

Canadianliving.com Food Trends Report

Period compared: April 2010 vs. April 2011

TORONTO – The Food Trends Report is a monthly review of food trends among Canadian home cooks. CanadianLiving.com has been an authority in the Canadian online food community since 1996 and welcomes over 1.3 million visitors monthly.

CANADIAN CRAVING OF THE MONTH

[Cheesecake](#) - the #1 searched food, with an increase of 123% over last year.

“While cheesecake is a popular year-round dessert, it makes a sunny end to spring dinners and especially Easter-themed feasts,” explains CanadianLiving.com Food Editor, Colleen Tully.

WHAT'S IN

New trend: [Gluten-free](#) recipes - up 285%

New trend: [Corn muffins](#) - up 771%%

[Perogies](#) - up 544%

[Vegetarian](#) recipes - up 129%

[Scalloped potatoes](#) - up 367%

“*Canadian Living* is steadily growing its database of tasty gluten-free recipes, so we're thrilled to see a leap in searches for gluten-free,” offers Tully. “Perogies has more than doubled over last month, possibly in part to our new collection of 8 perogies recipes.”

WHAT'S OUT

New trend: [Burger recipes](#) - down 58%

New trend: [Shrimp](#) - down 70%

New trend: [Salad](#) - down 94%

New trend: [Chocolate recipes](#) - down 54%

[Lamb](#) - down 67%

“Chocolate? Perhaps we're just in a vanilla mood since “cheesecake” was our #1 search term this month,” suggests Tully. “Shrimp could be a response to the BP oil spill since a lot of shrimp sold in Canada comes from the Gulf.”

For further information and interview opportunities, please contact *Canadian Living* Food Director, Annabelle Waugh at 416-733-7600 Ext. 4819.

For the latest recipe and food trends visit www.canadianliving.com.