

THINK
NOW

Latino Brand Authenticity Report 2019

ThinkNow Omnibus

National online survey among a representative sample of adult consumers.

Research findings summarized in this report are among primary or shared meal preparers for the household.



Survey Method

- › Online via ThinkNow Research's Omnibus Study



Field Timing

- › December, 2018



Regional Coverage

- › National



Screening Criteria

- › 18-64 years of age



Base Sizes

1,280
Total

507
Hispanics

258
Non-Hispanic
Whites

257
African-
Americans

258
Asian-
Americans



Authenticity in Food & Beverage Products

Many are open to and seek international food and beverage products.

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Hispanics, Asians, and African Americans over-index on seeking products from their home countries and brands that reflect their ethnic backgrounds.

Authenticity is important, but it's not a key driver of brand choice.

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Authenticity is more important to Hispanics and African Americans than other cohorts.

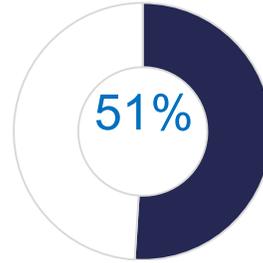
'Authentic' conveys many different meanings.

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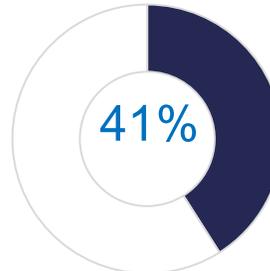
Some of these include origin of ingredients or recipe, natural ingredients or no preservatives, and traditional craftsmanship.

Many seek out products that reflect tradition and cultural diversity.

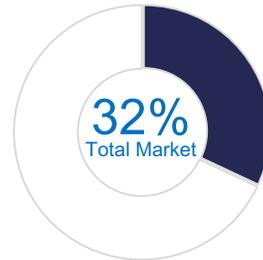
How well do each of the following characteristics describe you?
(Top 2 Box: Describes me Completely / Somewhat)



I cook the same foods that I ate while growing up



I seek out international products from my country of origin



I choose food brands that reflect my ethnic background

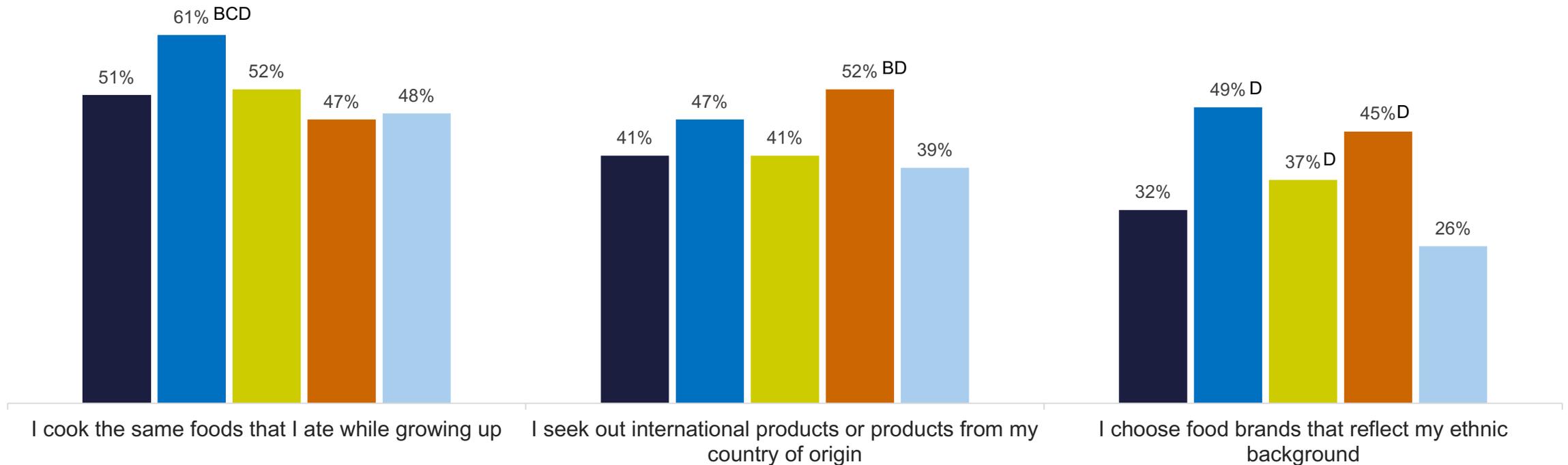
Ethnic cohorts are more likely to seek products that reflect their heritage.

- Hispanics are most likely to report maintaining traditional foods in their menu – those born outside the U.S. (69%) are significantly more likely to report this behavior than those born in the U.S. (56%).

How well do each of the following characteristics describe you?

(Top 2 Box: Describes me Completely / Somewhat)

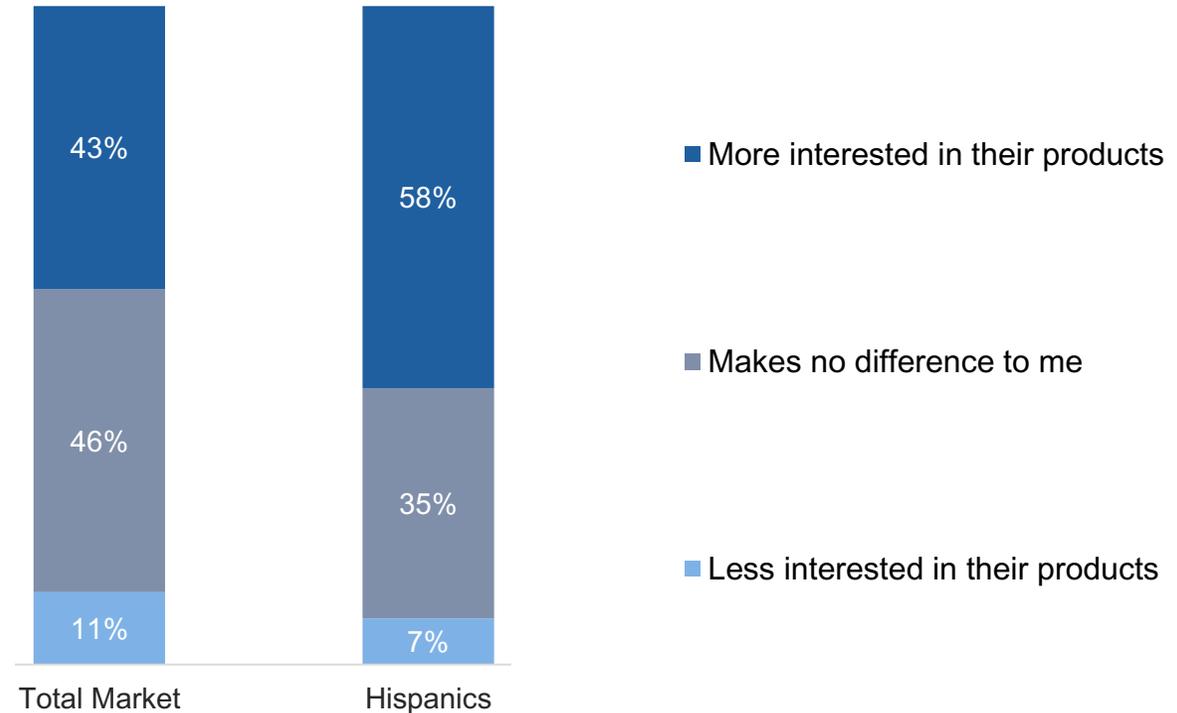
■ Total Market ■ Hispanic (A) ■ African American (B) ■ Asian (C) ■ Non-Hispanic White (D)



The Latin American origin of an established food/beverage product has a neutral to positive impact on interest to try.

- Not surprisingly, Hispanics report stronger than average interest in trying these Latin American products.

Imagine that an established brand of food and beverages from Latin America begins offering its products here in the US. Knowing that this brand is from Latin America, does this make you...

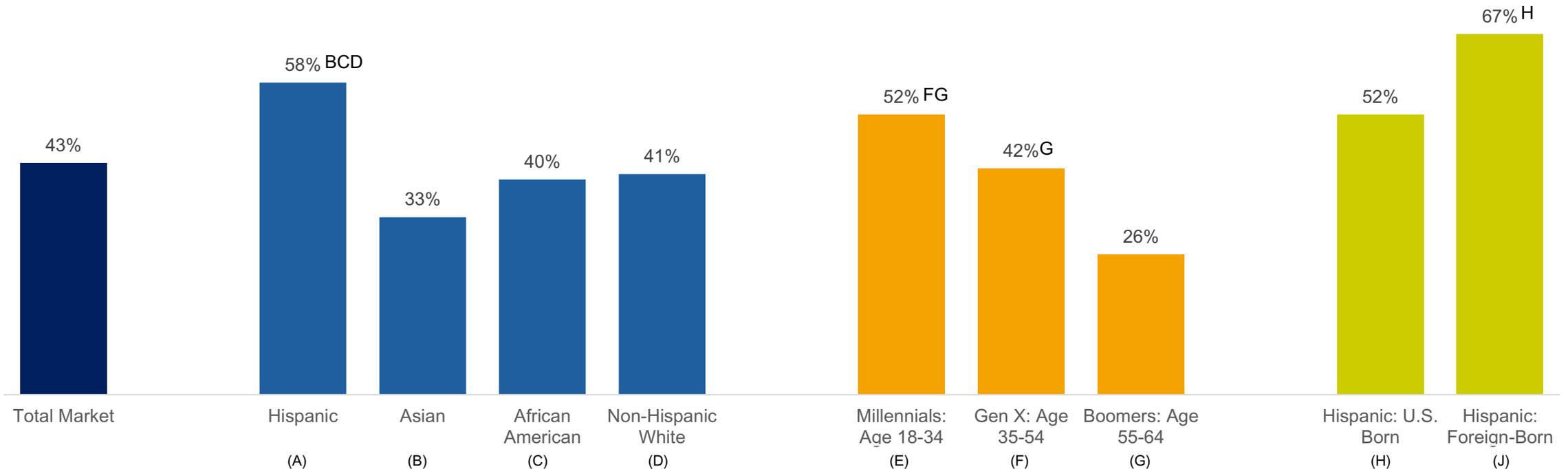


Interest in Latin American food & beverage products is strongest among Hispanics born outside the U.S.

- Among the Total Market, the youngest cohort is most open to trying these products, with interest declining with age.

Imagine that an established brand of food and beverages from Latin America begins offering its products here in the US. Knowing that this brand is from Latin America, does this make you...

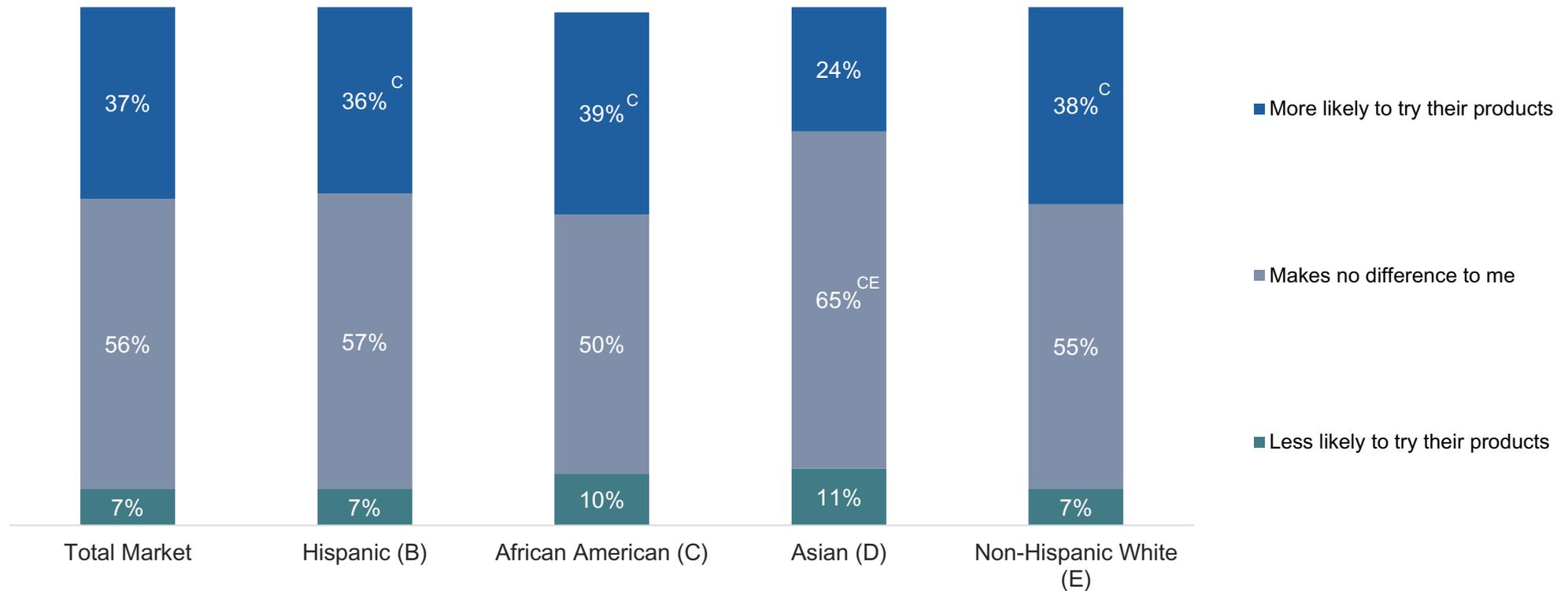
% More Interested in their products



Bilingual labels on products of Latin American origin have a neutral to positive impact on trial intent.

- Neutral impact is highest among Asians.

If this Latin American brand had product labels in English and Spanish, would that make you...?



Among Hispanics, the appeal of Latin American products is more emotional in nature and centers on the connection these bring to culture.

Why does it [a brand from Latin America] make you more interested in its products?
(Open-End Coded Responses)

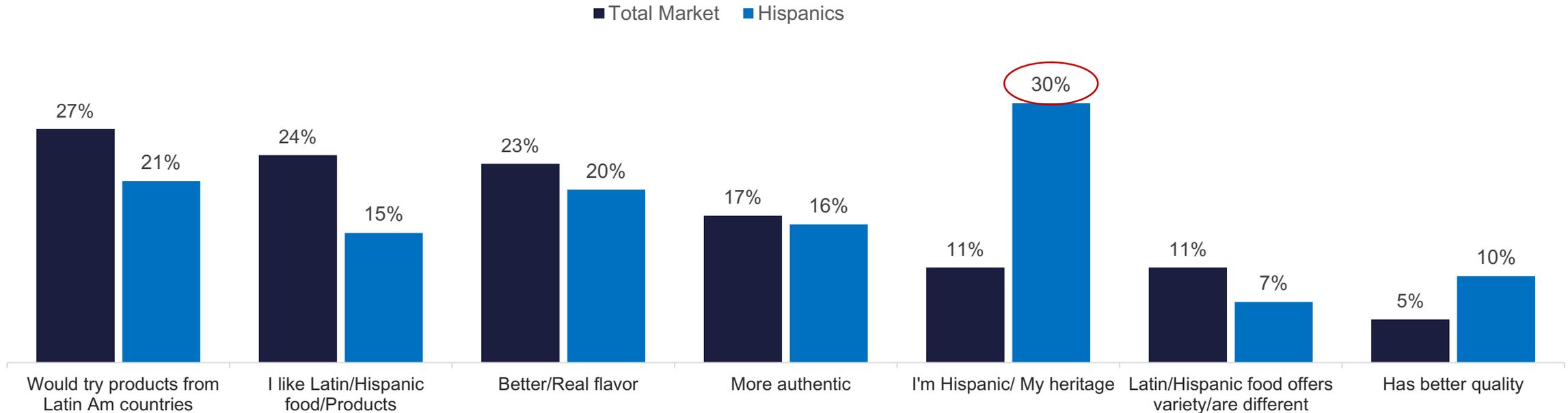


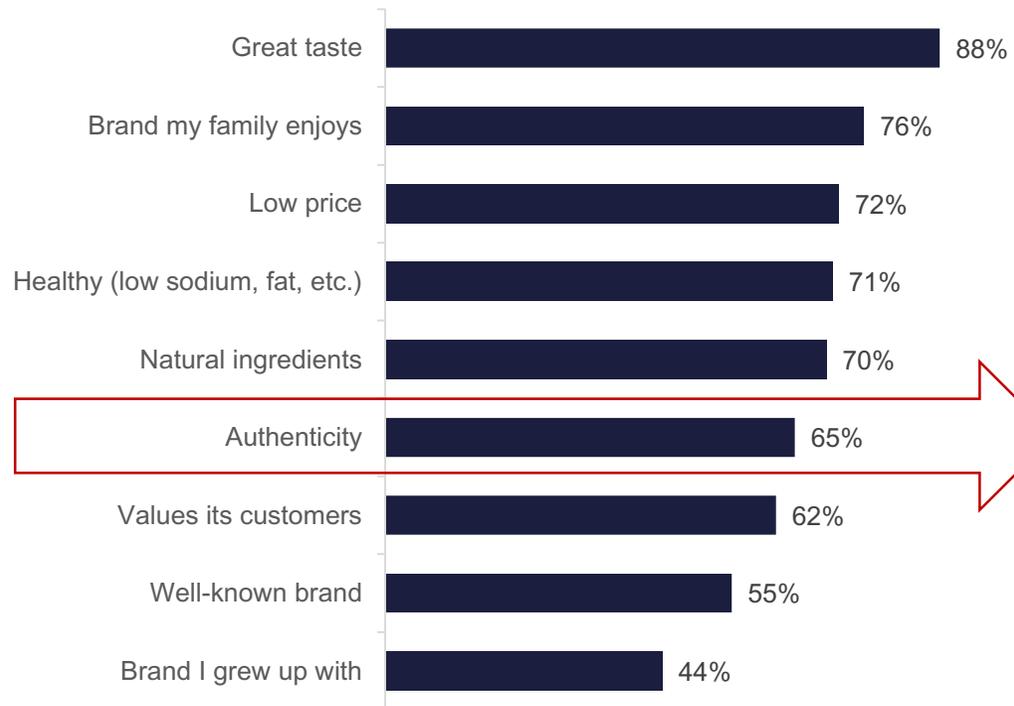
Chart includes only the top mentions

Authenticity is important to many, but other aspects, particularly taste, are considered more important.

- The importance of authenticity is flat across different ethnic segments.

**When it comes to food and beverage brands that you buy and/or consume, how important are each of the following?
(Top 2 Box: Very/Somewhat Important)**

Total Market



Hispanic	African American	Asian	Non-Hispanic White
64%	69%	66%	66%

Taste is, by far, the most important driver of food & beverage brand choice.

- Authenticity plays significantly smaller role, but it's likely more important when shopping for international products.

Which of these do you consider the most important attribute when it comes to brands of food and beverage that you consume?
(Forced Choice of Most Important attribute)

	Total Market	Hispanics (A)	African American (B)	Asians (C)	Non-Hispanic Whites (D)
Great taste	39%	33%	35%	36%	41%
Low price	17%	18%	18%	13%	16%
Natural ingredients	16%	13%	14%	17%	17%
Healthy (low sodium, fat, etc.)	12%	16%	12%	19%	12%
Brand my family enjoys	7%	9%	9%	7%	5%
Authenticity	3%	5% ^D	7% ^D	4%	2%
Well-known brand	3%	3%	2%	3%	4%
Values its customers	2%	2%	-	1%	2%
Brand I grew up with	1%	2%	2%	0%	1%
Base size:	(1280)	(507)	(257)	(258)	(258)

‘Authentic’ carries many different meanings – such as natural ingredients, traditional elaboration and taste, quality, no additives, and brand reputation.

What does the word "authentic" mean to you as it relates to a brand of food or beverages?
(Open-End Coded Responses)

■ Total Market ■ Hispanics

*"To me, authentic means something that is **not false or copied**. It is food that meets a reasonable assumption of its **character**. For example, I grew up in a Mexican household and went to Mexico frequently to eat Mexican food. I can definitely tell when somebody is cooking Mexican food correctly or when it is being altered to meet the standards of somebody who is not familiar with **real** Mexican food or just prefers certain commercialized flavors to authentic ones."*

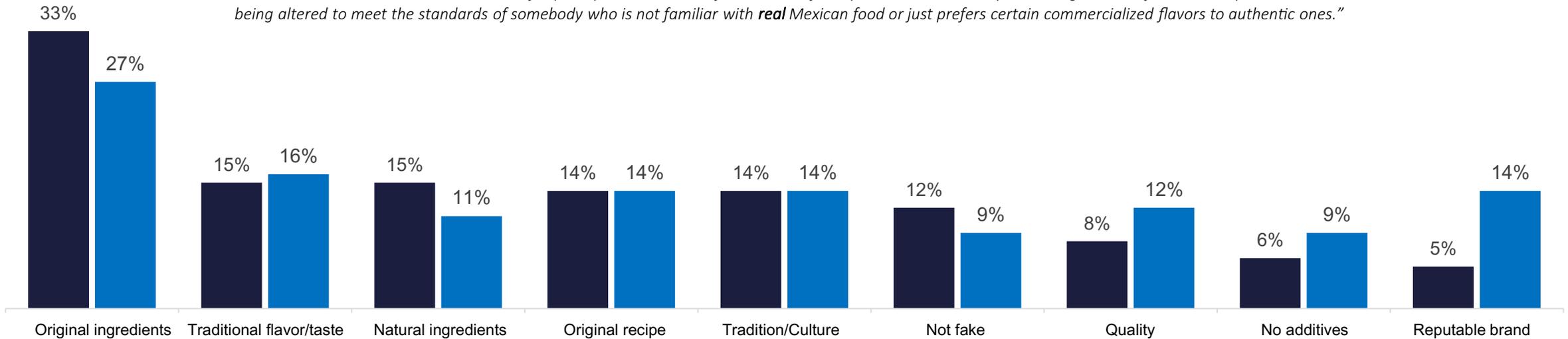


Chart includes only the top mentions

In their own words...

What does the word "authentic" mean to you as it relates to a brand of food or beverages?
(Select verbatim responses)



“ To me authentic could mean something special or out of the ordinary, not something that is everywhere. ”

“ Real and genuine, nothing fake and false branded. ”

“ No extra additives, the brand is true to its consumers, transparent, authentic to the ethnic background of the meal (Italian tastes, Mexican seasonings). ”

“ Made close to the recipe that originated from the region it came from. ”

“ Something that is original. Something that has been passed on from generation to generation. ”

“ A brand that is honest about the ingredients it uses and is a stand-up company in it's actions. ”

“ To me it means that not only the ingredients but also the production of the product occurs in the proper region of the world. ”

“ Something in it's original natural form. ”