

Sigma foodservice

A Look Into Hispanic Cuisine

53% of consumers are very likely to try new flavors at Mexican LSRs, with consumers under 35 driving this interest (58%)



C-Store operators who have a drive-thru say roller grill items lead for drive-thru occasions as they allow for quick service

Movement Towards Mexican

5-Year Menu Growth of Mexican Cuisine

+4.6% At Quick Service

+88.7% At C-Stores

+8.1% menu price at Quick Service

Shareability Stats

Shareability remains higher for appetizers than for other mealparts, pointing to a need for options that can appeal to larger dining parties

Consumers share with others in their dinner party...



Heat Reaches New Heights



33% of consumers say they love hot sauce and use it on a wide variety of foods; this is up from 28% in 2019

41% of consumers aged 18-34 say they love hot sauce and use it on a wide variety of foods

Top Hispanic flavors at limited-service restaurants:

SHARE OF OPERATOR MENUS

Jalapeño

47.7%

Avocado

32.2%

Cilantro

20.2%

Chipotle

16.5%

Lime

14.9%

Chorizo

6.6%

Chile pepper

5.0%