

Foodservice FACTS *DID YOU KNOW?*

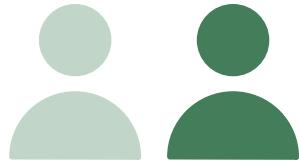


► CANADIANS ARE REDEFINING MEALTIME

65%

of CANADIANS have replaced a meal with a snack at least once a month.

WHO NEEDS THREE MEALS A DAY?



1 IN 2 MILLENNIALS and GEN Z are replacing meals with snacks once a week or more.

Busy lives. On the go
CONVENIENCE WINS!

Snack Strategy



COMBO MOMENTS



Position snacks as part of a ritual deal — coffee + bite, or drink + snack deals that create repeat habits.

HEALTHY OPTIONS



Balance indulgence with wellness: protein bites, plant-forward, and functional snacks resonate most.

PORTION AS PREMIUM



Offer half-sized versions or curated small plates — priced for value, but engineered for margin.

OFF-PEAK POTENTIAL



Boost mid-afternoon or late-night sales by owning non-traditional dayparts with snack offerings.



Design snacks that photograph well.
SOCIAL-READY PRESENTATION FUELS ORGANIC MARKETING!

