



# CRFA 2013 4<sup>th</sup> Annual Canadian Chef Trends Survey

*Prepared for: Participating Chefs*



# BrandSpark International



**This research was conducted on behalf of the Canadian Restaurant and Foodservices Association by BrandSpark International. BrandSpark International is a marketing research firm with many years of experience working within the foodservice industry.**



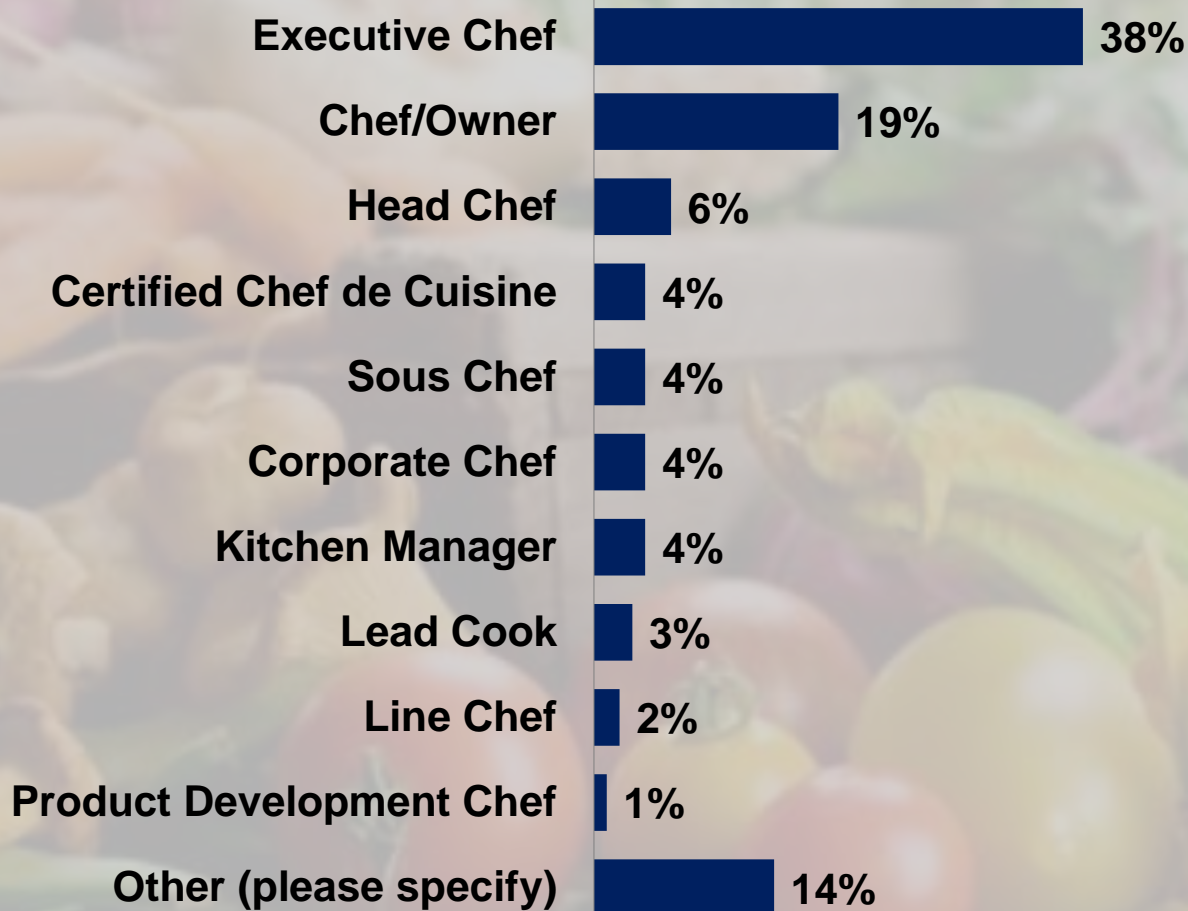
# Fourth Annual Canadian Chef Trends Survey

## **Objective:**

Tap into Canada's top culinary minds to identify the latest food trends and culinary innovations in Canada.



# Profile of Participating Chefs



(n=353)



# Methodology

- Survey responses were conducted online.
- 353 chefs participated, including CRFA and Canadian Culinary Federation members.
- Surveys were completed by chefs from January 7 - February 1, 2013.
- The survey was modeled on a successful U.S. Chef Survey conducted by the National Restaurant Association and American Culinary Federation.

# Culinary Areas of Interest

- ✓ **Menu trends**
- ✓ **Appetizers / starters**
- ✓ **Sides**
- ✓ **Ingredient trends (produce, white meat, red meat/game, seafood/fish, spices/seasonings)**
- ✓ **Desserts**
- ✓ **Preparation methods**
- ✓ **Non-alcoholic beverages**
- ✓ **Alcoholic beverages**
- ✓ **Culinary themes**
- ✓ **Ethnic cuisines and flavours**



# What We Asked Chefs

- ✓ **Hot Trend** – at a peak in popularity, customers are excited about these items and eating them more than ever.
- ✓ **Yesterday's News** – decreased in popularity, customers are less interested in these items now.
- ✓ **Perennial Favourite** – popular as always, these items are long time menu favourites.
- ✓ **Up and Comer** – could be the next Hot Trend, interest in these items is quickly increasing.

# Thanks to All the Supporters!

- All those who participated in this survey.
- CRFA for spearheading this initiative.
- Canadian Culinary Federation.





# Let`s Look at the Trends



# Top 10 Hot Trends

1. **Locally produced food and locally inspired dishes (1)**
2. **Gluten-free/Food Allergy Conscious (3)**
3. **Sustainability (2)**
4. **Farm/Estate-branded ingredients (4)**
5. **Food trucks/Street food (8)**
6. **Ethnic/street food inspired appetizers (7)**
7. **Greek Yogurt (-)**
8. **Simplicity/Back to basics (5)**
9. **Non-wheat noodles or pasta (-)**
10. **Ancient grains (29)**

(position last year)



# Top 10 Hot Trends

## 2013

1. Locally produced food and locally inspired dishes
2. Gluten-free/Food Allergy Conscious
3. Sustainability
4. Farm/Estate-branded ingredients
5. Food trucks/Street food
6. Ethnic/street food inspired appetizers
7. Greek Yogurt
8. Simplicity/Back to basics
9. Non-wheat noodles or pasta
10. Ancient grains

## 2012

1. Locally produced food 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
7. Ethnic/Street food inspired appetizers
8. Food trucks/Street food
9. Artisanal Cheeses
10. Bite Sized Mini Desserts

# #1 Hot Trend

For the fourth year, over

**70%** of Chefs agree...



# #1 Hot Trend

## **LOCAL, LOCAL, LOCAL**

Locally grown produce

Locally inspired dishes

Locavore (locally sourced food)

Locally produced wine and beer

Locally caught seafood/fish

Locally produced red meat

Hyper-local sourcing (e.g. restaurant gardens)

Locally produced white meat...

# Hot Trends: Menu Trends

## % of chefs believing this is a 'Hot Trend'

Locally inspired dishes



**71%**

Inexpensive/underused cuts of meat  
(e.g. beef cheek, brisket, pork shoulder, skirt steak)



**48%**

Healthy kids meals



**46%**

Fewer choices on the menu



**45%**

Specialty gourmet sandwiches



**45%**



# Hot Trends: Appetizers/Starters

## % of chefs believing this is a 'Hot Trend'

Ethnic/Street food inspired appetizers  
e.g. tempura, taquitos, etc.



**58%**

Artisanal poutine



**49%**

Charcuterie plates/samplers



**41%**

Vegetable/Vegetarian appetizers



**30%**

Warm appetizer salads



**24%**

# Hot Trends: Sides

## % of chefs believing this is a 'Hot Trend'

Non-wheat noodles or pasta  
(e.g. quinoa, rice, buckwheat)



**53%**

Ancient grains  
(e.g. kamut, spelt, amaranth)



**51%**

Artisan/Specialty Bacon



**51%**

Quinoa



**44%**

Artisanal cheeses



**43%**



# Hot Trends: Produce

## % of chefs believing this is a 'Hot Trend'

Locally grown produce



**72%**

Organic produce



**50%**

Superfruits  
(e.g. acai, goji berry, mangosteen)



**43%**

Leafy greens  
(e.g. kale, swiss chard, mustard greens, collard greens, dandelion, beet greens)



**40%**

Micro-vegetables/Micro-greens



**37%**

# Hot Trends: White Meat

## % of chefs believing this is a 'Hot Trend'

Locally produced white meat



**52%**

Organic poultry



**49%**

Free-range poultry / pork



**48%**

Pork Belly



**30%**

Chicken skin



**19%**



# Hot Trends: Red Meat/Game

## % of chefs believing this is a 'Hot Trend'

Locally produced red meat



**60%**

Grass-fed beef



**44%**

New/fabricated cuts of meat  
(e.g. Denver steak, pork flat iron, bone-in  
Tuscan veal chop)



**41%**

Aged cured meats  
(e.g. Prosciutto, Iberian Ham etc.)



**32%**

Sausage  
(e.g. lap cheong, Chorizo, Andouille)



**31%**

# Hot Trends: Seafood/Fish

**% of chefs believing this is a 'Hot Trend'**

Sustainable seafood



**66%**

Locally caught seafood/fish



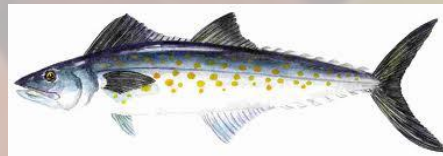
**61%**

Non-traditional fish  
(e.g. branzino, Arctic char, barramundi)



**31%**

Underutilized fish  
(e.g. mackerel, bluefish, redfish)



**31%**

Spot prawns



**28%**



# Hot Trends: Spices, Seasonings, Flavours

**% of chefs believing this is a 'Hot Trend'**

Greek Yogurt



**54%**

Marinades/Rubs



**34%**

Salt  
(e.g. flavoured, smoked, regional)



**31%**

Black Garlic



**27%**

Hot/Spicy Flavours



**27%**

# Hot Trends: Desserts

## % of chefs believing this is a 'Hot Trend'

Bite-size / mini desserts



**50%**

Sweet and salty desserts



**42%**

Artisan / house-made ice creams



**36%**

Dessert flights/Combos/Platters



**36%**

Salted caramel



**36%**

Deconstructed classic desserts



**30%**



# Hot Trends: Preparation Methods

**% of chefs believing this is a 'Hot Trend'**

Slow Cooking



**34%**

Smoking



**34%**

Braising



**33%**

Pickling



**32%**

Sous vide

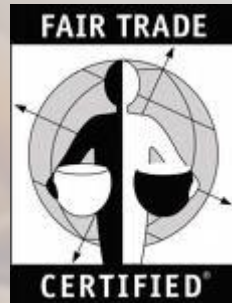


**29%**

# Hot Trends: Non-Alcoholic Beverages

**% of chefs believing this is a 'Hot Trend'**

Fair trade/Organic coffee



**46%**

Coconut water



**41%**

Specialty iced tea  
(e.g. Thai-style, Southern/sweet, flavoured)



**38%**

Small batch sodas



**32%**

Green tea



**27%**



# Hot Trends: Alcoholic Beverages

## % of chefs believing this is a 'Hot Trend'

Locally produced wine and beer



**61%**

Craft beer/Microbrews



**48%**

Micro-distilled/artisan liquor



**45%**

Regional signature cocktails



**42%**

Bar chef/Mixologist



**41%**

Specialty beer  
(e.g., seasonal, fruit flavoured)



**39%**

# Hot Trends: Culinary Themes

**% of chefs believing this is a 'Hot Trend'**

Gluten-free/Food allergy conscious



**67%**

Locavore  
(locally sourced food)



**67%**

Environmental sustainability



**62%**

Farm- /Estate-branded  
ingredients



**60%**

Food trucks



**60%**



# Hot Trends: Ethnic Cuisines and Flavours

**% of chefs believing this is a 'Hot Trend'**

Ethnic fusion



**30%**

Middle Eastern



**26%**

Indian



**24%**

Korean



**24%**

Thai



**24%**

Vietnamese



**23%**

# Biggest Movers Year Over Year

## Cooling Down

Menu Category	Menu Item	CHANGE
Seafood/fish	Non-traditional fish (e.g. branzino, Arctic char, barramundi)	-17
Sides	Flatbreads (e.g. naan, papadum, lavash, pita, tortilla)	-15
Ethnic cuisines and flavours	Ethnic fusion	-12
Spices, seasonings and flavours	Honey	-12
Non-alcoholic beverages	Green tea	-11
Spices, seasonings and flavours	Sriracha	-11
Sides	Artisanal cheeses	-11
Ethnic cuisines and flavours	Thai	-10
Produce	Heirloom tomatoes	-10
Ethnic cuisines and flavours	Sushi	-10

These items becoming yesterday's news or becoming established as perennial favourites.

## Heating Up

Menu Category	Menu Item	CHANGE
Produce	Locally grown produce	12
Sides	Ancient grains (e.g. kamut, spelt, amaranth)	10
Ethnic cuisines and flavours	Scandinavian (Danish, Swedish, etc.)	10
Alcoholic beverages/cocktails	Micro-distilled / artisan liquor	8
Alcoholic beverages/cocktails	Locally produced wine and beer	7
Culinary themes	Hyper-local sourcing (e.g., restaurant gardens)	7
Produce	Pomegranates	7
Ethnic cuisines and flavours	African (non-Ethiopian)	7
Sides	Black/forbidden rice	6
Culinary themes	Gluten-free/Food allergy conscious	6

These items are trending up more than all others.



# Top 10 Up & Coming Trends

1. **Red rice**
2. **Digital menus**
3. **Goat**
4. **House-made soft drinks**
5. **African (non-Ethiopian)**
6. **Gluten-free beer**
7. **Kid-friendly versions of adult dining options**
8. **Underutilized fish**
9. **Drinkable desserts**
10. **Black/Forbidden rice**

# Top 10 Up & Coming Trends

## 2013

1. Red rice
2. Digital menus
3. Goat
4. House-made soft drinks
5. African (non-Ethiopian)
6. Gluten-free beer
7. Kid-friendly versions of adult dining options
8. Underutilized fish
9. Drinkable desserts
10. Black/Forbidden rice

## 2012

1. African (Non-Ethiopian) 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  
Savoury ice creams



# Up & Coming: Menu Trends

## % of chefs believing this is an 'Up and Comer'

Kid-friendly versions of adult dining options



**29%**

Fewer choices on the menu



**25%**

Healthy kids meals



**23%**

Vegan entrees



**20%**

Half portions/Smaller portions for smaller price



**20%**

# Up & Coming: Appetizers/Starter

## % of chefs believing this is an 'Up and Comer'

Warm appetizer salads



**19%**

Game bird appetizers  
(duck, quail etc.)



**17%**

Vegetable/Vegetarian appetizers



**15%**

Flatbread appetizers



**13%**

Artisanal poutine



**10%**



# Up & Coming: Sides

**% of chefs believing this is an 'Up and Comer'**

**Red rice**



**35%**

**Black / forbidden rice**



**25%**

**Ethnic cheeses**  
(e.g., hallumi, paneer, queso fresco)



**23%**

**Vegetable Ceviche**



**20%**

**Non-wheat noodles or pasta**  
(e.g., quinoa, rice, buckwheat)



**16%**

**Ancient grains**  
(e.g., kamut, spelt, amaranth)



**16%**

# Up & Coming: Produce

**% of chefs believing this is an 'Up and Comer'**

Heirloom beans



**22%**

Superfruits

(e.g. acai, goji berry, mangosteen)



**20%**

Heirloom apples



**20%**

Agave



**19%**

Hybrid fruit/Vegetables

(e.g. plumcot, grapple, broccoflower)



**13%**



# Up & Coming: White Meat

**% of chefs believing this is an 'Up and Comer'**

Pork face



**22%**

Pork tongue



**21%**

Dark meat chicken/turkey



**15%**

Chicken Skin



**13%**

Organic poultry



**11%**

# Up & Coming: Red Meat/Game

**% of chefs believing this is an 'Up and Comer'**

Goat



**31%**

New/Fabricated cuts of meat

(e.g. Denver steak, pork flat iron, bone-in Tuscan veal chop)



**24%**

Organ meats/Offal meats



**16%**

Skin

(e.g. pig, lamb)



**14%**

Grass-fed beef



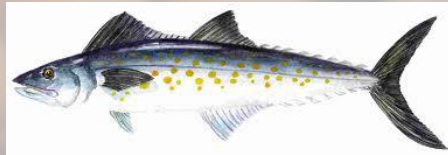
**13%**



# Up & Coming: Seafood/Fish

**% of chefs believing this is an 'Up and Comer'**

Underutilized fish  
(e.g., mackerel, bluefish, redfish)



**29%**

Non-traditional fish  
(e.g., branzino, arctic char)



**22%**

Fish collars



**17%**

Spot Prawns



**9%**

Sustainable seafood



**7%**

# Up & Coming: Spices, Seasonings, Flavours

% of chefs believing this is an 'Up and Comer'

Black Garlic



**22%**

Sumac



**22%**

Alcohol infused bbq flavours



**15%**

Vinegar/Flavoured vinegar/  
House-made vinegar



**14%**

Leaves  
(e.g., kaffir lime leaves, banana, toro)



**12%**



# Up & Coming: Desserts

## % of chefs believing this is an 'Up and Comer'

Drinkable desserts



**27%**

Desserts made from vegetables



**22%**

Savoury ice cream



**16%**

Traditional ethnic desserts  
(e.g. delimanjoo, flan, qatayef)



**15%**

Artisan/House-made ice cream



**14%**

# Up & Coming: Preparation Methods

**% of chefs believing this is an 'Up and Comer'**

Cooking with tea



**22%**

Fermenting



**19%**

Liquid nitrogen  
chilling/Freezing



**10%**

Slow cooking



**9%**

Pickling



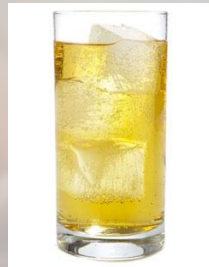
**9%**



# Up & Coming: Non-alcoholic Beverages

**% of chefs believing this is an 'Up and Comer'**

House-made soft drinks



**31%**

Small batch sodas



**23%**

Dairy free milk



**23%**

Specialty iced tea  
(e.g. Thai-style, Southern/sweet, flavoured)



**20%**

Agua fresca



**18%**

# Up & Coming: Alcoholic Beverages

**% of chefs believing this is an 'Up and Comer'**

Gluten-free beer



**29%**

Micro-distilled/artisan liquor



**23%**

Beer-based cocktails



**23%**

Culinary cocktails

(e.g. savoury, customized to specific dishes)



**21%**

Specialty beer

(e.g., seasonal, fruit flavoured)



**20%**

On-site barrel-aged drinks



**20%**



# Up & Coming: Culinary Themes

**% of chefs believing this is an 'Up and Comer'**

Digital menus



**31%**

Children's nutrition



**22%**

Communal dining



**20%**

Izakaya/Noodle  
bar/Japanese pub food



**19%**

Five ingredients or less



**19%**

Gluten-free/Food allergy  
conscious



**15%**

# Up & Coming: Ethnic Cuisines/Flavours

**% of chefs believing this is an 'Up and Comer'**

African (Non-Ethiopian)



**29%**

Brazilian



**24%**

Cuban



**23%**

Filipino



**23%**

Peruvian



**22%**



A vibrant still life photograph of fresh vegetables. In the foreground, several cherry tomatoes in shades of red and yellow are visible. Behind them, there are green leafy vegetables, possibly spinach or kale, and a bunch of radishes with their characteristic red skin and green tops. The vegetables are arranged on a rustic wooden surface. A semi-transparent white rectangular box is overlaid in the center of the image, containing the title text.

# **A look at ‘Yesterday’s News’ and ‘Perennial Favourites’**

# **‘Yesterday’s News’ Top 10**

- 1. Cupcakes**
- 2. Molecular gastronomy**
- 3. Hybrid fruit/vegetables**
- 4. Doughnuts**
- 5. Pâté**
- 6. Liquid nitrogen chilling/freezing**
- 7. Breads with dips / spreads**
- 8. Flatbread appetizers**
- 9. Passion fruit**
- 10. Raw foods**



# 'Yesterday's News' Top 10

## 2013

1. Cupcakes
2. Molecular gastronomy
3. Hybrid fruit/vegetables
4. Doughnuts
5. Pâté
6. Liquid nitrogen chilling/freezing
7. Breads with dips / spreads
8. Flatbread appetizers
9. Passion fruit
10. Raw foods

## 2012

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

# **‘Perennial Favourites’ Top 10**

- 1. Carrots**
- 2. Fresh herbs**
- 3. Wine**
- 4. Seafood appetizers**
- 5. Maple syrup**
- 6. Rotisserie**
- 7. Honey**
- 8. Oysters**
- 9. Braising**
- 10. Avocado**



# 'Perennial Favourites' Top 10

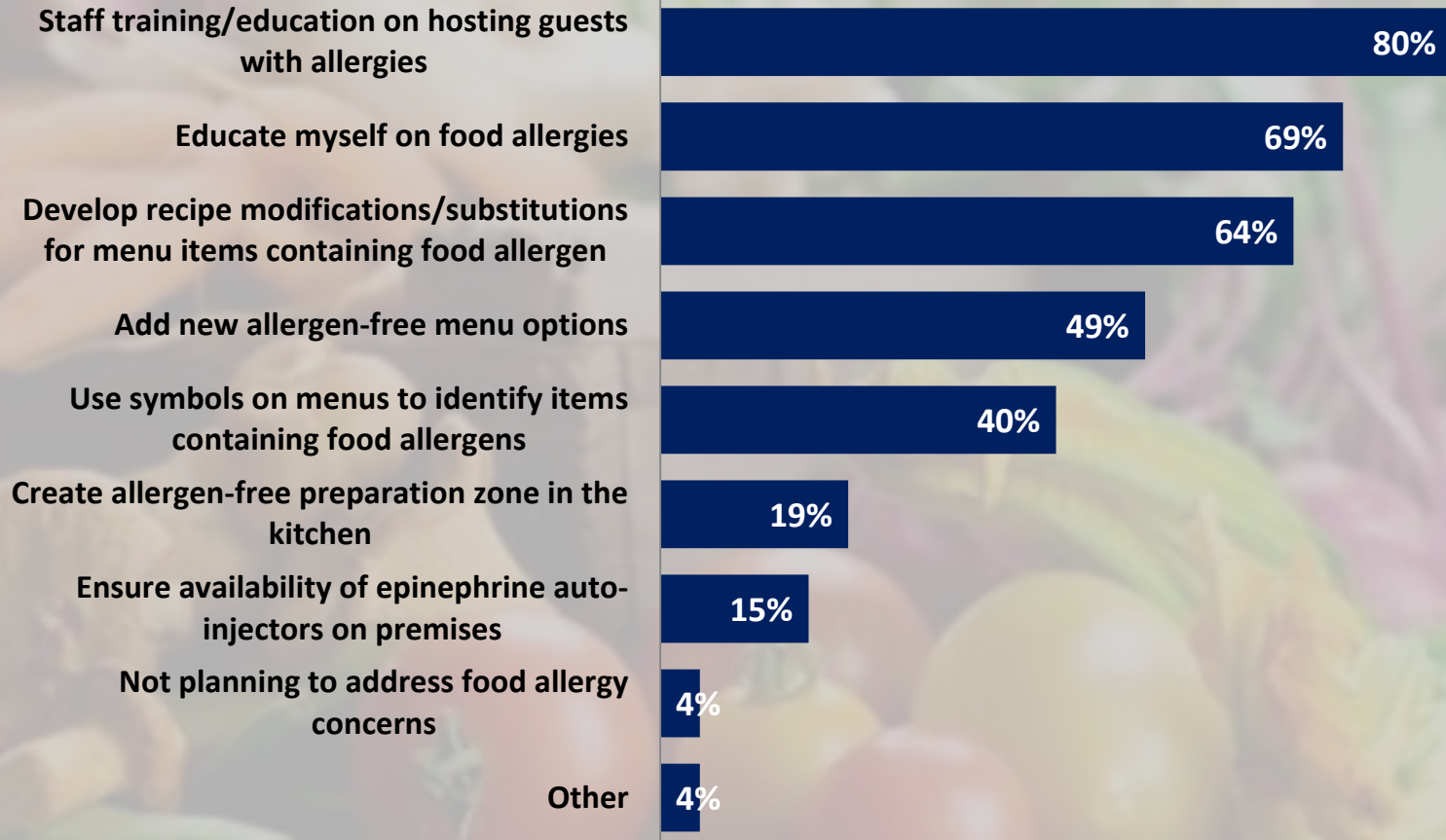
## 2013

1. Carrots
2. Fresh herbs
3. Wine
4. Seafood appetizers
5. Maple syrup
6. Rotisserie
7. Honey
8. Oysters
9. Braising
10. Avocado

## 2012

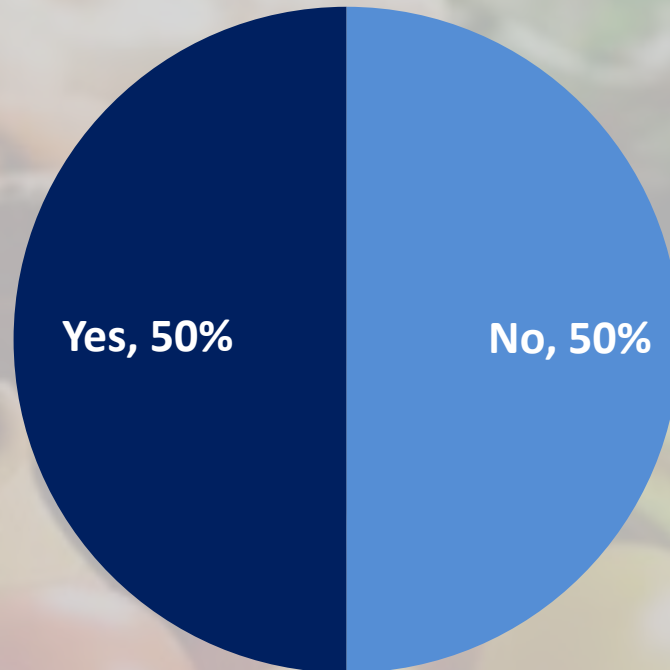
1. Shellfish
2. Fresh Fruit
3. Scallops
4. Wine
5. Hot tea
6. Freshly baked traditional pies
7. Lamb
8. Cheese plates / platters
9. Seafood appetizers
10. Gelato / sorbet

# Most Popular Methods for dealing with Allergens

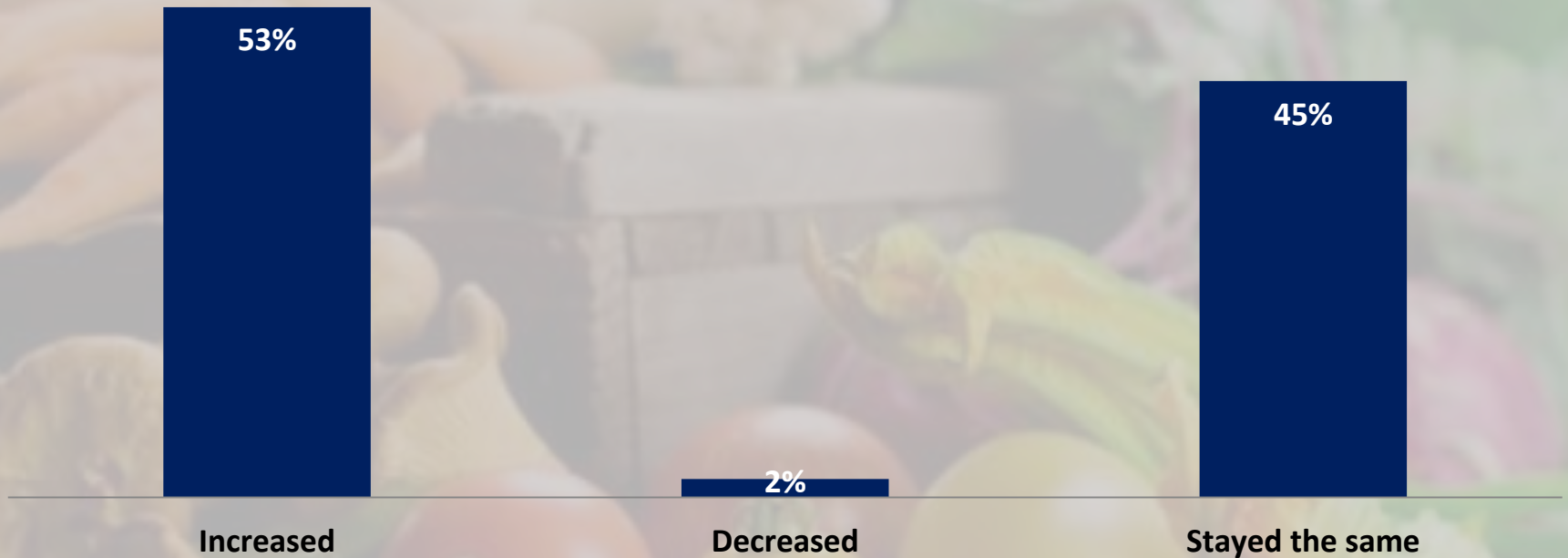




# Propensity of Protocols for Food-Related Emergency Anaphylaxis Situations



# Change in Measures to Address Food Allergy Concerns Within Past Year





# Thank you!

**Mark Baltazar**

VP, Marketing Effectiveness

647-727-4578

Mbaltazar@brandspark.com

**BrandSpark**  
International