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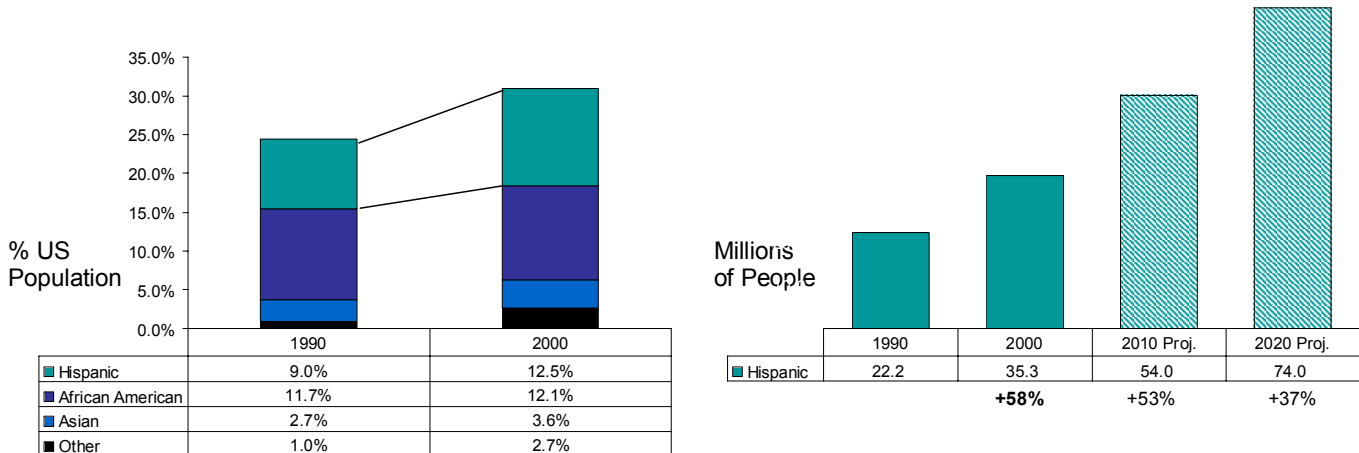
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## Hispanics are a booming part of the U.S. population ...

Hispanic grew 58% in recent census to now become the largest ethnic minority (12.5% US). Growth will continue.



**... and, as a result, are of importance to the food & beverage industry. Here are some headlines from the first ever Hispanic food & beverage show in Los Angeles this weekend.**

Big US companies get more aggressive with product introductions.

- Multi-national food & beverage companies are bringing Mexican and other Spanish speaking country brands into the US.
  - Nabisco's *Morelianas Narajas* (orange-flavored) cookies – delicious idea from Kraft Foods!
  - Also from Kraft ... look soon for Hispanic appealing line extensions to US brands, such as *Kool-Aid* Tamarind flavor (leveraging the popular *Frisco* agua frescas line-up in Mexico) and Manchego flavored Kraft Singles.
- ConAgra's Mexican business gets more aggressive and much more innovative.
  - Introduction of *Rosarita* frozen Gorditas leveraging over \$300 million in spending from *Taco Bell* (owned by Yum Brands – formerly Tricon) against a non-trademarked name.
  - Revs up efforts on its Fernando's brand.
- Smaller companies that have some ethnic skew to their businesses introduce dedicated lines.
  - *Kozy Shack* will introduce Dulce de Leche pudding. Mmmm.
  - Wells Dairy's *Blue Bunny* brand introduced a dedicated line of flavored ice pops in Limon, Chamoy (authentic apricot flavor) and Pelucas (authentic tamarind). Also delicious.
  - Jel-Sert has introduced a number of Hispanic SKUs across their powdered soft drink and gelatin businesses.

Avocados, cheeses and tequilas are everywhere!

- As avocado usage continues to expand, more and more retail and food service options come to market. This exists both for Hispanics in convenience forms and for the general market as guacamole usage grows.
- Authentic short shelf-life Hispanic cheeses were everywhere. *Cacique* continues to have a strong presence but *Ariza* made a big splash.
- Many, many brands of high end tequilas – which for many of us brings back memories (!). But if you've tried true high-end tequilas, they really are delicious for sipping. So, I sacrificed for all and tasted.

Other noteworthy items ...

- Seasoned and shredded authentic meats were plentiful. Dozens of brands of carnitas (pork), carne asada (beef), and pollo (chicken). Lots of food service options. Retail introductions are coming in force, too.
- There's a plethora of new brands of authentic Hispanic marinades such as *Bella Sun* carne asada seasonings.
- Imported soda and other beverage brands like *Victoria*, *Jumex*, *TopoChico*, and *Frutier* are getting more support than ever.
- More and more imported hot sauces are expanding. *Cholula* and *El Yucateco* are the two that seem to have the best flavor profile and emerging market strength.
- Big boom for the IQF market – individually quick frozen plantains are growing like crazy.
- Fruit and fillings meet authentic Hispanic dessert foods – if you have a sweet tooth, look for churros now filled with fruit flavoring, Bavarian cream, or cajeta (caramel). Wow!
- Tons of salsas – but little new news.
- Leading food service providers like *US FoodService* and *Sysco* are finally serious and doing a good job of getting both authentic products in their lines and coverage of the right routes.

Show website: [www.expo-comida-latina.com](http://www.expo-comida-latina.com)

Any questions? Call or e-mail me.

- Andy

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