

2016 CANADIAN CHEF SURVEY RESULTS



**Restaurants
Canada**

The voice of foodservice | La voix des services alimentaires

With support from:

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2016 Canadian Chef Survey

Restaurants Canada's 2016 Chef Survey is based on responses from 494 professional chefs. It was conducted by independent market research firm BrandSpark International in January 2016. Chefs were asked to rate the popularity of a variety of menu items and cooking methods to identify hot trends and up-and-comers.

TOP 10: HOT TRENDS



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)

TOP 10: UP AND COMERS



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

HOT TRENDS

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



MENU TRENDS

1. Comfort foods (e.g. chicken pot pie, meatloaf, roasted chicken, casseroles)
2. Do-it-yourself ingredients (e.g. house-made preserves, pickles, sausage, hot sauce)
3. Fewer choices on the menu
4. Small plates / tapas / mezze / dim sum
5. Gourmet burgers / build-your-own burgers

PREPARATION METHODS

1. Food smoking
2. Pickling
3. Slow cooking
4. Fire roasting
5. Sous vide

CULINARY THEMES

1. Locally sourced foods (Locavore)
2. Gluten-free / food allergy conscious
3. Natural ingredients / minimally processed foods
4. Simplicity / back-to-basics
5. Farm- / estate-branded ingredients

ETHNIC CUISINES AND FLAVOURS

1. Southeast Asian (e.g. Thai, Vietnamese, Burmese, Malaysian)
2. Ethnic fusion
3. Korean
4. Mexican
5. Indian

PROTEIN

1. Inexpensive / underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)
2. Sustainable seafood
3. Grass-fed beef
4. Fresh / house-made sausage
5. Free-range poultry / pork

SIDES

1. Quinoa
2. Non-wheat noodles or pasta (e.g. quinoa, rice, buckwheat)
3. Sweet potato fries
4. Pickled vegetables
5. Ancient grains (e.g. kamut, spelt, amaranth, freekeh)

APPETIZERS / STARTERS

1. Charcuterie / house-cured meats
2. Ethnic / street food inspired appetizers (e.g. tempura, taquitos)
3. Artisanal poutine
4. House-made / artisan pickles
5. Vegetable / vegetarian appetizers

DESSERTS

1. Sweet and salty desserts
2. Bite-size / mini desserts
3. Artisan / house-made ice cream
4. Salted caramel
5. Deconstructed classic desserts

PRODUCE

1. Organic produce
2. Leafy greens (e.g. kale, swiss chard, mustard greens, collard greens, dandelion, beet greens)
3. Heirloom fruit and vegetables (e.g. tomatoes, beans, apples)
4. Root vegetables (e.g. parsnip, turnip, rutabaga, beets, radish / daikon, celeriac)
5. Exotic mushrooms (e.g. shiitake, straw)

SPICES, SEASONINGS, FLAVOURS

1. Ethnic sauces (e.g. Sriracha, raita / raitha, chimichurri, soy sauce, sambal)
2. House-made condiments / sauces
3. Hot / spicy flavours
4. Protein-rich grains / seeds (e.g. hemp, chia, flax)
5. Marinades / rubs

NON-ALCOHOLIC BEVERAGES

1. Coconut water
2. Green tea / matcha
3. Organic / Fair-trade coffee
4. Specialty iced tea (e.g. Thai-style, Southern / sweet, flavoured)
5. House-made lemonade

ALCOHOLIC BEVERAGES

1. Craft beer / microbrews
2. Specialty beer (e.g. seasonal, fruit flavoured)
3. Micro-distilled / artisan liquor
4. Culinary cocktails (e.g. savoury, fresh ingredients, herb-infused)
5. Infused / flavoured liquor (e.g. cucumber, bacon, smoked salmon, chili pepper)

UP AND COMERS

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



MENU TRENDS

1. Fewer choices on the menu
2. Authentic ethnic cuisine
3. Vegan entrees
4. Do-it-yourself ingredients (e.g. house-made preserves, pickles, sausage, hot sauce)
5. Healthy kids meals

PREPARATION METHODS

1. Fire roasting
2. Slow cooking
3. Pickling
4. Fermenting
5. Food smoking

CULINARY THEMES

1. Chef-driven fast-casual concepts
2. Natural ingredients / minimally processed foods
3. Simplicity / back-to-basics
4. Environmental sustainability
5. Street food inspiration

ETHNIC CUISINES AND FLAVOURS

1. Ethnic fusion
2. Southeast Asian (e.g. Thai, Vietnamese, Burmese, Malaysian)
3. Middle Eastern
4. Korean
5. Peruvian

PROTEIN

1. Inexpensive / underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)
2. New / fabricated cuts of meat (e.g. Denver steak, pork flat iron, bone-in Tuscan veal chop)
3. Underutilized fish (e.g. mackerel, bluefish, redfish)
4. Sustainable seafood
5. Game meats (e.g. venison, bison, elk, rabbit, boar)

SIDES

1. Ancient grains (e.g. kamut, spelt, amaranth, freekeh)
2. Non-wheat noodles or pasta (e.g. quinoa, rice, buckwheat)
3. Pickled vegetables
4. Black / forbidden rice
5. Flatbreads (e.g. naan, papadum, lavash, pita, tortilla)

APPETIZERS / STARTERS

1. Ethnic / street food inspired appetizers (e.g. tempura, taquitos)
2. Ethnic cheeses (e.g. queso fresco, paneer, labneh, halloumi)
3. House-made / artisan pickles
4. Amuse bouche / bite size hors d'oeuvre
5. Ethnic dips (e.g. hummus, tabbouleh, baba ganoush, tzatziki)

DESSERTS

1. Desserts made from vegetables (e.g. fennel panna cotta, avocado mousse)
2. Savoury desserts
3. Bite-size / mini desserts
4. Deconstructed classic desserts
5. Artisan / house-made ice cream

PRODUCE

1. Unusual / uncommon herbs (e.g. chervil, lovage, papalo, lemon balm)
2. Leafy greens (e.g. kale, swiss chard, mustard greens, collard greens, dandelion, beet greens)
3. Heirloom fruit and vegetables (e.g. tomatoes, beans, apples)
4. Specialty potatoes (e.g. purple, fingerling, Baby Dutch Yellow)
5. Organic produce

SPICES, SEASONINGS, FLAVOURS

1. House-made condiments / sauces
2. Alternative "pulse" proteins (e.g. pigeon peas, cranberry beans, black beluga lentils)
3. Hot / spicy flavours
4. Natural sweeteners (e.g. honey, maple syrup, agave)
5. Protein-rich grains / seeds (e.g. hemp, chia, flax)

NON-ALCOHOLIC BEVERAGES

1. Flavour-infused ice cubes
2. House-made soft drinks
3. Specialty iced tea (e.g. Thai-style, Southern / sweet, flavoured)
4. Small batch sodas
5. Mocktails (non-alcoholic cocktails)

ALCOHOLIC BEVERAGES

1. Micro-distilled / artisan liquor
2. Culinary cocktails (e.g. savoury, fresh ingredients, herb-infused)
3. Craft beer / microbrews
4. Muddled cocktails (e.g. mixed with fresh fruit / berries, herbs, vegetables)
5. New Make whisky

Thanks to:

