

# Hispanics and Foodservice & Delivery - US - 2022

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## This report looks at the following areas:

- Where Hispanics order food
- Foodservice ordering methods
- Expected changes in foodservice ordering occasions
- Top factors considered when choosing a foodservice operator to order from or dine in at
- Barriers to dining out/ordering in

Foodservice is a priority for Hispanic consumers, as 49% would rather order from restaurants than spend their extra money on other things like vacations or clothing. While speed and convenience drive visitation, flexible working arrangements mean that home-based offerings from foodservice vendors will be more important. Foodservice operators have some lost ground to make up in terms of delivering on enjoyable experiences for dine in and takeout. Positively, foodservice patronage is more than just about satiating hunger, and Hispanics plan to order more from restaurants for moments that matter, like celebrations, big or small, and when they need some convenience. This opens the door for restaurants to provide value above and beyond the basics of good pricing and high-quality food. Showcasing menu variety will be a key way to enticing Hispanic consumers back, however, new dishes should build off of well-known classics rather than trying to be too trendy, as popularity is not always deemed to be good value. As consumers are engaging with brands across a multitude of touchpoints, they expect this will hold true for all categories – even for restaurants.



“Engagement with the foodservice sector remains at dampened levels as a focus on savings and safety keep consumers cooking more at home.”

- Carol Wong-Li, Director – Consumers & Cultures

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