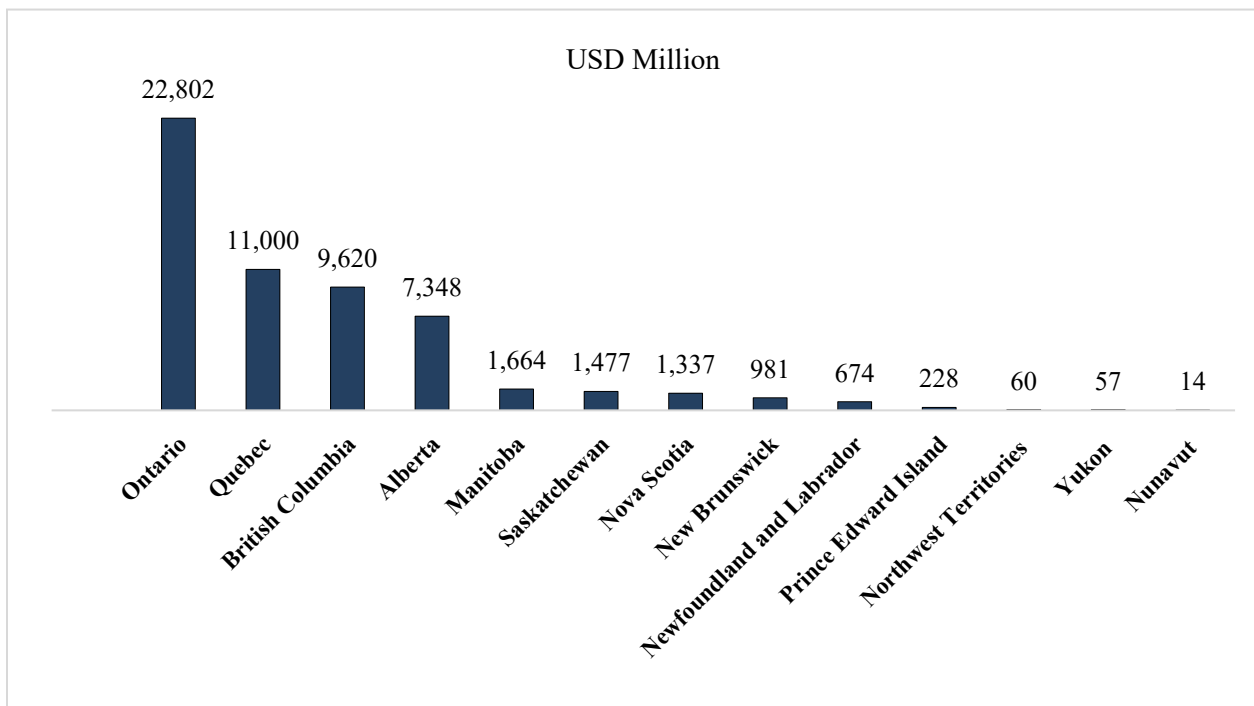
The Commercial foodservice sub-sector drives the market with sales of \$57 billion for 2019, accounting for 80 percent of total foodservice sales. Prince Edward Island generated the highest provincial commercial foodservice sales growth in 2019, growing 9 percent from 2018. The growth is largely due to a strong economy, which expanded 4.5 percent in 2019, the highest growth among provinces for the second consecutive year. While most other provinces saw moderate positive foodservice sales growth in 2019, rising menu prices and high household debt levels checked consumer spending and foodservice sales in 2019. Meanwhile, low commodity prices and sluggish economic activity held back foodservice sales in Newfoundland & Labrador, Saskatchewan, and Alberta.

Table 3: Commercial Foodservice Growth Rate 2019

PERFORMANCE BY PROVINCE - 2019 vs 2018	
Canada	3.5%
Newfoundland & Labrador	2.9%
Prince Edward Island	8.8%
Nova Scotia	4.5%
New Brunswick	4.2%
Quebec	5.3%
Ontario	3.1%
Manitoba	3.9%
Saskatchewan	1.1%
Alberta	2.4%
British Columbia	3.1%

Source: Restaurants Canada

Table 4: Commercial Foodservice Sales by Province 2019



Source: Statistics Canada

Non-commercial Foodservice

Sales growth in the non-commercial foodservice segment was 3.7 percent in 2019, however this growth was attributed mainly to menu price inflation of 2.7 percent. Total Non-commercial foodservice sales in Canada reached \$14 billion in 2019, accounting for 20 percent of the foodservice industry. The sector consists of accommodation, institutional, retail onsite, and other foodservice institutions.

Strong retail foodservice sales are forecast to continue as more convenience stores and grocery stores compete with restaurants to offer prepared hot meals and snacks convenient and affordable for consumers. As for accommodation foodservice, the growing consumer desire for experiences through travel is expected to drive this segment's growth in the future. The Hotel Association of Canada can be accessed [here](#).

Table 5: Foodservice Sales by Category in Canada 2017-2019 (CAD Billion)

FOODSERVICE SALES - COMMERCIAL AND NON-COMMERCIAL						
	2017 (in millions)	% Change '17/'16	2018 (in millions)	% Change '18/'17	2019 (in millions)	% Change '19/'18
Quick-service restaurants	\$30,490.7	5.7%	\$31,989.7	4.9%	\$33,074.8	3.4%
Full-service restaurants	\$30,186.1	6.9%	\$31,828.7	5.4%	\$33,003.5	3.7%
Caterers	\$5,350.4	4.3%	\$5,645.1	5.5%	\$5,893.4	4.4%
Drinking places	\$2,431.7	0.8%	\$2,475.9	2.6%	\$2,467.1	-0.4%
TOTAL COMMERCIAL	\$68,440.9	5.9%	\$71,939.4	5.1%	\$74,438.8	3.5%
Accommodation foodservice	\$6,934.0	6.9%	\$7,065.0	1.9%	\$7,361.0	4.2%
Institutional foodservice	\$4,791.7	2.6%	\$5,053.0	5.5%	\$5,132.9	1.6%
Retail foodservice	\$2,569.9	12.5%	\$2,764.8	7.6%	\$2,936.3	6.2%
Other foodservice	\$2,748.6	4.1%	\$2,858.6	4.0%	\$2,972.9	4.0%
TOTAL NON-COMMERCIAL	\$17,044.1	6.0%	\$17,741.4	4.1%	\$18,403.1	3.7%
TOTAL FOODSERVICE	\$85,485.0	5.9%	\$89,680.8	4.9%	\$92,841.9	3.5%
Menu inflation		2.6%		4.2%		2.7%
REAL GROWTH		3.3%		0.7%		0.8%

Source: Restaurants Canada, Statistics Canada, fsSTRATEGY Inc. and CBRE Hotels

II.C. Import Procedures

U.S. exporters are urged to review FAS/Canada FAIRS Reports ([CA18069](#) and [CA18070](#)) to understand better the Canadian import regulations and standards that apply to their product. The Canadian Food Inspection Agency (CFIA) provides extensive information on the [programs and services](#) it offers for importing commercial foods into Canada, including a [Guide to Importing Food Products Commercially](#). In addition, the CFIA [Automated Import Reference System](#) (AIRS) provides specific import requirements for food items by the Harmonized System (HS) classification, and detailed by place of origin (i.e., a specific U.S. state), a destination in Canada (i.e., a specific province) and end-use of the food item (e.g., for animal feed, for human consumption, etc.).

U.S. exporters should be aware that the [Safe Food for Canadian Regulations](#) (SFCR) came into effect on January 15, 2019, whereby 14 sets of existing regulations were consolidated. Certain parts of the regulations are being phased in over 12 to 30 months. Many of the regulations will directly impact the Canadian importers that U.S. exporters are working with. U.S. food processors are encouraged to understand how the SFCR may apply to them as new requirements may affect them doing business in Canada at [Getting started: Toolkit for businesses](#).

II.D. Market Access Channels in Canada

The bulk of Canadian foodservice products are imported by large importers, brokers, foodservice distributors, or through intra-company sales among international restaurant chains.

Perishable and specialty items, such as fresh meat products and fruits/vegetables, are imported and distributed by foodservice distributors. Below is a list of the top companies importing and/or distributing commodities and products in the Canadian foodservice sector.

Table 6: Top Foodservice Restaurant Chains, Hotel Chains, and Distributors

Restaurant Chains	Hotel Chains	Distributors
Restaurant Brands International	Four Seasons Hotels & Resorts	Sysco
McDonald's Corporation	Fairmont Raffles Hotels	Gordon Food Service International
Recipe Unlimited Corporation	Marriott Hotels of Canada	Associated Food Distributors
Doctor's Associates Inc. Worldwide	Starwood Hotels & Resorts	Colobar Foods
A&W Food Services of Canada	Wyndham Hotel Group	Flanagan Foodservice
Yum! Brands Inc.	Intercontinental Hotel Groups (IHG)	Belmont Meat
Starbucks Corporation	Hilton Canada Company	Beverage World
Boston Pizza International Inc.	InnVest REIT	
MTY Food Group Inc.	Best Western International	
Pizza Pizza Ltd	Choice Hotels Canada Inc.	

Source: Euromonitor & Restaurant Canada

Sysco and Gordon Food Service are the largest national foodservice distributors in Canada, representing approximately 40 percent of the market. Smaller regional and specialty commodity/product distributors play an important role in meeting foodservice sector needs and present opportunities for imported products with smaller production volumes.

It is recommended that small- to medium-sized U.S. companies form a partnership with a Canadian food broker/distributor/importer. Most foodservice distributors are not in the business of pioneering or finding new foodservice accounts for U.S. firms. Instead, Canadian distributors prefer to warehouse products that have a steady turnover rate.

Foodservice brokers do not take possession of the goods but act as sales representatives and work at pioneering the product and establishing new food service accounts with restaurants, hotels, and other institutional buyers. They establish a distribution network throughout the country or designated region. U.S. companies should seek a potential food broker with expertise and contacts in the foodservice sector, as competition and pricing can be challenging within a smaller, consolidated Canadian market.

Food brokers take a percentage of the product sales revenue ranging generally between three and six percent. The percentage is determined by several factors, including product category, market niche potential, expected sales volume, and additional requested services (e.g., data collection). A broker may request a monthly retainer fee as they pitch the product to prospective foodservice operators.

Section III: Competition

The United States dominates the Canadian market in prepared foods with 82 percent of total imports. This important category consists of products such as flavoring extracts, cocktail mixes, syrups, single fruit juices, pastry, pizzas/quiches, and dough mixes – all essential products to the foodservice industry.

Another area in which foodservice operators rely on imports is red meats, of which U.S. imports command 69 percent share of total imports. These meat products will range from portion control meats for fine dining to deli meats for sandwich shops and cafés. U.S. meat processors are recognized for maintaining high food safety standards and maintaining product handling standards that Canadian chefs, restaurateurs, food and beverage directors, and institutional buyers have come to rely on to ensure quality and safe foods to their patrons, patients, and clients.

As Canada is a mature market, offering a highly integrated supply chain structure, much of the competition for U.S. exporters is from other U.S. and Canadian food companies already established in the market.

Table 7: Top 10 U.S. Consumer-Oriented Food Exports to Canada in 2019 (Billions)

Consumer-Oriented Products	Top 10 Imports from the United States	Canada Total Imports from World	U.S. Market Share
Food Preparations	3.5	4.3	82%
Fresh Vegetables	1.7	2.8	62%
Fresh Fruit	1.4	3.7	38%
Pork & Pork Products	0.8	0.9	87%
Chocolate & Cocoa Products	0.7	1.3	52%
Tree Nuts	0.7	1.0	66%
Processed Vegetables	0.7	1.2	58%
Beef & Beef Products	0.6	0.9	69%
Condiments & Sauces	0.6	0.8	78%
Wine & Beer	0.5	2.6	20%

Source: Trade Data Monitor

Section IV. Best Products Categories and Trends

As part of Canada's growing health consciousness, consumers are increasingly wary about the food and beverages they consume, particularly in terms of the quality of ingredients and the incorporation of unwanted, unnatural, or artificial agents. Moreover, as consumer awareness of the need for sustainably produced and packaged products increases, they are more inclined to seek organic options. These two trends are particularly relevant to a younger demographic with increasing spending power and who are spending more on organic products than the average consumer.

In the quest for healthy eating, there is increased demand for more plant-based protein options. Research by Restaurants Canada shows that 63 percent of Canadians aged 18 to 34 and 42 percent of those 50 years of age or older are at least slightly interested in ordering plant-based burgers and sausages. According to Mintel research, 75 percent of consumers would like to include additional plant-based protein products in their diets. Today's consumers are trending toward reducing the amount of red meat they consume.

Restaurateurs are always looking for products that save them time and money and ultimately increase profit margins. As [minimum-wages have recently increased](#) across Canada, restaurateurs have become more price-sensitive and will continue to look for lower priced products to meet their needs while maintaining food quality.

Table 8: Top Food and Menu Trends in the Foodservice Sector for 2019

TOP 10 Trends	Up & Coming Trends
Craft Beer & Microbrews	Cannabis/CBD Infused Drinks and Food
Sous Vide	Half Portions/Smaller Portions (for Small Price)
House-made Condiments/Sauces	Food Waste Reduction/Management
Plant-based Burgers & Sausages	Protein-rich Grains/Seeds
Locally Sourced Foods	International/Street Food (Inspired Appetizers)
Paper Straws	Unusual/Uncommon Herbs
Food smoking	Drinkable Desserts
Charcuterie (House-cured Meats)	Dessert Flights/Combos/Platters
Sustainable Seafood	Vegetable/Vegetarian Appetizers and Cocktails
Pickling	

Source: Restaurants Canada: 2019 Canadian Chef Trends Survey

Table 9: Top Food Trends in Foodservice Orders in 2019

TOP 10 Food Trends	2019 % Food Orders	2020 % Food Orders
French Fries, Potato, Sweet Potato, Onion Rings	15.1%	17.5%
Breakfast Item	11.0%	10.1%
Burger	9.1%	13.4%
Sandwich, Subs	8.0%	7.7%
Chicken	7.5%	6.8%
Breads	4.3%	3.1%
Salad	4.2%	Not a trend in 2020 (Replaced by Doughnuts, Beignets)
Pizza, Panzerotti, Calzone	4.1%	5.9%
Cake, Squares, Muffins	3.7%	5.1%
Vegetarian Item	3.2%	3.5%

Source: Restaurants Canada 2020 Food Service Facts

Table 10: Top Beverage Trends in Foodservice orders in Canada

2019 TOP 10 Beverage Trends	2019 % Food Orders	2020 % Food Orders
Coffee	46.6%	57.0%
Carbonated Soft Drink, Pop, Soda	19.6%	18.8%
Water (included tap water)	6.5%	1.8%
Hot Tea	5.5%	4.7%
Alcoholic Beverage	5.0%	1.3%
Fruit Juice	3.7%	3.9%
Iced Tea	2.9%	2.4%
Milkshake, Smoothie	2.1%	1.9%
Milk	1.8%	1.3%
Hot Chocolate	1.4%	3.0%

Source: Restaurants Canada 2020 Food Service Facts

Section V: Key Contacts and Further Information

Please refer to the FAS/Canada [Exporter Guide](#) for links to additional information sources, including Canadian government agencies, Canadian databases, and industry organizations.

For further information, please contact the FAS/Canada staff at:

Foreign Agricultural Service (FAS) Ottawa

Telephone: (613) 688-5267

Email: AgOttawa@usda.gov

Foreign Agricultural Service (FAS) Toronto

Telephone: (416) 640-8683

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Attachments:

No Attachments