

### March 2016

#### **Pasta, Rice, Noodles and Starches - Canada**

"Pasta, rice and noodles (PRN) enjoys near ubiquitous usage among Canadians. This, however, does not mean that the landscape is not changing. Pasta retail volume sales remained relatively steady between 2011 and 2015, while rice grew. As Canada's demographic mix changes, so too is what Canadians are eating."

### February 2016

#### **Ethnic Foods and Flavours - Canada**

"The impact of immigration will undoubtedly continue to affect Canadians' demand for and usage of ethnic foods."

**-Joel Gregoire, Senior Food & Drink Analyst**

### January 2016

#### **Butter and Margarine - Canada**

"Butter's advantage lies in two areas, its versatility, meaning its ability to be used both in recipes and as a spread, and in its perception of being a more natural option to margarine."