

Trends *in retail*



Issue 6 *Summer 2016*

Content

1. Top 10 Hot Trends in food
2. Who do Canadians Trust?
3. Data Highlights

Restaurant Canada Chef Survey—Top 10's

A recent survey of Canadian Chefs by Restaurant Canada reveals their Top 10 Hot Trends and Top 10 Up and Comers in food choices. A couple of these identified trends and hot items may be of interest to Alberta producers.

Ancient grains - Kamut, spelt, etc... even barley can be marketed as ancient grain – beyond just beef and barley soup. Research is finding that they are healthier than refined cereals. Whole grains containing more fiber, vitamin and minerals. From a food-service perspective they would add more color and variety on the plate.

Inexpensive/underused cuts of meat such as beef cheek, brisket, pork shoulder, skirt steak are being

purchased more, likely brought about by the increase in meat prices over the last couple of years. Food service is a margin business so chefs are becoming creative with cuts of meat that are not as well-used and hence less expensive. Meat can be more than just steaks and burgers. It is probably why house cured meats and house made sauces are showing up on both lists for chefs. They are having to do more inventive things with food.

Alternative pulse proteins. 2016 is the International Year of the Pulses. Drivers behind this food trend includes health and wellness and Canada's changing demographics (ethnic,

vegetarians, etc.) Pulses are an excellent way to provide protein and can offer gluten-free options. The Pulse Canada website has some interesting recipes. www.pulsecanada.com

Restaurants Canada

2016 CHEF SURVEY

HOT TRENDS

TOP 10

UP & COMERS

HOT TRENDS are the menu items and cooking methods at the peak of popularity. Customers are ordering them more than ever.

- 1** Craft beer / microbrews
- 2** Charcuterie / house-cured meats
- 3** Ethnic sauces (e.g. Sriracha, raita / raitha, chimichurri, soy sauce, sambal)
- 4** Locally sourced foods (Locavore)
- 5** Food smoking
- 6** House-made condiments / sauces
- 7** Gluten-free / food allergy conscious
- 8** Inexpensive / underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)
- 9** Organic produce
- 10** Leafy greens (e.g., kale, swiss chard, mustard greens, collard greens, dandelion, beet greens)

UP AND COMERS are the menu items that could be the next Hot Trend as interest in these items is quickly increasing.

- 1** House-made condiments / sauces
- 2** Ancient grains (e.g. kamut, spelt, amaranth, freekeh)
- 3** Alternative "pulse" proteins (e.g. pigeon peas, cranberry beans, black beluga lentils)
- 4** Inexpensive / underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)
- 5** Micro-distilled / artisan liquor
- 6** Ethnic / street food inspired appetizers (e.g. tempura, taquitos)
- 7** Chef-driven fast-casual concepts
- 8** Unusual / uncommon herbs (e.g. chervil, lovage, papalo, lemon balm)
- 9** Ethnic cheeses (e.g. queso fresco, paneer, labneh, halloumi)
- 10** House-made / artisan pickles

Nearly 500 professional chefs participated in Restaurants Canada's seventh annual Canadian Chef Survey, conducted by independent market research firm BrandSpark International in January 2016. Members of the Canadian Culinary Federation and Restaurants Canada participated in the survey. Detailed findings will soon be available for Restaurants Canada members at www.restaurantscanada.org.

With support from:

Who Do Canadians Trust?

In April 2016, Environics Communication published their CanTrust Index. The company surveyed Canadians in early March of 2016 on trust – who do Canadians trust and what elements contribute to that trust. The results were very interesting.

Food retailers were found to be the second most trusted industry at 43% right behind broadcasting

and streaming companies at 44%. Interestingly, that means no industry was able to gain the trust of more than half of the population. New Canadians (those who had lived here less than 15 years) were more trusting, but Primary Shoppers were less trusting overall. A third (33%) of Primary Shoppers have no trust in any of the industries. (continued next page)

Additionally, the number of Primary Shoppers who had trust in the food retailing industry was 3% less than the national average. With respect to organizations, Canadians have more trust in small to medium size corporations (44%) than either larger corporations (29%) or government (40%).

The top factors influencing trust were identified as:

- 1) job creation and investment (69%)
- 2) enjoyment of the product/service (68%)
- 3) openness and accessibility of the leader (67%).

The top trusted sources of information

- word of mouth (75%)
- product sampling (73%)
- traditional media (i.e. TV or newspaper) was the most trusted source of editorial content (69%) .

In terms of quality promises, 79% of Canadians prefer third party verification as opposed to a company's quality claims, something that can have implications for the food industry.

Data Highlights

Food service sales were down in the first quarter of 2016, compared to the last quarter of 2015. However, a drop in sales following the holiday season is expected. Sales in the first quarter of 2016 were down slightly as compared to the first quarter of 2015.

Food Service and Drinking Places Sales in Alberta						
2015				2016	Percentage Change	
Quarter 1 2015	Quarter 2 2015	Quarter 3 2015	Quarter 4 2015	Quarter 1 2016	Q4 to Q1	Annual Q1 change
\$2,099	\$2,258	\$2,302	\$2,225	\$2,090	-6.07%	-0.43%
Data in Millions where applicable. Source: Statistics Canada						

Source Reports:

- ◆ Environics Communications CanTrust Index.
<http://www.multivu.com/players/English/7819751-environics-cantrust-index/>
- ◆ Restaurants Canada Press Release: <https://www.restaurantscanada.org/en/Craft-beer-takes-top-spot>
- ◆ Statistics Canada 2016. Monthly survey of food services and drinking places, by North American Industry Classification System (NAICS). CANSIM 355-0006

Rosalie Cunningham

BSc, MBA

Phone: 780-415-9013

rosalie.cunningham@gov.ab.ca



Competitiveness and Market Analysis Section

Economics and Competitiveness Branch

Alberta Agriculture and Forestry

J.G.O'Donoghue Bldg.

7000-113 Street, Rm 302

Edmonton, AB T6H 5T6

Get Trends in Retail: email: magda.beranek@gov.ab.ca

Or read it on the [Alberta Food Consumer View Website](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/sis13986)

[http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/sis13986](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/sis13986)

The views and opinions expressed in this article are those of the Economics and Competitiveness Branch and do not necessarily reflect the official policy or position of the Ministry of Agriculture and Forestry nor the Government of Alberta. Analysis performed within this report is based on limited and open source information. Assumptions made within the analysis are not reflective of the position of the Ministry of Agriculture and Forestry nor the Government of Alberta.