



Technomic Take: Prevalence of Beef on Restaurant Menus is Growing

By Technomic Inc.

Restaurants continue to introduce new beef main dishes on menus, capitalizing on its versatility and consumer demand for menu innovation. Technomic expects that the category will continue to rebound in 2024 as restaurant operators expand their offerings to drive incremental traffic.

- The variety of beef dishes driving menu growth showcase this versatility. Double-digit menu increases were seen in beef ribs, bowls, kabobs, and steak pizzas in the fourth quarter of 2023 compared to the year prior.
- Strip steaks are a key menu item to watch, with an 18% in the number of items menued at restaurants and a 16% increase over 2022 in its average menu price.
- Beef main dishes saw a 5% increase in menu incidence in 2023* – following a 2% increase in 2022 – and menu prices of these dishes were up 11% year over year. This menu price increase outpaces overall menu price hikes, which average roughly 4% increases.

New Beef Dish Examples:

- Pot Roast (IHOP) - Tender slow-braised beef in a rich beef gravy. (added Q4'23)
- Steak Sandwich (Madisons) - Steak with caramelized onions, brie cheese and Dijon mustard on baguette. (added Q4'23)

Increased Price Beef Dish Examples:

- 40 Oz Fiorentina (C Prime) - McLeod Farms, Ontario. C Prime proudly serves beef handpicked by our chef and in-house dry-aged. (10.7% YOY price increase)

Fastest-Growing Beef Dishes on Restaurant Menus:

Yoy % Change In Number of Menu Items

Beef Ribs	28%
Beef Bowl	27%
Steak Pizza	23%
Beef Kabob Entree	23%
Teriyaki Beef	22%
Strip Steak	18%
Cheese Steak Sandwich	17%

Note: Top Segment Growth by Dish dishes have at least 10 menu item incidences at noted segment.

- Bearnaise Filet (Beach House Restaurant & Lounge) - Classic bearnaise, roasted king oyster mushrooms, smoked potato puree, savory jus, and seasonal vegetables. (19.7% YOY price increase)
- Although the share of restaurant operators menuing beef dishes is below pre-pandemic levels (down 5% from 2019), the 58% of restaurant operators who do menu beef dishes are increasing the number of offerings on their menus.
- Casual-dining restaurants offer the greatest opportunity for both beef and steak dishes, as traditional and contemporary casual-dining players menu the greatest volume of these items. Although a smaller segment than casual-dining, a larger proportion of fine-dining restaurant operators offer beef dishes on the menus (94%).
- In the limited-service restaurant segment, which includes both quick-service and fast-casual concepts, beef is still prominent on menus but has seen a decrease in the number of menu mentions.

The future is bright for beef in the away from home arena and many fast-growing chain restaurants, such as Fox & Fiddle, The Burger's Priest and Chachi's, feature steak and ground-on-site beef on their menus. Technomic anticipates restaurants will offer an ever-widening array of beef and steak dishes in response to consumer demand for items they are less apt to prepare themselves at home.

Base: 1,144 menu items at 373 restaurant operators Q4'22; 1,383 menu items at 429 restaurant operators Q4'23

Source: Technomic Ignite Menu data

Top Segment Growth By dish:

Beef Ribs	Traditional casual-dining (+41%)	Fine Dining (+50%)
Beef Bowl	Traditional casual-dining (+86%)	
Steak Pizza	Fast Casual (+200%)	
Beef Kabob Entree	Traditional casual-dining (+100%)	
Teriyaki Beef	Traditional casual-dining (+36%)	
Strip Steak	Midscale (+38%)	Upscale casual-dining (+20%)
Cheese Steak Sandwich	Traditional casual-dining (+28%)	

Base: 440 restaurant operators that menu beef dish in 2018- 2023 Source: Technomic Ignite Menu data



Embracing International Flavors: The Rise of International Cuisine on Canadian Menus

In 2024, global menus are set to undergo a transformation, with a shift towards the inclusion of globally inspired cuisine on menus. Multiple trend reports published by Technomic, Renub Research, the Foodservice and Hospitality Magazine and Cozy Meal for 2024 highlight that Canadian menus over time, too will see an increasing incorporation of diverse global flavors, with beef remaining as a versatile ingredient in this culinary transformation.

Canada's culinary landscape has long been influenced by its multicultural population, with immigrants bringing their traditional recipes and culinary techniques to the country. However, in recent years, there has been a notable surge in the popularity of international cuisine among Canadians, propelled by a growth in immigration and the increasing interest of the 'under 40' age group in international cuisine.

Technomic's 'State of the Canadian Menu 2024' report highlights Korean cuisine as the fastest-growing cuisine in FSRs and Jamaican cuisine in LSRs. Hawaiian, Thai, Greek, and Latin American cuisine are among the other fastest-growing global flavours on restaurant menus across Canada.

This provides an exciting opportunity for foodservice establishments to innovate and create menu offerings to deliver greater customer value. Beef remains a protein of choice within restaurant menus. The growing popularity of global cuisine also allows greater flexibility for chefs to go beyond the traditional applications of beef on menus and explore underutilized cuts of beef to create delicious new dishes.

Need Menu Inspiration? Canada Beef Can Help!

Canada Beef has just launched a series of 8 menu planners, leveraging industry data about some of the most popular beef dishes menued in Canada. These planners cover over 150 commercial recipes, including global cuisine options, that foodservice establishments can leverage to create fantastic customer value and guest satisfaction. You can access the menu planners [here](#) and add breathtaking new beef dishes to your establishment's menu.





Sandesh Rodrigo's Sizzling Forward-Look at International Cuisine Dishes

Canada Beef's Foodservice Manager, Sandesh Rodrigo, is excited about these additional 'upcoming' international cuisine menu concepts. These cultures are noted as being some of the fastest-growing amongst Technomic's 'State of the Canadian Menu' report for 2024. All three dishes can be prepared using opportunity cuts of beef, and the flavours would surely wow your guests.



Curried Beef Shank

This aromatic dish from Jamaica utilizes beef shank in a slow braise to give guests a dish that is packed with flavor. Served on white rice or with a side of charred naan, this dish is an excellent choice for lunch or dinner entrées.



Beef Bulgogi

This popular Korean dish often utilizes Bottom Sirloin Tri Tip and can be used in Bao buns or Lettuce Wraps as an appetizer or on its own as a small plate shareable for the table. It can also be served in a baguette as a great lunch option or in a rice bowl, which is excellent for lunch and dinner.



Carne Mechada

Utilizing a slow-cooked Inside Round, this Venezuelan dish is a delicious and versatile dish that would make an excellent addition to any menu. Carne Mechada can be used in tacos, burritos, or pita pockets as a great grab-and-go option. It can also be served on mini tostadas as an appetizer, as a delicious sandwich or even as a burrito bowl, which is excellent for lunch.

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