



Canadians are crazy about chicken

McDonald's® Canada introduces the new *Chicken Snack Wrap*™ Can't get enough chicken? McDonald's has an easy solution.

- The McDonald's *Chicken Snack Wrap*™ has warm, juicy seasoned and breaded all-white chicken breast meat, topped with a creamy ranch sauce, crisp lettuce, shredded Cheddar and Monterey Jack cheeses, all freshly wrapped in a soft, flour tortilla.
- The new *Chicken Snack Wrap* will be available beginning April 10th for only \$1.79 plus tax at participating McDonald's restaurants across Canada.

So, just how much chicken do Canadians eat?

- Canadians have been consistently eating more and more chicken for the past 10 years.¹ During that time, quick service restaurants have seen a 39 per cent increase in orders for chicken products.²
- Between 1983 and 2003, the average Canadian increased their chicken consumption by more than 28 pounds (13 kg) per year.³
- In 2006, chicken was projected to be eaten 590 million times at commercial restaurants in Canada – an increase of more than 128 million since 1996.⁴

Getting the mid-afternoon stomach rumbles? Any time is a good time for chicken.

- Around the world, the total number of snacks eaten is expected to increase by 9.7 billion over the next five years from 66.1 billion to 75.8 billion.⁵
- The afternoon snacking occasion has become a \$1.5 billion (CDN) business for the quick service restaurant industry in Canada.⁶

NPD's CREST® Data on Afternoon Snacking Trends at Quick Service Restaurants confirms:

- The average Canadian visits a quick service restaurant for an afternoon snack at least three more times over an eight-week period than they did 10 years ago.
- The number of Canadian households that visit a quick service restaurant for an afternoon snack over an average eight-week period has increased by 18 per cent over the past 10 years.⁷



¹ Source: Stats Canada, Catalogue 23-202, 23-010

² Source: The NPD Group

³ Source: Stats Canada, Catalogue 23-202, 23-010

⁴ Source: The NPD Group

⁵ Source: Data Monitor, 2004

⁶ Source: The NPD Group

⁷ Source: The NPD Group