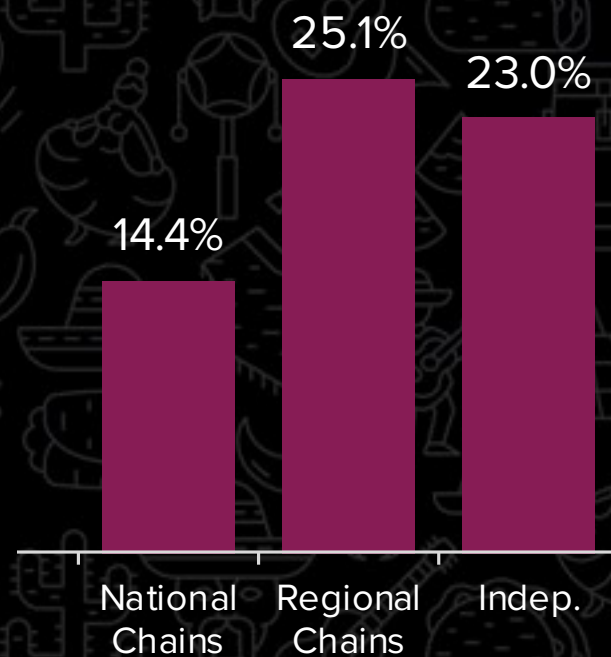




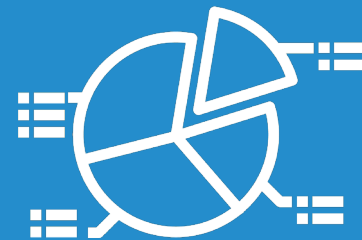
Cinco de Mayo translates to “5th of May”, in reference to the Battle of Puebla. On this day in 1862, the Mexican army defeated the French army in an unlikely win, boosting the country’s morale and sense of national pride after years of war. Thus Cinco de Mayo can be seen as a turning point in the U.S. Civil War. Today, it is seen as a day to celebrate the culture, achievements and experiences of people with a Mexican background, who live in the United States.

For consumers confined to their homes over the past several weeks, Cinco de Mayo is a great way to embark on a flavor adventure and explore the rich, colorful, delicious tastes of Mexican culture all month long. **TODO MAYO!**

% of US restaurant menus that feature Mexican Cuisine



## MARKET TRENDS



- 57% of U.S. Consumers are interested in seeing more foods and flavors from Mexico on Restaurant Menus
- Mexican is #6 on the Top 10 cuisines ordered from restaurants during the COVID-19 crisis
- Mexican has a food versatility score of 80, indicating that it is used in many different applications / dishes\*

## FLAVOR & MENU TRENDS



- 23.6% of US menus feature Mexican on the menu with a 4yr growth rate of 12%
- At 27.5% menu penetration Tacos are the most popular Mexican entrée offered at restaurants with a 4-year growth trend of 14.7%
- According to Datassential, 40% of consumers want Mexican dishes from restaurants during the corona-virus crisis

## CONSUMER TRENDS



- 33% of consumers say they’re getting more takeout than before the pandemic
- 80% of consumers who have tried Mexican food either Love or Like it!
- Consumers are currently drinking more than three alcoholic beverages per week, while just 9% say they plan to keep up that pace post-pandemic

\*Versatility is measured on a scale from 0 to 100 (with 50 being an item with average versatility).

Sources: Datassentials Flavor April 2020, [restaurantbusinessonline.com/consumer-trends/how-will-covid-19-crisis-change-consumer-dining-behavior](https://restaurantbusinessonline.com/consumer-trends/how-will-covid-19-crisis-change-consumer-dining-behavior)





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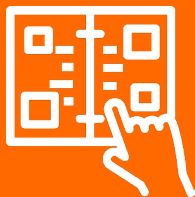
## 57% MARKET TRENDS

of U.S. Consumers are interested in seeing more foods and flavors from Mexico on Restaurant Menus



## 40% FLAVOR & MENU TRENDS

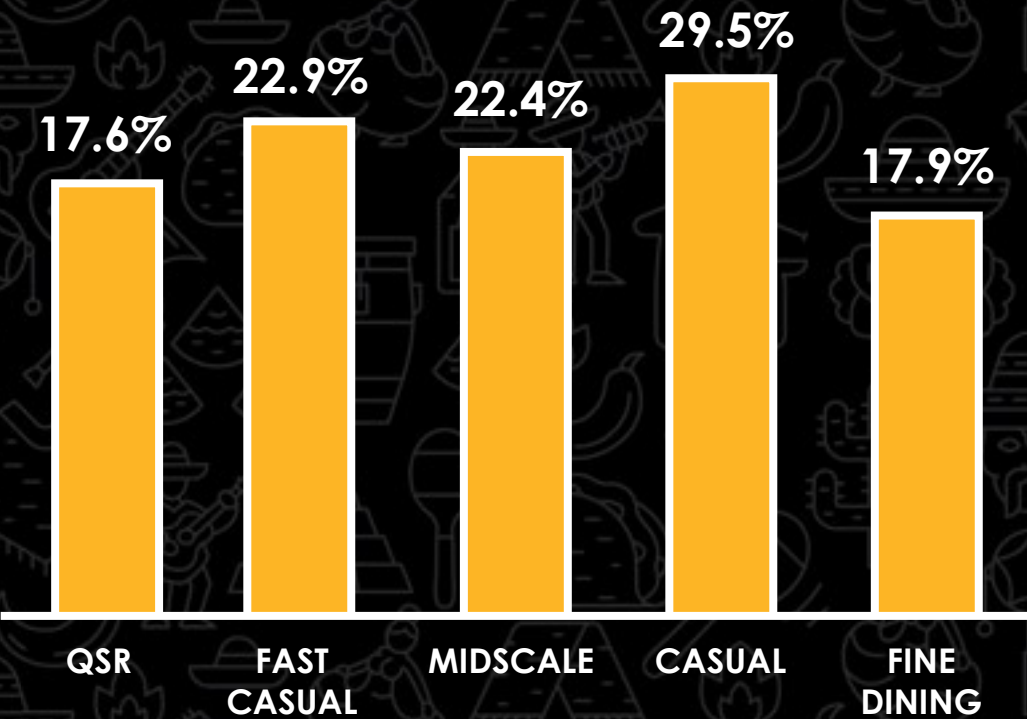
of consumers want Mexican dishes from restaurants during the coronavirus crisis



## 80% CONSUMER TRENDS

of consumers who have tried Mexican food either Love or Like it and interest in authentic Mexican cuisine is growing

## MEXICAN FOOD BY RESTAURANT TYPE



## TOP PAIRED FLAVORS with Mexican

Onion	37.6%
Bean	37.5%
Chicken	34.8%
Tomato	32.5%
Rice	31.5%
Tortilla	31.2%
Salsa	28.3%
Pepper	25.7%
Grilled	25.0%
Jalapeno pepper	24.2%
Soda	24.2%
Beef	24.0%
Guacamole	23.8%
Lettuce	21.2%
Avocado	21.1%
Cilantro	20.8%
Egg	20.6%
Taco	20.4%
Cola	20.3%

among menu items with MEXICAN, % that also contain each of the above; use this to find flavors that go together





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**72%** **MARKET TRENDS**

of consumers who have tried Quesadillas either Love or Like it!



**63%** **FLAVOR & MENU TRENDS**

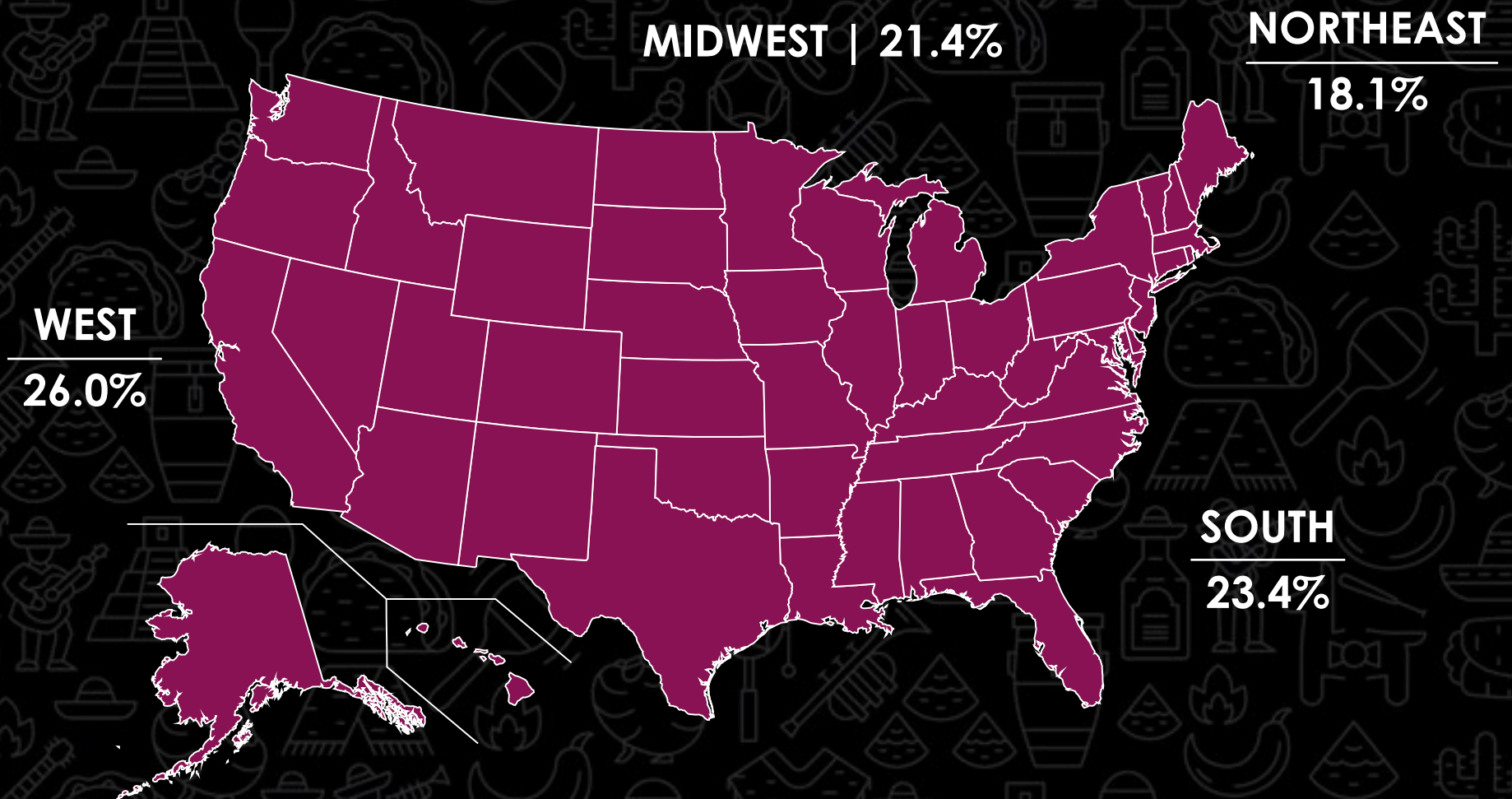
of consumers want Pizza from restaurants during the coronavirus crisis.



**57%** **CONSUMER TRENDS**

of U.S. Consumers are interested in seeing more foods and flavors from Mexico on Restaurant Menus.

## MEXICAN CUISINE BY GEOGRAPHIC LOCATION







Cinco de Mayo translates to “5th of May”, in reference to the Battle of Puebla. On this day in 1862, the Mexican army defeated the French army in an unlikely win, boosting the country’s morale and sense of national pride after years of war. Thus Cinco de Mayo can be seen as a turning point in the U.S. Civil War. Today, it is seen as a day to celebrate the culture, achievements and experiences of people with a Mexican background, who live in the United States.

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**72%**  
**MARKET TRENDS**

OF U.S. RESTAURANTS FEATURE SPICY ITEMS ON THE MENU WITH A 4-YEAR MENU GROWTH RATE OF 3%.

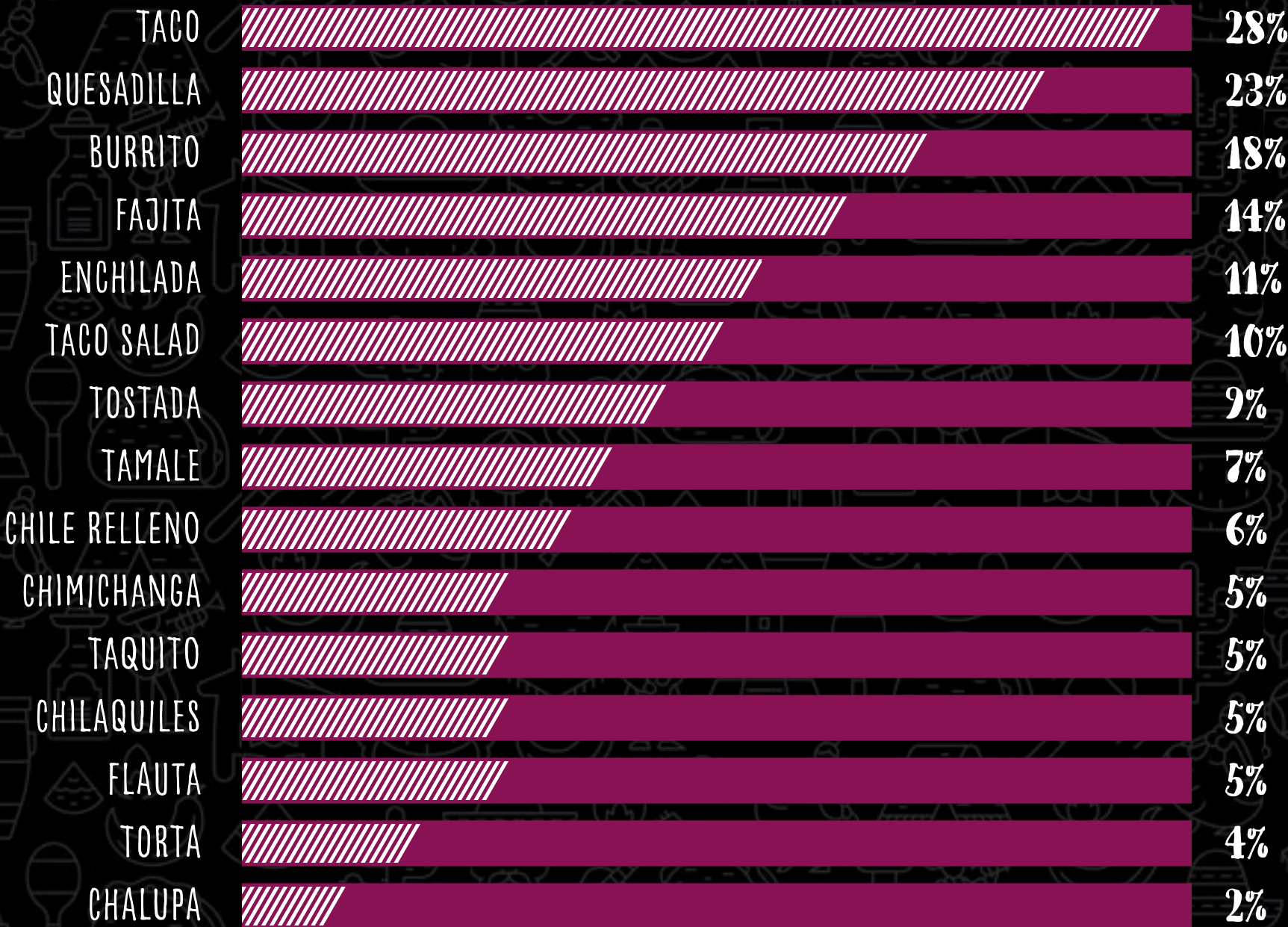
**62%**  
**FLAVOR & MENU TRENDS**

OF CONSUMERS WHO HAVE TRIED SPICY MENU ITEMS EITHER LOVE OR LIKE IT!

**64%**  
**CONSUMER TRENDS**

OF U.S. CONSUMERS ARE INTERESTED IN SEEING DIY TACOS OR BURRITO MEAL KITS ON RESTAURANT MENUS.

**MOST POPULARLY MEXICAN ENTREES ON US RESTAURANT MENUS**



**MEAL KITS OFTEN CONTAIN GLOBAL DISHES & INGREDIENTS**

KEY MEXICAN DISHES AND INGREDIENTS

- SALSA
- TACOS
- CHIMICHURRI
- CHIPOTLE
- ENCHILADAS
- FAJITA
- QUESADILLAS
- CHORIZO