

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.



PORTION AS PREMIUM

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



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

HEALTHY OPTIONS

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



OFF-PEAK POTENTIAL

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

