

# RESTAURANTS CANADA 2015 CHEF SURVEY



**Restaurants  
Canada**

The voice of foodservice | La voix des services alimentaires

# Restaurants Canada 2015 Chef Survey

## Top 10: Hot Trends

1. Craft beer / microbrews
2. Locally sourced foods (locavore)
3. Leafy greens (e.g. kale, Swiss chard, mustard greens, collard greens, dandelion, beet greens)
4. Food smoking
5. Charcuterie / house-cured meats
6. Gluten-free / food allergy conscious
7. Quinoa
8. Sustainable seafood
9. Inexpensive / underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)
10. Ethnic sauces (e.g. sriracha, raita / raitha, chimichurri, soy sauce)

## 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. Small plates / tapas / mezze / dim sum
3. Food-alcohol pairings (e.g. beer, wine, spirits)
4. Meatless / vegetarian entrees
5. Fewer choices on the menu

### Preparation Methods

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

### Culinary Themes

1. Locally sourced foods (locavore)
2. Gluten-free / food allergy conscious
3. Food trucks
4. Street food inspiration
5. Natural ingredients / minimally processed foods

### Ethnic Cuisines and Flavours

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

### Protein

1. Sustainable seafood
2. Inexpensive / underused cuts of meat (e.g. beef cheek, brisket, pork shoulder, skirt steak)
3. Age cured meats (e.g. prosciutto, Iberian ham)
4. Free-range poultry / pork
5. Game meats (e.g. venison, bison, elk, rabbit, boar)

### Sides

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

### Appetizers / Starters

1. Charcuterie / house-cured meats
2. Ethnic / street food inspired appetizers (e.g. tempura, taquitos, etc.)
3. Artisanal poutine
4. Artisanal cheeses
5. Raw meat / fish appetizers (e.g. tartare, crudo, carpaccio, sashimi)

### Desserts

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

### Produce

1. Leafy greens (e.g. kale, Swiss chard, mustard greens, collard greens, dandelion, beet greens)
2. Heirloom fruit and vegetables (e.g. tomatoes, beans, apples)
3. Root vegetables (e.g. parsnip, turnip, rutabaga, beets, radish / daikon, celeriac)
4. Hot peppers (e.g. habanero, chipotle, ancho, jalapeno)
5. Exotic mushrooms (e.g. shiitake, straw)

### Spices, Seasonings, Flavours

1. Ethnic sauces (e.g. sriracha, raita / raitha, chimichurri, soy sauce)
2. Natural sweeteners (e.g. honey, maple syrup, agave)
3. Greek yogurt
4. Hot / spicy flavours
5. Specialty oils (e.g. truffle, sesame, grapeseed, hazelnut, avocado)

### Non-Alcoholic Beverages

1. Coconut water
2. Organic / fair-trade coffee
3. Green tea / matcha
4. Mocktails (non-alcoholic cocktails)
5. Small batch sodas

### Alcoholic Beverages

1. Craft beer / microbrews
2. Micro-distilled / artisan liquor
3. Culinary cocktails (e.g. savoury, fresh ingredients, herb-infused)
4. Specialty beer (e.g. seasonal, fruit flavoured)
5. Gluten-free beer

## 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. Family-style dining (e.g. sharing plates)
3. Half / smaller portions for lower price
4. Healthy kids meals
5. Small plates / tapas / mezze / dim sum

### Preparation Methods

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

### Culinary Themes

1. Natural ingredients / minimally processed foods
2. Simplicity / back to basics
3. Hyper-local sourcing (e.g. restaurant gardens)
4. Street food inspiration
5. Digital dining (e.g. reservations, ordering, payment)

### Ethnic Cuisines and Flavours

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

### 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. Game meats (e.g. venison, bison, elk, rabbit, boar)
5. Game birds (e.g. quail, squab / pigeon, pheasant, duck)

### 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. Kimchi
5. Black / forbidden rice

### Appetizers / Starters

1. Ethnic / street food inspired appetizers (e.g. tempura, taquitos, etc.)
2. Warm appetizer salads
3. Charcuterie / house-cured meats
4. Artisanal cheeses
5. Vegetable / vegetarian appetizers

### Desserts

1. Bite-size / mini desserts
2. Desserts made from vegetables (e.g. fennel panna cotta, avocado mousse)
3. Traditional ethnic desserts (e.g. delimanjoo, flan, qatayef)
4. Sweet and salty desserts
5. Artisan / house-made ice cream

### Produce

1. Unusual / uncommon herbs (e.g. chervil, lovage, papalo, lemon balm)
2. Superfruits (e.g. acai, goji berry, mangosteen)
3. Hybrid fruit / vegetables (e.g. kalettes, plumcot, grapple, broccoflower)
4. Seaweed
5. Leafy greens (e.g. kale, Swiss chard, mustard greens, collard greens, dandelion, beet greens)

### Spices, Seasonings, Flavours

1. Natural sweeteners (e.g. honey, maple syrup, agave)
2. Vinegar / flavoured vinegar / house-made vinegar
3. Artisanal / specialty bacon
4. Leaves (e.g. kaffir lime, banana, taro)
5. Bitter flavours (e.g. very dark chocolate, bitter greens, turmeric)

### Non-Alcoholic Beverages

1. Specialty iced tea (e.g. Thai-style, Southern/sweet, flavoured)
2. House-made soft drinks
3. Plant-based water (not coconut) (e.g. maple, cactus, aloe)
4. Coconut water
5. Dairy-free milk (e.g. soy, rice, almond)

### Alcoholic Beverages

1. Culinary cocktails (e.g. savoury, fresh ingredients, herb-infused)
2. On-site barrel-aged drinks
3. Gluten-free beer
4. "New make" whisky
5. Regional signature cocktails

## Top 10: Up and Comers

1. Ethnic / street food inspired appetizers (e.g. tempura, taquitos)
2. Ancient grains (e.g. kamut, spelt, amaranth, freekeh)
3. Unusual / uncommon herbs (e.g. chervil, lovage, papalo, lemon balm)
4. Non-wheat noodles or pasta (e.g. quinoa, rice, buckwheat)
5. Fewer choices on the menu
6. Natural ingredients / minimally processed foods
7. Fermenting
8. Natural sweeteners (e.g. honey, maple syrup, agave)
9. Family-style dining (e.g. sharing plates)
10. Vinegar / flavoured vinegar / house-made vinegar



Restaurants Canada's 2015 Chef Survey is based on responses from more than 400 professional chefs. It was conducted by independent market research firm BrandSpark International in January 2015. Chefs were asked to rate the popularity of a variety of menu items and cooking methods to identify hot trends and up-and-comers.



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.

[www.cfcc.ca](http://www.cfcc.ca).



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