

CRFA's 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 sourced foods
2. Sustainability
3. Organics
4. Artisanal cheeses
5. Simplicity/back to basics
6. Nutritional/healthy cuisine
7. Free-range poultry/pork
8. Small plates/tapas/mezze/dim sum
9. Bite size/mini desserts
10. Superfruits (e.g. acai, goji berry, mangosteen)

Menu Trends

1. Small plates / tapas / mezze / dim sum
2. Inexpensive / underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)
3. Half portions / smaller portions for smaller price
4. Specialty / gourmet sandwiches
5. Gourmet burgers / build-your-own burgers

Preparation Methods

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

Culinary Themes

1. Locavore (locally sourced food)
2. Sustainability
3. Farm- / estate-branded ingredients
4. Simplicity / back-to-basics
5. Nutrition / health (e.g. low-fat, reduced sodium, antioxidants, high-fibre)

Ethnic Cuisines and Flavours

1. Ethnic fusion
2. Regional ethnic cuisine
3. Southeast Asian (e.g. Thai, Vietnamese, Burmese, Malaysian)
4. Indian
5. Middle Eastern

White Meat

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

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. Aged meats (e.g. Prosciutto, Iberian ham)
5. Game meats (e.g. venison, elk, rabbit, boar)

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. Ethnic condiments (e.g. raita, raitha, chimichurri, Sriracha, chutney, soy sauce)
3. Flatbreads (e.g. naan, papadum, lavash, pita, tortilla)
4. Ancient grains (e.g. kamut, spelt, amaranth)
5. Charcuterie

Appetizers / Starters

1. Mini-burgers
2. Amuse bouche
3. Appetizer combos / platters
4. Edamame
5. Asian appetizers (e.g. tempura, spring rolls/egg rolls, satay, dumplings)

Desserts

1. Locally grown fruits
2. Bite-size / mini desserts
3. Dessert flights / combos / platters
4. Sweet and salty desserts
5. Drinkable desserts

Produce

1. Locally grown produce
2. Organic produce
3. Heirloom tomatoes
4. Superfruits (e.g. acai, goji berry, mangosteen)
5. Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)

Spices, Seasonings and Flavours

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

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 / Cocktails

1. Locally produced wine and beer
2. Culinary cocktails (e.g. savoury, customized to specific dishes)
3. Craft beer / microbrews
4. Bar chefs / mixologists
5. Micro-distilled / artisan liquor

HOT TRENDS - 2010



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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. Ancient grains (e.g. kamut, spelt, amaranth)
2. Gluten-free beer
3. Vegan entrees
4. Organic alcohol
5. African cuisine
6. New/fabricated cuts of meat
7. Gluten-free cuisine
8. Middle Eastern cuisine
9. Quinoa
10. Non-traditional fish (e.g. branzino, Arctic char, barramundi); Micro-distilled / artisan liquor; Meatless / vegetarian entrees

UP AND COMERS - 2010



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

Top 10: Perennial Favourites

1. Chocolate desserts
2. Shrimp
3. Chicken
4. Pasta
5. Shellfish
6. Scallops
7. Italian
8. Hot soup
9. Searing / sautéing
10. Lobster

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

Top 10: Yesterday's News

1. Ostrich / emu
2. Cupcakes
3. Gazpacho / cold soups
4. Kobe beef (Wagyu)
5. Foams
6. Bottled water
7. Frying
8. Mexican-inspired entree salads
9. Couscous
10. Tilapia

CRFA's Canadian Chef Survey is based on responses from nearly 400 professional chefs. It was conducted by independent market research firm BrandSpark International between January and February, 2010. Chefs were asked to rate the popularity of a variety of menu items and cooking methods, indentifying hot trends, up-and-comers, perennial favourites and yesterday's news. To purchase a copy of the full report, visit www.crfa.ca/research.

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.cfcc.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.



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PERENNIAL FAVOURITES /
YESTERDAY'S NEWS - 2010