

Food Trends Report

Period compared: June 2010 vs. June 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

Cheesecake!

[#1 search term and up 56% from 2010]

“Also the Canadian Craving back in April, rich, satisfying cheesecake is enjoying a delicious surge in popularity this year,” explains CandianLiving.com Food Editor, Colleen Tully. “Can you guess who’s eating the most? The highest search volume comes out of Prince Edward Island!”



What's In ← | → What's Out

“Healthier and cheaper than delivery, homemade pizzas are staging a huge comeback on the grill,” offers Tully. “Pizza is also the perfect platform for local June produce - herbs, asparagus and green onions. It’s great to see a renewed interest in rhubarb - classic Canadian crop threatened by lack of demand in younger generations. Chicken - healthy and lean - is king of the grill for quick midweek dinners.”

PIZZA DOUGH
NEW TREND! **+52%**



RHUBARB
+79%



CHEESECAKE
+56%



CHICKEN BREASTS
+41%



CHICKEN THIGHS
+42%



RIBS
-44%



LASAGNA
-60%



LAMB
-48%



COOKIES
-40%



SALMON
-44%



“Perhaps we’re saving all our calories for cheesecake,” suggests Tully. “Popular rich dinners - ribs, lasagna, lamb, salmon - have all lost ground this month to leaner chicken. The drop in ribs - often Father’s Day material - is the biggest surprise this month. Maybe even Dad was more interested in grilled pizza this year too.”

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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