

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!

■ In 2021, Canadians purchased 40 million kilograms of hot dogs. On average, Canadians buy 8 packs of hot dogs per year!***

■ 77% of Canadian households purchased hot dogs in 2021. And one-half of Canadian households (or 65% of those purchasing) bought one of our mouth-watering hot dog products.*

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

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



*Numerator Insights, Jan 1 to Dec 31, 2021

**Nielsen (WE Jan 9, 2021 – WE Jan 1, 2022)