



FOODSERVICE

Your Passion. Our Promise.®

Land O'Lakes® Simply on Trend™ Influence of Hispanic Cuisine in the U.S.



Top 10 Hispanic Cuisine Insights

- Continues to grow in popularity
- Is influencing ingredient consumption
- Can be healthy
- Varies by region
- Uses a vast array of tasty ingredients
- Appeals to all generations
- Is so much more than “tacos for dinner on Tuesdays”

65% of U.S. adults use **Mexican food**
or **ingredients** at home¹

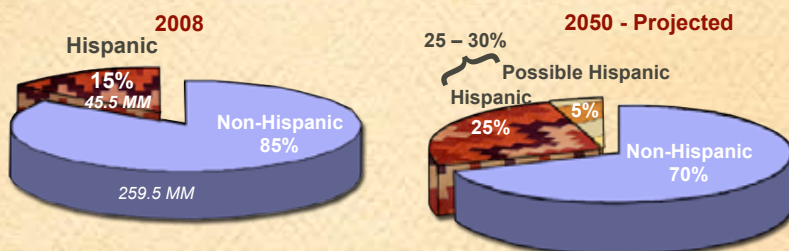
28% increase in **Mexican dish**
menu mentions since 2005²

Expand Your Appeal With Hispanic Menu Items

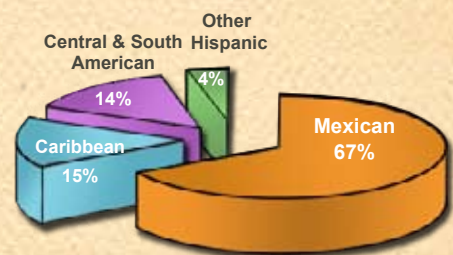
Exploring Hispanic cuisine can help foodservice operators differentiate their menus and gain a competitive edge. Today 15% of the U.S. population is of Hispanic descent, and the culture and tastes are rapidly moving into mainstream America. The U.S. Hispanic population is quite diverse, bringing together the many cooking styles of Mexico, the Caribbean, and Central and South America. In general, Hispanic households are larger and younger – meaning this growing market represents more young families for foodservice operations to serve.

While our Hispanic populations are geographically concentrated in the South and West, interest in the cuisine has grown significantly across the entire country over the last five years. Unlike some trends, this cuisine appeals to all ages, from the Baby Boomers to the Millennials. Incorporating Hispanic dishes into your menu can also help you meet your customers’ desire for healthier choices, as the cuisine tends to favor vegetables, tropical fruits and fresh seasonings. Best of all, many of the ingredients are already found in your pantry (or are easily sourced).

U.S. Hispanic Population Growth³



Hispanic Community Diversity³



¹ Source: The NPD Group/CREST™

² Source: The NPD Group/CREST™

³ Source: US Census Bureau

Simply on Trend™ Menu Ideas



Crunchy Taquitos filled with grilled steak, caramelized onions and LAND O LAKES® Shredded Monterey Jack Cheese with Jalapeño peppers

RATIONALE
Add variety to appeal to both mainstream Americans and the Hispanic population



Smoky Turkey Chipolte Macaroni and Cheese made with LAND O LAKES® Extra Melt® White Cheese

RATIONALE
Appeal to more consumers by adding Hispanic flair to traditional dishes



Quinoa with black beans and LAND O LAKES® Extra Melt® Cheese with Jalapeño Peppers

RATIONALE
Experiment with healthy salads using quinoa or brown rice



Caldo de Res (Hispanic beef soup)

RATIONALE
Try out a new weekly special using ingredients you may have on hand



Macaroni and Cheese made with LAND O LAKES® Golden Velvet® Cheese, chorizo and green onions

RATIONALE
Update classic Boomer comfort foods with Hispanic flavors and ingredients



Salsa Verde Huevos Rancheros with LAND O LAKES® Sliced Monterey Jack Cheese or LAND O LAKES® Sliced Monterey Jack Cheese with Jalapeño Peppers

RATIONALE
Incorporate Hispanic cuisine into your breakfast offering

More than Tortillas and Heat

In reality, only certain regions of Mexico emphasize the hot and spicy dishes. There is great diversity within Hispanic cooking, from Puerto Rican plaintain-based mofongo to Cuban ropa vieja meat dishes to Venezuelan pabellon with rice and beans. Whether venturing into this category for the first time, or expanding your offering to include more Caribbean-Latino influences, look to the different regions for variety and flavor inspiration. You'll find many ways to add Hispanic flair to breakfasts, appetizers and desserts in addition to lunches and dinners.

Regional Diversity: Starches, Ingredients

 Puerto Rican	 Cuban	 Guatemalan	 Colombian	 Dominican	 Venezuelan	 Mexican
Cream	Roast Pork	Fruit	Coconut	Fresh, simple	Corn	Chicken
Sofrito	Black Beans	Corn	Rice	Fruits	Potatoes	Tomato
Rice	Tomatoes	Chiles	Plantain	Vegetables	Peppers	Cheese
Garlic	Onions	Beans	Vegetables	Sofrito	Tropical Fruit	Tortilla
Onions	Bell Peppers	Nuts	Fruit		Queso	Onion
Cilantro	Garlic	Honey	Potatoes		Shredded Beef	Beef
Peppers		Condensed Milk	Chicken/beef/pork		Yogurt	

Top Hispanic Menu Flavors

Spicy • Chipotle Peppers • Lime • Avocado • Honey • Tangy • Applewood-Smoked • Tomato • Cilantro • Chicken • Ancho Chile • Jalapeño Pepper