

Infographic: Health-Conscious Eaters Want to Bite Into Quality Sandwiches

Technomic

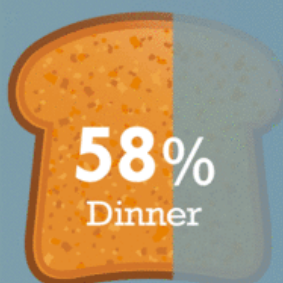
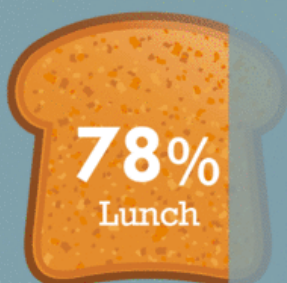
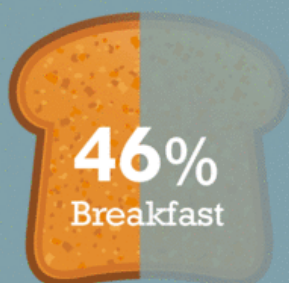
Spotlight on CANADIAN SANDWICHES

94%

of consumers eat at least 1 sandwich per week, with **35%** eating **four or more**.



How often do you order a sandwich away from home for the following? *once a month+*



What is your favourite type of sandwich to eat for ___ away from home? *Choose one.*

LUNCH
top 3



DINNER
top 3



Technomic, Inc., 2014, The Canadian Sandwich Consumer Trend Report

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Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

Sandwich consumption is strong in Canada. Today's consumers report eating an average of 3.3 sandwiches per week, and 35 percent of consumers say they eat a sandwich at least every other day. Today's consumers place higher importance on the quality of meat, bread, cheese and condiments in creating a good sandwich than in years past. Quality is often tied to health, and data also shows demand for healthier sandwiches: just 44 percent of consumers are satisfied with the healthfulness of sandwiches away from home. **(Technomic)**

Source URL (retrieved on 01/26/2015 - 1:57am):

<http://www.foodmanufacturing.com/news/2014/07/infographic-health-conscious-eaters-want-bite-quality-sandwiches>