

Tuesday, May 10, 2011

## **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

<u>Cheesecake</u> - 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: <u>Gluten-free</u> recipes - up 285% New trend: <u>Corn muffins</u> - up 771%% <u>Perogies</u> - up 544% <u>Vegetarian</u> recipes - up 129% <u>Scalloped potatoes</u> - 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: <u>Burger recipes</u> - down 58% New trend: <u>Shrimp</u> - down 70% New trend: <u>Salad</u> - down 94% New trend: <u>Chocolate recipes</u> - down 54% <u>Lamb</u> - 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.

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