- Twice as many trips per week 4.7 vs. 2.2
- Spend more money $117/wk vs. $87 average
- 75% believe food from fresh is better
- 72% say frequently influenced by displays

- By 2020, 1 out of every 5 Americans will be Hispanic.
- Spend 40% more on Fresh Fruit than the Avg. US Household.
- Hispanic middle class households grew 80% between 1979 to 1998
- 71% shop conventional grocery stores vs. 14% ethnic markets.
### Items

- Chiles, tamale kits
- Jicama
- Salsas
- Coconut, Pineapples, Limes, Mangos
- Chayote, Yuca, Boniato, Malanga, Taro
- Tamarindo, Jamaica, piloncillo, pico de gallo
- Nopalitos, cactus pears, plantains
- Cilantro, epazote, huitlacoche

### Latino Shopping Attitudes

- Shop in groups of four or five.
- Shop twice the frequency of non-Latinos.
- Prefer close, friendly relationship with store personnel.
- Shop in evenings and weekends.
- Brand Loyal.
- Reasonable pricing on brand name products is the most significant sales driver.
- Quality of meat/produce is the second most important driver.
- Seek quality products.
- Freshness is key.

In Latin cultures, shopping is an event.
Asian Influence

Asian Flavors

- Ginger
- Garlic/galangal
- Lemongrass
- Cilantro
- Basil
- Kaffir Lime Leaf