

CRFA's 2012 Canadian Chef Survey

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 and locally inspired dishes
- 2 Sustainability
- 3 Gluten-free / food allergy conscious
- 4 Farm- / estate-branded ingredients
- 5 Simplicity / back-to-basics
- 6 Nutrition / health (e.g. low-fat, reduced sodium, antioxidants, high-fibre)
- 7 Ethnic/ street food inspired appetizers (e.g. tempura, taquitos)
- 8 Food trucks / street food
- 9 Artisanal cheeses
- 10 Bite-size / mini desserts

PREPARATION METHODS

- 1 Slow cooking
- 2 Smoking
- 3 Sous vide
- 4 Pickling
- 5 Braising

CULINARY THEMES

- 1 Locally inspired dishes
- 2 Locavore (locally sourced food)
- 3 Sustainability
- 4 Gluten-free / food allergy conscious
- 5 Farm- / estate-branded ingredients

ETHNIC CUISINES AND FLAVOURS

- 1 Ethnic fusion
- 2 Thai cuisine
- 3 Korean cuisine
- 4 Indian cuisine
- 5 Sushi

WHITE MEAT

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

RED MEAT / GAME

- 1 Locally produced red meat
- 2 Grass-fed beef
- 3 New / fabricated cuts of meat (e.g. Denver steak, pork flat iron, bone-in Tuscan veal chop)
- 4 Game meats (e.g. venison, bison, elk, rabbit, boar)
- 5 Aged meats (e.g. prosciutto, Iberian ham)

SEAFOOD / FISH

- 1 Locally caught seafood / fish
- 2 Sustainable seafood
- 3 Non-traditional fish (e.g. branzino, Arctic char, barramundi)
- 4 Fresh local oysters
- 5 Spot prawns

SIDES

- 1 Artisanal cheeses
- 2 Quinoa / ancient grains (e.g. kamut, spelt, amaranth)
- 3 Artisan / specialty bacon
- 4 Ethnic condiments (e.g. raita, raitha, chimichurri, Sriracha, chutney, soy sauce)
- 5 Charcuterie

APPETIZERS / STARTERS

- 1 Ethnic/ street food inspired appetizers (e.g. tempura, taquitos)
- 2 Charcuterie plates / samplers
- 3 Vegetable / vegetarian appetizers
- 4 Amuse bouche
- 5 Appetizer combos / platters

DESSERTS

- 1 Bite-size / mini desserts
- 2 Sweet and salty desserts
- 3 Artisan / house-made ice cream
- 4 Deconstructed classic desserts
- 5 Dessert flights / combos / platters

PRODUCE

- 1 Locally grown produce
- 2 Organic produce
- 3 Superfruits (e.g. acai, goji berry, mangosteen)
- 4 Heirloom tomatoes
- 5 Micro-vegetables / micro-greens

SPICES, SEASONINGS, FLAVOURS

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

NON-ALCOHOLIC BEVERAGES

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

ALCOHOLIC BEVERAGES

- 1 Locally produced wine and beer
- 2 Craft beer / microbrews
- 3 Culinary cocktails (e.g. savoury, customized to specific dishes)
- 4 Food - beer pairings
- 5 Muddled cocktails (e.g. mixed with fresh fruit/berries, herbs, vegetables)



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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 African cuisine
- 2 Black garlic
- 3 Gluten-free beer
- 4 Red rice
- 5 Peruvian cuisine
- 6 Vegetable ceviche
- 7 Micro-distilled / artisan liquor
- 8 Goat
- 9 Game bird appetizers (e.g. duck, quail)
- 10 Savoury ice creams

PREPARATION METHODS

- 1 Cooking with tea
- 2 Cooking with filtered water
- 3 Fermenting
- 4 Liquid nitrogen chilling / freezing
- 5 Pickling

CULINARY THEMES

- 1 Children's nutrition
- 2 Fewer choices on the menu
- 3 Hyper-local sourcing (e.g. restaurant gardens)
- 4 Five ingredients or less
- 5 Healthy kids' meals

ETHNIC CUISINES AND FLAVOURS

- 1 African cuisine
- 2 Peruvian cuisine
- 3 Cuban cuisine
- 4 Moroccan cuisine
- 5 Mongolian cuisine

WHITE MEAT

- 1 Pork tongue
- 2 Pork face
- 3 Chicken skin
- 4 Locally produced white meat
- 5 Guinea fowl

RED MEAT / GAME

- 1 Goat
- 2 New / fabricated cuts of meat (e.g. Denver steak, pork flat iron, bone-in Tuscan veal chop)
- 3 Organ meats / offal meats
- 4 Game meats (e.g. venison, bison, elk, rabbit, boar)
- 5 Grass-fed beef

SEAFOOD / FISH

- 1 Non-traditional fish (e.g. branzino, Arctic char, barramundi)
- 2 Fish collars
- 3 Octopus
- 4 Candied fish
- 5 Sustainable seafood

SIDES

- 1 Red rice
- 2 Vegetable ceviche
- 3 Black / forbidden rice
- 4 Quinoa / ancient grains (e.g. kamut, spelt, amaranth)
- 5 Artisan / specialty bacon

APPETIZERS / STARTERS

- 1 Game bird appetizers (e.g. duck, quail)
- 2 Vegetable / vegetarian appetizers
- 3 Ethnic / street food inspired appetizers (e.g. tempura, taquitos)
- 4 Warm appetizer salads
- 5 Charcuterie plates / samplers

DESSERTS

- 1 Savoury ice creams
- 2 Drinkable desserts
- 3 Savoury desserts
- 4 Traditional ethnic desserts (e.g. delimanjoo, flan, qatayef)
- 5 Artisan / house-made ice cream

PRODUCE

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

SPICES, SEASONINGS, FLAVOURS

- 1 Black garlic
- 2 Ponzu
- 3 Salt (e.g. flavoured, smoked, regional)
- 4 Sriracha
- 5 Mustard

NON-ALCOHOLIC BEVERAGES

- 1 House-made soft drinks
- 2 Dairy-free milk (e.g. soy, almond, rice)
- 3 Specialty iced tea (e.g. Thai-style, Southern/sweet, flavoured)
- 4 Organic / Fair-trade coffee
- 5 Agua fresca

ALCOHOLIC BEVERAGES

- 1 Gluten-free beer
- 2 Micro-distilled / artisan liquor
- 3 Culinary cocktails (e.g. savoury, customized to specific dishes)
- 4 Onsite barrel-aged drinks
- 5 Low calorie cocktails



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PERENNIAL FAVOURITES

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

TOP 10

- 1 Roasting
- 2 Searing / sautéing
- 3 Italian cuisine
- 4 Shellfish
- 5 Fresh fruit
- 6 Grilling
- 7 Scallops
- 8 Wine
- 9 French cuisine
- 10 Hot tea

YESTERDAY'S NEWS

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

TOP 10

- 1 Foams
- 2 Kobe beef (Wagyu)
- 3 Mini-burgers
- 4 Cupcakes
- 5 Gazpacho / cold soups
- 6 Tilapia
- 7 Cajun
- 8 Sea bass
- 9 Flavoured / enhanced water
- 10 Energy drink cocktails

CRFA's Canadian Chef Survey is based on responses from more than 300 professional chefs. It was conducted by independent market research firm BrandSpark International in February and March, 2012. 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.

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