



# Hot Dog FACTS & FIGURES



Whether you call them wieners, franks or hot dogs, they are one of Canada's most beloved foods.

Maple Leaf Foods produces 34 types of hot dogs across 10 different brands! Our hot dogs come in different sizes and are made with different recipes to appeal to hot dog lovers everywhere!

Canadians buy 37 million kilograms of wieners each year. The average household purchases 3.6 KG – that equals ten 375g packs per year!\*

Wieners are synonymous with summer in Canada, and we see a huge spike in sales on the summer long weekends.

An estimated 66% of Canadian households purchase wieners every year making them nearly as essential as hockey! And two thirds of hot dog lovers buy one of our hot dog products.



## Spotlight on Two Bestsellers

### Our Traditional Red Hots

have been a tradition since the 1940s

- Our butchers carefully choose just the right cuts of pork to make them both juicy and lean
- We craft all of our wieners with quality and care.
- We use premium meats, traditional seasoning, and natural smoking to deliver delicious tasting product every time.

### Our Natural Top Dogs

deliver classic, family-favourite flavour

- Now filler free, and contain no artificial preservatives
- Made with premium meats and simple natural ingredients
- Offer a delicious smoky taste that both kids and grown-ups will love

\*Nielsen MarketTrack Latest 52 Wks - PE Jan 4 2020; Nielsen Cross Outlet Facts 52 Wks & Nielsen MarketTrack Latest 52 Wks – PE Dec 26 2020