



# TORONTO\*

## FOODSERVICE QUICK FACTS

\*City refers to the 2016 Census Metropolitan Area, as used by Statistics Canada. Statistics Canada is the source of population information for the CMA.



City population = {xx}\*



Eat out yesterday = {xx}%

### Total Occasions( millions)

		YoY Change
Total	xx	⬇️ xx%
Total Independents	xx	⬆️ xx%
FSR	xx	⬇️ xx%
QSR	xx	⬇️ xx%
Coffee shops	xx	⬇️ xx%
Other	xx	⬆️ xx%

### Total Dollars ( millions)

		YoY Change
Total	xx	⬇️ xx%
Total Independents	xx	⬆️ xx%
FSR	xx	⬇️ xx%
QSR	xx	⬆️ xx%
Coffee shops	xx	⬇️ xx%
Other	xx	⬆️ xx%

Chains = FSR QSR Coffee Shops; Independents = All Other Operators

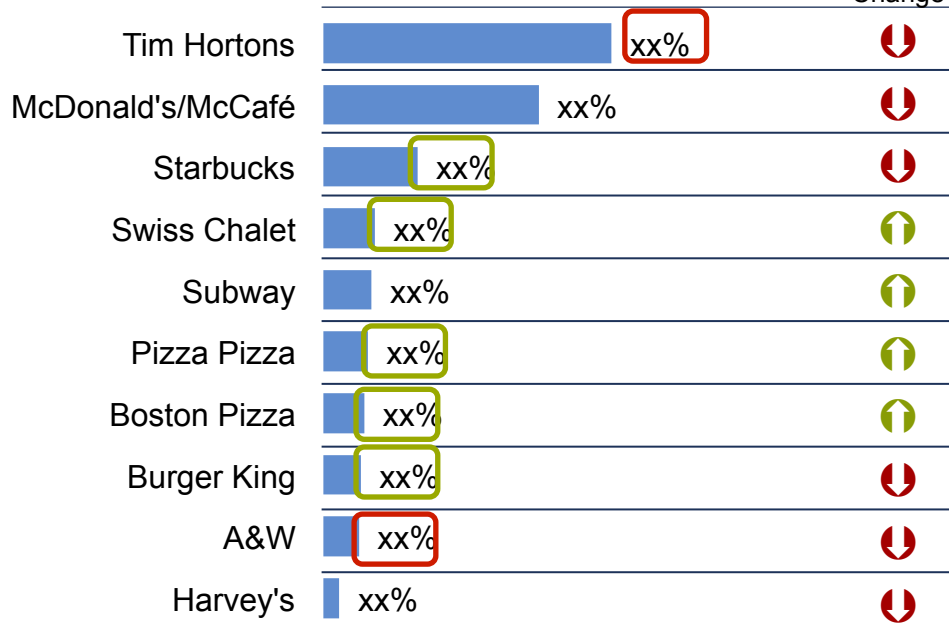
++% = greater than 15%; -% = less than -15%

Legend: Index to Ontario: xx <=80, xx >=120

# TOP BRANDS

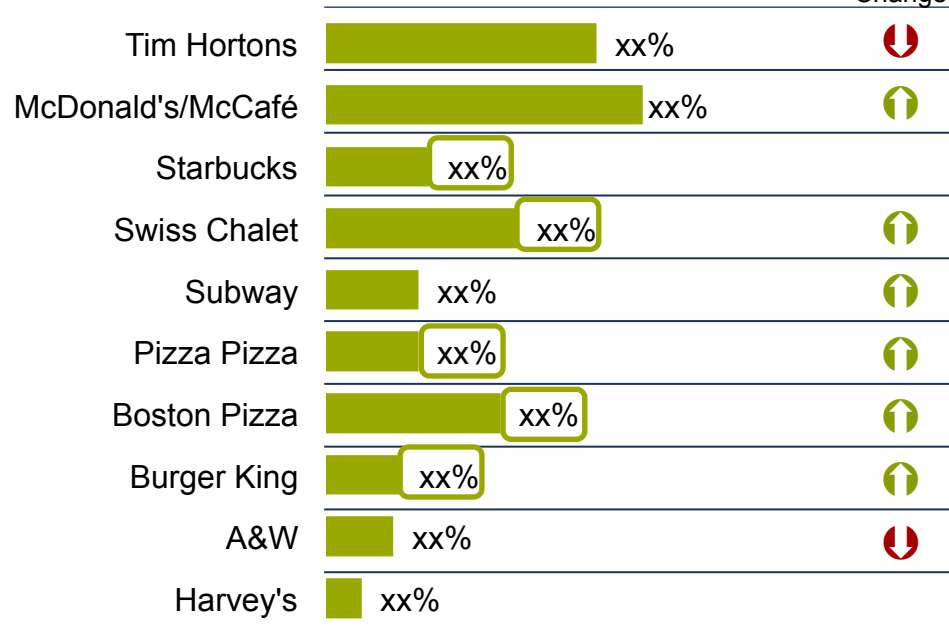
## Share of Eaters

Share Change



## Share of Spend

Share Change



# TOP MENU ITEMS\*

## QSR

Share of Orders

1	Hamburger - Beef	xx%
2	French Fries	xx%
3	Pizza - Non-vegetarian	xx%
4	Breakfast Sandwich	xx%
5	Hash Browns	xx%

1	Soft serve ice cream	xx%
2	Fruit muffin	xx%
3	Slice of pie	xx%
4	Single cookies	xx%
5	Any other muffin	xx%

1	Hamburger - Beef	xx%
2	French Fries	xx%
3	Breakfast Sandwich	xx%
4	Chicken Nuggets	xx%
5	Chicken - Deep Fried	xx%

1	Fountain CSD	xx%
2	Brewed coffee	xx%
3	Any fruit juice	xx%
4	Bottled water	xx%
5	Espresso based coffee	xx%

## Coffee Shop

Share of Orders

1	Breakfast Sandwich	xx%
2	Bagels	xx%
3	Fruit muffin	xx%
4	Single donuts / beignets	xx%
5	Any pastries	xx%

1	Fruit muffin	xx%
2	Single donuts / beignets	xx%
3	Any other muffin	xx%
4	Any pastries	xx%
5	Single cookies	xx%

1	Breakfast Sandwich	xx%
2	Bagels	xx%
3	Croissants	xx%
4	Hash Browns	xx%
5	Sandwich - Steak	xx%

1	Brewed coffee	xx%
2	Espresso based coffee	xx%
3	Other hot tea	xx%
4	Slushed/Iced/frozen coffee	xx%
5	Hot Chocolate	xx%

How to Read: Breakfast sandwich represents xx% of orders at coffee shops; over-indexed to Ontario

## FSR

Share of Orders

1	Chicken Entrée	xx%
2	French Fries	xx%
3	Eggs with meat	xx%
4	Pasta / Noodles	xx%
5	Green Salad (Entrée/Mains)	xx%

1	Pancakes / waffles	xx%
2	Any other dessert	xx%
3	Slice of pie	xx%
4	Cheesecake	xx%
5	Any other cake	xx%

1	Chicken - Roasted / Baked	xx%
2	Chicken Wings	xx%
3	French Fries	xx%
4	Eggs, any style with meat	xx%
5	Pasta / Noodles	xx%

1	Tap water	xx%
2	Brewed coffee	xx%
3	Draft (on tap) Beer	xx%
4	Fountain CSD	xx%
5	White wine	xx%



### TOP FOOD ITEMS



### TOP SWEET FOOD ITEMS

### TOP SAVOURY FOOD ITEMS

### TOP BEVERAGE ITEMS



\* Percentages listed next to each menu item refer to the share of that item sold (if applicable, within that specific operator type). This same percentage was used to determine top food/beverage items.

QSR excludes Coffee Shops

Legend: Index to Ontario: xx% <=80, xx% >=120

# TOP GROWING/DECLINING MENU ITEMS

	QSR	Share of Orders	Coffee Shop	Share of Orders	FSR	Share of Orders
TOP FOOD ITEMS	Potato / Sweet Potato / Onion Rings	↑	Breakfast	↑	Chicken - Wings	↑
	Salad	↓	Sandwich / Subs	↓	Salad	↓
TOP SWEET FOOD ITEMS	Cookies	↑	Bakery / Dessert - Other	↑	Pies	↑
	Ice Cream / Frozen Yoghurt / Gelato	↓	Cakes / Squares / Muffins	↓	Cakes / Squares / Muffins	↓
TOP SAVOURY FOOD ITEMS	Fish & Other Seafood	↑	Potato / Sweet Potato / Onion Rings	↑	Chicken - Wings	↑
	Burger	↓	Soup / Stew / Chili - Non-Vegetarian	↓	Burger	↓
TOP BEVERAGE ITEMS	Fruit juice	↑	Iced / Frozen Coffee	↑	Hot Coffee	↑
	Milkshakes/Smoothies	↓	Hot Coffee	↓	Coolers	↓

# SHARE OF EATERS AND SPEND

	% Eaters	% change*	% Dollars	% change*
<b>BY DAYPART:</b>				
Morning Meal	xx%	xx%	xx%	xx%
Lunch	xx%	xx%	xx%	xx%
Afternoon Snack	xx%	xx%	xx%	xx%
Dinner	xx%	xx%	xx%	xx%
Evening/Late Night Snack	xx%	xx%	xx%	xx%
<b>BY WEEKDAY:</b>				
Monday	xx%	xx%	xx%	xx%
Tuesday	xx%	xx%	xx%	xx%
Wednesday	xx%	xx%	xx%	xx%
Thursday	xx%	xx%	xx%	xx%
Friday	xx%	xx%	xx%	xx%
Saturday	xx%	xx%	xx%	xx%
Sunday	xx%	xx%	xx%	xx%
<b>WEEKDAYS OVERALL</b>	xx%	xx%	xx%	xx%
<b>WEEKEND OVERALL</b>	xx%	xx%	xx%	xx%

\* NOTE: % change refers to the difference in share percentage since same time period last year

Legend: Index to Ontario: xx% <=80, xx% >=120

# AVERAGE EATER CHEQUE

	QSR	Coffee Shop	FSR
 Morning Meal	\$xx.xx	\$xx.xx	\$xx.xx
 Lunch	\$xx.xx	\$xx.xx	\$xx.xx
Afternoon Snack	\$xx.xx	\$xx.xx	\$xx.xx
 Dinner	\$xx.xx	\$xx.xx	\$xx.xx
Evening/Late Night Snack	\$xx.xx	\$xx.xx	\$xx.xx
Total	\$xx.xx	\$xx.xx	\$xx.xx

Average Eater Cheque: Taxes and tips are excluded

Legend: Index to Ontario:   <=80,   >=120

# PLACE OF CONSUMPTION

	Morning Meal			Lunch			PM Snack			Dinner			EV/Late Night Snack		
	QSR	Coffee Shop	FSR	QSR	Coffee Shop	FSR	QSR	Coffee Shop	FSR	QSR	Coffee Shop	FSR	QSR	Coffee Shop	FSR
On premise	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Food court	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Car	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Transit	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Home	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Work	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
School	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%

Percentage Base: Total # of visits

NOTE: Snacks include all snacks, at any time of day (morning snack, afternoon snack, evening snack, late night snack).

NOTE: Channel refers to method of placing order. For both method of payment and channel, table percentages are based on number of transactions.

Percentages listed next to each menu item refer to the share of that item sold (if applicable, within that specific operator type).

Morning Meal = Breakfast/Morning Snack

Legend: Index to Ontario: xx% <=80, xx% >=120

# METHOD OF PAYMENT

	Morning Meal			Lunch			PM Snack			Dinner			EV/Late Night Snack		
	QSR	Coffee Shop	FSR	QSR	Coffee Shop	FSR	QSR	Coffee Shop	FSR	QSR	Coffee Shop	FSR	QSR	Coffee Shop	FSR
Cash	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Debit	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Credit	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Gift Certificate	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
Other	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%

Percentage Base: Total # of visits

NOTE: Snacks include all snacks, at any time of day (morning snack, afternoon snack, evening snack, late night snack).

NOTE: Channel refers to method of placing order. For both method of payment and channel, table percentages are based on number of transactions.

Percentages listed next to each menu item refer to the share of that item sold (if applicable, within that specific operator type).

Morning Meal = Breakfast/Morning Snack

Other = Meal Card / Meal Plan / Coupon/ Voucher / Smart Phone / Cellphone

Legend: Index to Ontario: xx% <=80, xx% >=120



# PARTY BREAKDOWN

	QSR	Coffee Shop	FSR
<b>AVG PARTY SIZE</b>	xx.xx	xx.xx	xx.xx
<b>PARTY AGE</b>			
● 17 or younger	xx%	xx%	xx%
● 18 – 34	xx%	xx%	xx%
● 35 – 54	xx%	xx%	xx%
● 55 or older	xx%	xx%	xx%
<b>MALE</b>	xx%	xx%	xx%
<b>FEMALE</b>	xx%	xx%	xx%
<b>PRESENCE OF KIDS</b>	xx%	xx%	xx%

Percentage Base: Total # of respondents for Party Age and Gender

Percentage Base: Total # of occasions for Presence of Kids

Legend: Index to Ontario: xx% <=80, xx% >=120

# INFORMATION SOURCES

How to Read: xx% of coffee shop occasions in Toronto are influenced by restaurant/ store website; over-indexed to Ontario

	QSR	Coffee Shop	FSR
<b>SOURCES USED</b>			
● Recommendations	xx%	xx%	xx%
● Restaurant/store website	xx%	xx%	xx%
● Advertisements	xx%	xx%	xx%
● Online search engines	xx%	xx%	xx%
● Social media/networking sites	xx%	xx%	xx%
● Online consumer reviews	xx%	xx%	xx%
● Online Map	xx%	xx%	xx%
● Deal-of-the-day websites	xx%	xx%	xx%
● Food blogs	xx%	xx%	xx%
● Mobile Review Applications	xx%	xx%	xx%
● Mobile Booking Applications	xx%	xx%	xx%
● None	xx%	xx%	xx%

Multi-selection for "Information Sources"  
 Legend: Index to Ontario: xx% <=80, xx% >=120

# TOP REASONS FOR CHOOSING

How to Read: xx% of reasons for visit to coffee shops in Toronto is food & drink; under-indexed to Ontario



REASON	QSR	Coffee Shop	FSR
Convenient	xx%	xx%	xx%
Value	xx%	xx%	xx%
Food & drink	xx%	xx%	xx%
Treat	xx%	xx%	xx%
Routine	xx%	xx%	xx%
Recommendation	xx%	xx%	xx%
Family	xx%	xx%	xx%
Health	xx%	xx%	xx%
Atmosphere	xx%	xx%	xx%
Social	xx%	xx%	xx%
Promotions	xx%	xx%	xx%
New	xx%	xx%	xx%

Multi-selection "Reasons for Choosing"  
 Legend: Index to Ontario: xx% <=80, xx% >=120