

Lobster:

Lobster in the Chicago area is traditionally perceived as expensive, found only in exclusive, white-tablecloth establishments, and reserved most often for special occasions. Only people with unlimited expense accounts can truly enjoy it with any degree of frequency. Fortunately, Chicago reaps the benefits of those with expense accounts, if for no other reason than the impressive hospitality industry that focuses on the 3.2 million people that attend any one of the 1,099 conventions, 157 trade shows, or the 26,255 corporate meetings. Even though the current recessionary trend is keeping meals at an average of less than the U.S. \$16/person, the demand for lobsters is expected to remain stable. The identity of "Canadian lobster" is limited here and is certainly overshadowed by the strong image that surrounds Maine lobster.

At retail, requests for lobsters are significantly different. Lobster is not perceived and is seldom merchandised as "affordable food". Given the finite, seasonal supply of lobster, and high prices, it is highly unlikely that mass appeal promotions would ever transpire in the midwest. With the most popular sizes ranging from 1-1 1/2 lbs, present "retail" per capita consumption of lobster is no more than .01 lb.

FOR FURTHER INFORMATION:

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