



- 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**





