



Trendsight: World Cuisine at Home

October 23, 2017



The evolution of ethnic foods in Canada



Immigration

Tourism



Foodie
Culture

Canadian tourism rates

- Canadians travelling overseas continued to increase in 2016, **rising 3.7% to 12.0 million**. This followed annual increases of 9.6% in 2014 and 10.0% in 2015.
- The number of Canadians travelling overseas has risen every year since 1992, except in 2002, the year following the 9/11 attacks.



	June 2016	June 2017	% chg
	thousands		
Canadian trips abroad	4,386	4,491	2.4%
To the United States	3,421	3,382	-1.14%
To other countries	965	1,109	14.9%



Source: StatsCan, Feb 2017

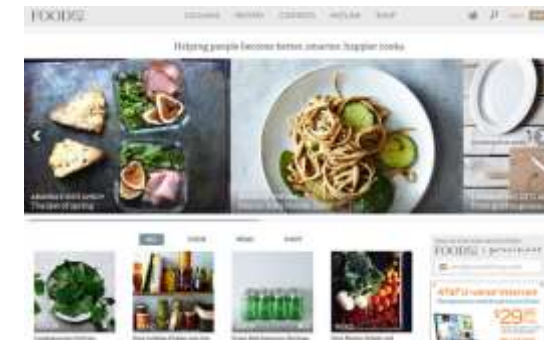
Foodie Culture: the primacy of food preparation continues

Food is everywhere in our culture today. Food creators are put on a pedestal, and visual food exploration is regarded as a legitimate leisure time activity.

A proliferation of food content on TV, social networks and the internet provide both inspiration and instruction.

Consumers at every level of cooking skill can peruse and curate inspirational and aspirational digital recipe boxes.

Home cooking and food blogs represent an aspirational domesticity to time-strapped consumers.



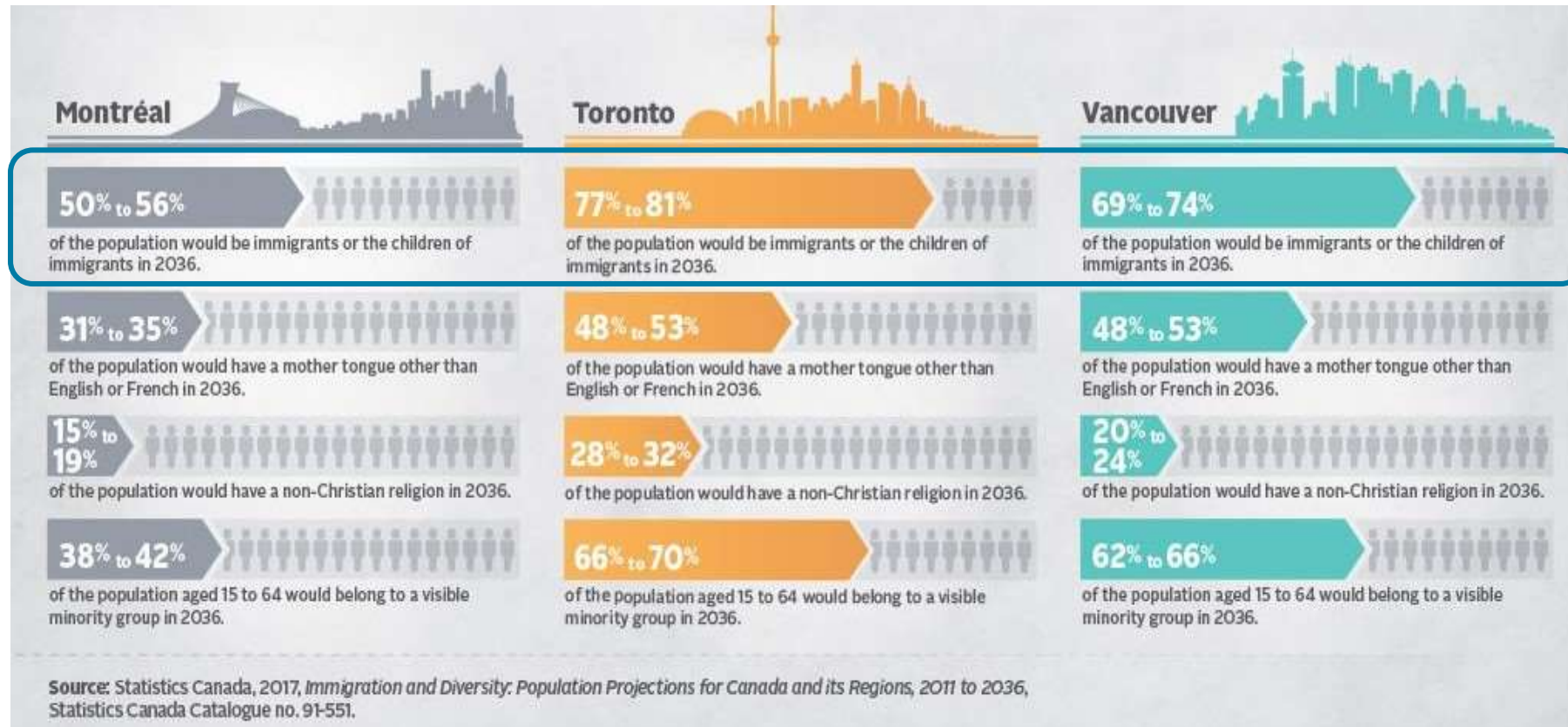
20%

of smartphone users have recently used Pinterest for recipes or cooking instruction*



Source: The Hartman Group syndicated study Digital Food Life 2014

In 2036, immigrants could represent 24% to 30% of the Canadian population...up from 21% in 2011



By 2036, Visible Minorities will represent the majority in Montreal, Toronto and Vancouver

Source: StatsCan, Feb 2017

The path to food acculturation

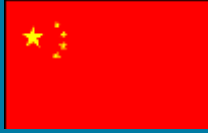


The cultural modification of a person by adapting to or borrowing traits from another culture; also, a merging of cultures as a result of prolonged contact.



Ambicultural

Understanding country of origin

	KOREAN	FILIPINO	JAPANESE	THAI	CHINESE
					
Flavours	Spice & Garlic	Combos of Sweet & Sour / Salty-Tart	Combo of Sweet, Sour, Salty, Umami	Combo of Salty, Sweet, Sour, Spice	Sweet, Sour, Bitter, Hot, Salty
Common Meals and Ingredients	Bulgogi, Bibimbop, Kimchi, Soup, Rice	Adobo, Misua, Batchoy, Corned Beef	Gyudon, Miso Soup, Tempura	Tom Yum Gung, Gang Som Pak, Panong Gai	Fried Rice, Chow Mein, Cran Rangoon, Egg Rolls
	Sauces: Gochujang, Galbi, Soy, Fish, Sesame Oil Noodles: Soba, Udon, Glass, Potato Starch	Sauces: Vinegar, Soy, Jufran Banana, Mang Tomas, All Purpose, Spaghetti, Adobo Noodles: Canton, Bihon, Coconut, Meat	Sauces: Soy, Tempura, Ponzu, Rice Vinegar, Sesame Oil Noodles: Soba, Somen, Ramen, Udon	Sauces: Fish, Soy, Oyster, Sriracha hot sauce Other: Cane & Palm sugar, white vinegar, red pepper	Sauces: Oyster, Soy, Hoisin, Plum, Sweet & Sour Noodles: Maifun, Saifun, Chuka, Lo Mein
Common Subcats	Sauces, Noodles, Rice, Baking				

Primary Brands

Lotte, Ottogi, Nongshim, Orion, OKF

Mama Sita, Datu Puti

Nakano, Kikkoman, Pokey, Kokorose, San J

Thai Kitchen, Aroy D

Golden Dragon, China Lily, Lee Kum Kee

Source: Asian Consumer Review Feb 2017

Asian meal customs

Typical breakfast would consist of porridge with salted vegetables, and steamed buns, followed by a light lunch



Dinner is the main meal of the day, a time for families to gather and converse. Typically early in the evening – 6pm.



A late evening snack is common, due to the belief that a full stomach helps you sleep well and prepares you for the next day.



Acculturation in Canada: A South Asian example



Authentic Ethnic: purchasing familiar, imported brands that are generally ingredients used in extensive meal prep

Mainstream Ethnic: domestic brands that tout familiar flavors from home, but offer convenience for time strapped consumers.

NEWCOMERS	RECENT IMMIGRANTS	LIFE-TIMER	BORN IN CANADA	CANADIANA
- Punjabi/Hindi/Other language dominant, very little English - Immigrated as an adult; in Canada for less than 2 years - Identify with home country more so than Canada	- Punjabi/Hindi/Other languages preferred, minimal English - Main cultural practices from home country; in Canada for +5 years	- Bilingual - Immigrated as a young child or young adult - Maintaining most Punjabi/Hindi/Other cultural practices	- Mainly English, some Punjabi/Hindi/Other language 2nd generation - New-found pride in ethnic cultural practices	- English speaking 3rd generation - Minor Punjabi/Hindi/Other cultural practices

Ambicultural

Source: Tree of Life Canada

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Eat Well & Live Well.**



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