

# Food Trends Report

Period compared: September 2010 vs. September 2011

CLICK ON ANY OF THE PICTURES BELOW TO LINK DIRECTLY TO OUR TESTED-TILL-PERFECT RECIPES!

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

# Chicken Breasts!

#5 search term and up 336% over last year

Wow! There's the power of a sale. Major grocery chains across Canada had deals on boneless chicken breasts in September, translating into thousands of home cooks searching CanadianLiving.com for our Tested-Till-Perfect chicken breast recipes.



## What's In ← | → What's Out

It was a plentiful peach season and we see peach desserts, peach cobblers and peach cakes all up over 50 per cent from last year. Nice to see the new school year marked a healthy interest in homemade cookies. School may also explain the new surge in fried rice: it makes the most of leftovers on a busy weeknight.

<b>FRIED RICE</b>	
<b>+232%</b>	<small>NEW TREND!</small>
<b>PEACH DESSERTS</b>	
<b>+50%</b>	<small>NEW TREND!</small>
<b>COOKIES</b>	
<b>+158%</b>	
<b>QUINOA SALAD</b>	
<b>+129%</b>	
<b>PEARS</b>	
<b>+85%</b>	

	<b>APPLE PIE</b>
<small>NEW TREND!</small>	<b>-38%</b>
	<b>SALMON</b>
<small>NEW TREND!</small>	<b>-58%</b>
	<b>SALAD</b>
<small>NEW TREND!</small>	<b>-38%</b>
	<b>SHRIMP</b>
	<b>-50%</b>
	<b>BREAD</b>
	<b>-40%</b>

A longer peach season has given us a later apple season, and the desserts on our tables reflect what's growing in our backyards. The sale on chicken may explain our waning interest in salmon last month. Salad normally enjoys a surge at the start of the school year, so yet again quinoa salad may have trumped the lettuce variety for a portable salad option.

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](http://www.canadianliving.com).

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