



Hot Trends are the menu items and cooking methods that are at the peak of popularity. Customers are excited about these items and eating them more than ever.

Top 10: Hot Trends

1. Locally produced food and locally inspired dishes
2. Sustainability
3. Nutrition and health
4. Organics
5. Simplicity / back-to-basics
6. Gluten-free / food allergy conscious
7. Craft beer / microbrews
8. Artisanal cheeses
9. Bite-size / mini desserts
10. Quinoa / ancient grains

Menu Trends

1. Locally inspired dishes
2. Specialty / gourmet sandwiches
3. Low-calorie / low-fat entrees
4. Inexpensive / underused cuts of meat
5. Half portions / smaller portions for smaller price

Preparation Methods

1. Smoking
2. Sous vide
3. Braising
4. Liquid nitrogen chilling / freezing
5. Cooking with tea

Culinary Themes

1. Locavore
2. Sustainability
3. Nutrition / health
4. Farm- / estate-branded ingredients
5. Simplicity / back-to-basics

Ethnic Cuisines and Flavours

1. Ethnic fusion
2. Southeast Asian
3. Korean
4. Indian
5. Sushi

White Meat

1. Locally produced white meat
2. Organic poultry
3. Free-range poultry / pork
4. Pork belly
5. Guinea fowl

Red Meat / Game

1. Locally produced red meat
2. Grass-fed beef
3. New / fabricated cuts of meat
4. Game meats
5. Sausage

Seafood / Fish

1. Locally caught seafood / fish
2. Sustainable seafood
3. Non-traditional fish
4. Fresh local oysters
5. Spot prawns

Sides

1. Artisanal cheeses
2. Quinoa / ancient grains
3. Whole grain bread
4. Charcuterie
5. Ethnic condiments

Appetizers / Starters

1. Mini-burgers
2. Appetizer combos / platters
3. Amuse bouche
4. Warm appetizer salads
5. Edamame

Desserts

1. Local growth fruits
2. Bite-size / mini desserts
3. Deconstructed classic desserts
4. Dessert flights / combos / platters
5. Artisan / house-made ice cream

Produce

1. Locally grown produce
2. Organic produce
3. Superfruits (e.g. acai, goji berry, mangosteen)
4. Exotic mushrooms
5. Heirloom tomatoes

Spices, Seasonings, Flavours

1. Marinades / rubs
2. Hot / spicy flavours
3. Salt (e.g. flavoured, smoked, regional)
4. Honey
5. Bold BBQ flavours

Non-alcoholic Beverages

1. Organic / fair-trade coffee
2. Green tea
3. Energy drinks
4. Specialty iced tea (e.g. Thai-style, Southern / sweet, flavoured)
5. Flavoured / enhanced water

Alcoholic Beverages

1. Locally produced wine and beer
2. Craft beer / microbrews
3. Micro-distilled / artisan liquor
4. Organic wine / beer / liquor / cocktails
5. Bar chefs / mixologists

Up and Comers are the menu items that could be the next Hot Trend as interest in these items is quickly increasing.

Top 10: Up and Comers

1. Gluten-free beer
2. African cuisine
3. Red rice
4. Organic wine / beer / liquor / cocktails
5. Peruvian cuisine
6. New / fabricated cuts of meat
7. Cooking with tea
8. Beer sommeliers / Cicerones
9. Culinary cocktails
10. Traditional ethnic desserts (e.g. delimanjoo, flan, qatayef)

Menu Trends

1. Inexpensive / underused cuts of meat
2. Vegan entrees
3. Half portions / smaller portions for smaller price
4. Fancy / gourmet fast food
5. Meatless / vegetarian entrees

Preparation Methods

1. Cooking with tea
2. Liquid nitrogen chilling / freezing
3. Pickling
4. Sous vide
5. Oil-poaching / confit

Culinary Themes

1. Gluten-free / food allergy conscious
2. Children's nutrition
3. Raw foods
4. Nutrition / health
5. Farm- / estate-branded ingredients

Ethnic Cuisines and Flavours

1. African
2. Peruvian
3. Middle Eastern
4. Latin American
5. Korean

White Meat

1. Organic poultry
2. Guinea fowl
3. Locally produced white meat
4. Pork belly
5. Free-range poultry / pork

Red Meat / Game

1. New / fabricated cuts of meat
2. Grass-fed beef
3. Organ meats / offal meats
4. Game meats
5. Locally produced red meat

Seafood / Fish

1. Non-traditional fish
2. Bluefish
3. Octopus
4. Catfish
5. Spot prawns

Sides

1. Red rice
2. Quinoa / ancient grains
3. Black / forbidden rice
4. Vegetable ceviche
5. Lentils

Appetizers / Starters

1. Warm appetizer salads
2. Mexican appetizers
3. Gazpacho / cold soups
4. Amuse bouche
5. Breads with dips / spreads

Desserts

1. Traditional ethnic desserts (e.g. delimanjoo, flan, qatayef)
2. Savoury desserts
3. Sweet and salty desserts
4. Drinkable desserts
5. Savoury ice creams

Produce

1. Superfruits (e.g. acai, goji berry, mangosteen)
2. Heirloom beans
3. Agave
4. Exotic fruit (e.g. durian, passion fruit, dragon fruit, guava)
5. Chard

Spices, Seasonings, Flavours

1. Miso
2. Ponzu
3. Lemon grass
4. Salt (e.g. flavoured, smoked, regional)
5. Honey

Non-alcoholic Beverages

1. Specialty iced tea (e.g. Thai-style, Southern / sweet, flavoured)
2. Organic / fair-trade coffee
3. Agua fresca
4. House-made lemonade
5. Filtered tap water

Alcoholic Beverages

1. Gluten-free beer
2. Organic wine / beer / liquor / cocktails
3. Beer sommeliers / Cicerones
4. Culinary cocktails
5. Beer-based cocktails

CRFA's 2011 Canadian Chef Survey



Perennial Favourites are the menu items that are always popular and are long-time menu favourites.

Yesterday's News are the menu items that have declined in popularity as customers are less interested in these items now.

Top 10: Perennial Favourites

1. Chocolate desserts
2. Cold appetizer salads
3. Fresh fruit
4. Classical desserts
5. Pie
6. Tuna
7. Aged meats
8. Carbonated beverage / soft drinks
9. Barbeque items
10. Marinades / rubs

Top 10: Yesterday's News

1. Gazpacho / cold soups
2. Tilapia
3. Mini-burgers
4. Kobe beef
5. Flavoured / enhanced water
6. Foams
7. Ready to serve
8. Catfish
9. Cupcakes
10. Energy drinks

CRFA's Canadian Chef Survey is based on responses from more than 500 professional chefs. It was conducted by independent market research firm BrandSpark International in February, 2011. Chefs were asked to rate the popularity of a variety of menu items and cooking methods, identifying hot trends, up-and-comers, perennial favourites and yesterday's news.

Special thanks to the **Canadian Culinary Federation** for their participation in the survey. The goal of the Canadian Culinary Federation is to unite chefs and cooks across Canada in a common dedication to professional excellence. For more information, contact www.ccfcc.ca.

The **Canadian Restaurant and Foodservices Association (CRFA)** is one of the largest business associations in Canada. Since its founding in 1944, CRFA has grown to represent restaurants, bars, cafeterias and social and contract caterers, as well as accommodation, entertainment and institutional foodservice. For more information, contact www.crfa.ca.

BrandSpark International is a market research and brand strategy firm with expertise in the restaurant industry. For more information, contact www.brandspark.ca.



PERENNIAL FAVOURITES /
YESTERDAY'S NEWS



Canadian Restaurant
and Foodservices
Association