

Food Trends Report

Period compared: May 2010 vs. May 2011

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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

Hamburgers!

[#2 search term and up 20% from 2010]

“Apart from the die-hards who barbecue year-round, the month of May signals it’s time to tune up the barbecues for another season”, suggests CanadianLiving.com Food Editor, Colleen Tully. “And the most popular thing on the grill? Hamburgers.”



What's In ← | → What's Out

“We can safely bet the surge in scones was inspired by the exciting Royal Wedding last month,” explains Tully. “Cooler, rainy May weather across the country could have inspired apple pie bakers to test their mettle before berry season begins. On-sale hams after Easter sell for delicious prices, giving consumers great incentive to put ham on the table.”

HAM	
+119%	
APPLE PIE	
+70%	
SCONES	
+30%	
PORK TENDERLOIN	
+58%	

SALSA		NEW TREND!
-56%		
LASAGNA		NEW TREND!
-61%		
COOKIES		NEW TREND!
-36%		
SALAD		
-93%		
CHUTNEY		
-73%		

“Traditional, lettuce-filled salads just aren’t cutting it now that Canadians have discovered salad-friendly grains like quinoa, barley, couscous and bulgur” offers Tully. “Pasta dishes like lasagna are also playing second fiddle as home cooks experiment with the aforementioned grains in casseroles. With salsa and chutney both down this month, we might see a lazier approach to canning and preserving this year.”

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

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