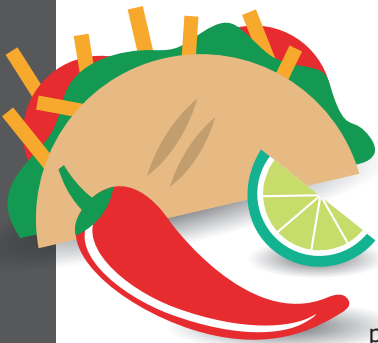




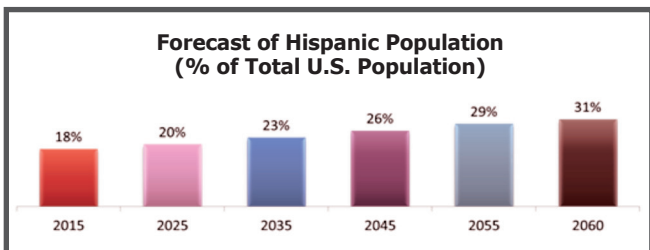
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Future America Has a Distinct Hispanic Influence

The U.S. is a melting pot of people and cultures from around the globe. At nearly 17% of the U.S.

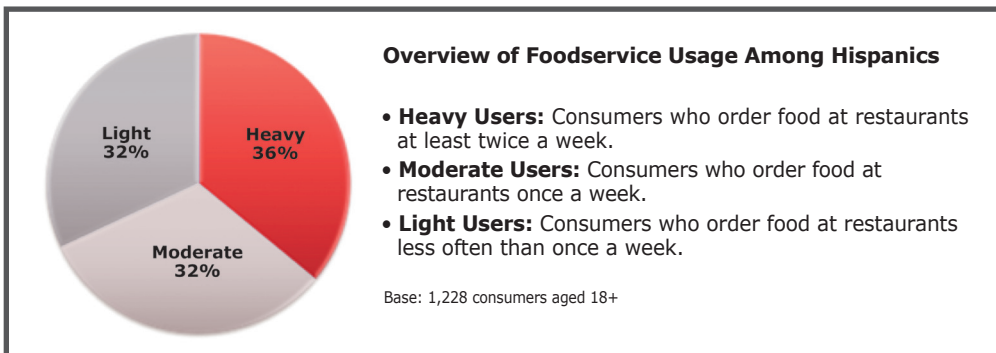
population, Hispanics are the largest and fastest growing minority group, with growth expected to continue. As this group continues to expand, so will its impact on the U.S. foodservice industry. Foodservice Operators who understand Hispanic patrons and what drives them to eat away from home will position themselves for success with this group.



Source: U.S. Census Bureau, Population Division, December 2012; The Hispanic Foodservice Consumer Trend Report, Technomic

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Although Hispanic households generally earn a lower income than non-Hispanic households, they spend only



Source: The Hispanic Foodservice Consumer Trend Report, Technomic 2013

slightly less on food away from home and their purchasing habits are in line with the overall population. More than nine out of 10 Hispanic consumers make foodservice purchases at least once a month, and heavy users — those who order at least twice a week — account for the largest portion of user groups at 36%.

Key Differences

There are a couple unique differences within this consumer group versus the overall population. First, Hispanics skew younger with a median age of 27 vs. 36. This younger millennial influence places a greater emphasis on innovative menu options and is also fully engaged in using mobile technologies and social media. Another difference is that dining away from home is regarded as a social event. Social occasions such as hanging out with friends and family, celebrating events and having a night on the town are more important to Hispanic consumers than the overall population.

The Adventurous Diner

Many Hispanics self-identify as “foodies,” saying that they love learning about foods and like to try new things when they dine out. They are driven by freshness and look for authentic ingredients and descriptors such as “fresh” and “hot.” Including vibrant photography on a menu helps demonstrate the fresh and authentic ingredients to drive traffic. In fact, 57% of all Hispanics are more likely to visit a restaurant if there are photos on the menu. Photography could also be a solution to help close the language gap. Other language accommodations to consider are bilingual menus or having Spanish-speaking waitstaff.

Key P.A.T.R.O.N.® Segments

Social Butterflies

- Ages 21-34
- Single with a moderate income and living in large metropolitan areas
- Love a lively atmosphere and want to have a good time with friends, family and new acquaintances
- Health-conscious but desire more adventurous, trendy and craveable foods
- Restaurants can be like a second home

Fun Parents

- Ages 21-44
- Married
- Place a big emphasis on showing the family a good time
- Reward themselves and family with special treats and a way to show family love and make memories
- Restaurants with shareable, family-friendly menus
- They may eat as late as midnight and are not confined to early dinners with the kids

SIDEDISH

Source: ConAgra Foodservice
Proprietary Food Away
From Home Study, 2009

Patron Key Issues

Hispanic patrons are seeking many of the same key attributes in their away-from-home experiences as the overall population. However, they place more emphasis on a family-friendly environment over taste and value. They are seeking new flavor experiences while enjoying time with family and friends. This patron group can be reached via social media as well as traditional advertising vehicles.

For more targeted recommendations to grow your business, ask your ConAgra Foodservice representative for a customized P.A.T.R.O.N. profile report.

THE P.A.T.R.O.N.®
Personalized Analysis Targeting Restaurant Operator Needs

Top 5 Actions

1. Offer shareable dishes and a warm, welcoming environment so that family members can relax and enjoy each other's company.
2. Offer better-for-you menu items that are made with authentic ingredients and flavors. Hispanic diners are driven by descriptors such as "fresh," "homemade," "premium" and "authentic."
3. Incorporate aspects of the Hispanic culture into the menu, ambiance and marketing, such as offering bilingual menus or greeting your patrons at the door in either English or Spanish.
4. Incorporate photos of your dishes into your menu to demonstrate "fresh" and "authentic." Photos can also help close the language gap.
5. Use mobile and social marketing to reach and attract Hispanic patrons. Encourage them to interact with your posts to help keep the social chatter going.



to go...

Source: Technomic, *The Hispanic Foodservice Consumer Trend Report, 2013*

For more information on ConAgra Foodservice products, insights and support, call 800-357-6543 or visit our website at www.conagrafoodservice.com

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