



Summer 2026: Key Foodservice Trends Shaping Beef on Canadian Menus

As the summer season approaches, several clear trends are influencing menu development across Canada's foodservice sector. Operators are responding to evolving consumer expectations by focusing on flavour diversity, experiential dining, and value-driven offerings. Together, these factors are shaping how beef is positioned and utilized on menus.

One of the most notable shifts is the continued expansion of globally influenced flavours. Canadian diners are increasingly open to diverse culinary experiences, prompting chefs to incorporate elements from Latin American, Middle Eastern, and Southeast Asian cuisines. Ingredients and preparations such as chimichurri, shawarma-style spice blends, and gochujang-based marinades are being applied to beef across a range of formats. These flavours are most commonly expressed through accessible menu items, including tacos, bowls, wraps, and shareable plates, often incorporating cross-cultural influences such as Indo-Canadian and Latin-Asian combinations.

In parallel, cooking methods are also evolving. Live-fire techniques, including wood-fired grilling, parrilla-style cooking, and hibachi formats, are gaining traction as operators look to enhance both flavour and the overall dining experience. These methods are particularly effective with cuts such as flank and skirt steak, which perform well under high heat, offer strong flavour, and adapt easily to a variety of menu applications.

Affordability continues to influence menu strategy. In a more value-conscious environment, operators are prioritizing formats that balance cost control with customer satisfaction. Smaller, portable items such as sliders, handheld kababs, snackable tacos, and wraps are increasingly prevalent, particularly within quick-service and fast-casual segments. These formats enable portion control, operational efficiency, and menu flexibility while maintaining perceived value.

There is an opportunity to further evolve how beef cuts are utilized on menus. While premium steaks will continue to play an important role, operators can explore a broader range of alternative cuts such as tri-tip, chuck roll, and skirt steak. These cuts offer strong, distinctive beef flavour and the potential to deliver flavorful globally inspired dishes across restaurant formats, menu formats and multiple day parts. By expanding cut selection, operators can create more diverse, flexible, and commercially effective menu offerings.

Canada's evolving demographic landscape continues to influence menu innovation, encouraging operators to balance authenticity, variety, and value.

Overall, Canadian beef is well aligned with current foodservice dynamics providing the consistency, versatility, and depth of flavour operators need to execute evolving menu strategies while maintaining operational efficiency and strong plate performance.

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FOODSERVICE CERTIFIED CANADIAN BEEF TRAINING PROGRAM



CERTIFIED CANADIAN BEEF TRAINING PROGRAM (CCBTP) FOR FOODSERVICE

The CCBTP is designed for front-of-house and back-of-house foodservice professionals and students in culinary-focused educational programs. Learn more about Canadian beef in a foodservice setting, with the opportunity to become a Certified Canadian Beef Professional.

WHAT IS THE CERTIFIED CANADIAN BEEF TRAINING PROGRAM?






The CCBTP is a digital training platform designed to provide you with practical, on-the-job information about preparing and serving beef, as well as the Canadian Beef Advantage.

By the end of the program, learners will be more informed about how to leverage Canadian beef within front-of-house and back-of-house work duties.

CURRICULUM OVERVIEW



To become a Certified Canadian Beef Professional, a learner must complete the core modules.

Core Modules 1-5 (Mandatory)


-  Module 1
Canadian Beef Advantage
-  Module 2
Beef Quality Grading
-  Module 3
Primals and Subprimals
-  Module 4
Farm to Fork
-  Module 5
Sustainability

Optional Modules 6-8

Back-of-House

-  Module 6
Food Safety and Handling
-  Module 7
Prepping and Cooking

Front-of-House

-  Module 8
Beverage Pairing

HOW TO ACCESS



Scan the QR code or visit fs.ccbtp.ca to access the foodservice edition of the CCBTP.

Be sure to speak with your manager about the program, as there may be additional content specific to your organization to help you learn even more.

Please reach out to us with any questions at ccbtp@canadabeef.ca

