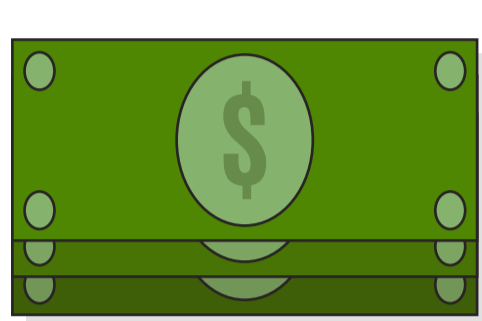


# DINERS HAVE THE TASTE FOR SOMETHING NEW

Specialty foods and multicultural ingredients are topping the list of what shoppers and diners crave.

SHOPPERS ARE GRAVITATING TOWARD GLOBAL CUISINE & INGREDIENTS.



**\$12.5 billion:**

Retail sales of international foods in 2018

**69.2% of Americans** want a greater selection of international foods in grocery stores



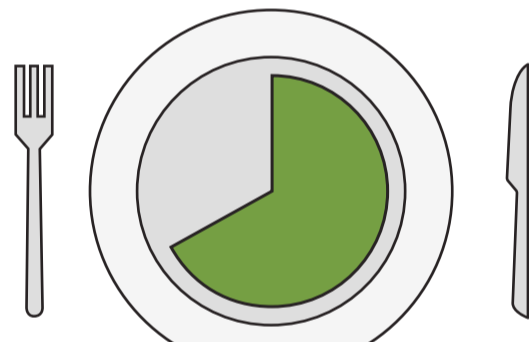
69.2%

**24% of customers**

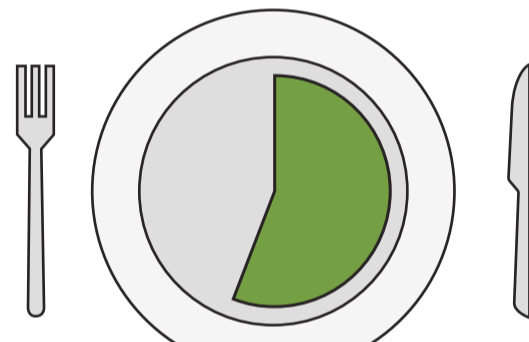
are trying more unique world cuisines now than just two years ago



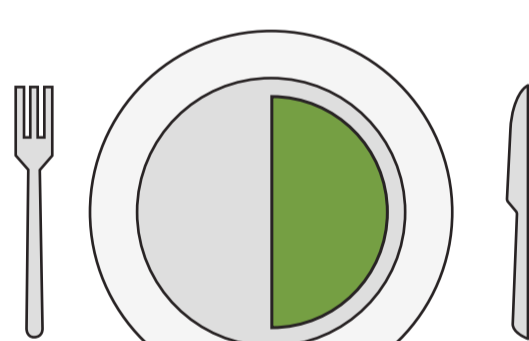
## WHAT ARE DINERS CRAVING?



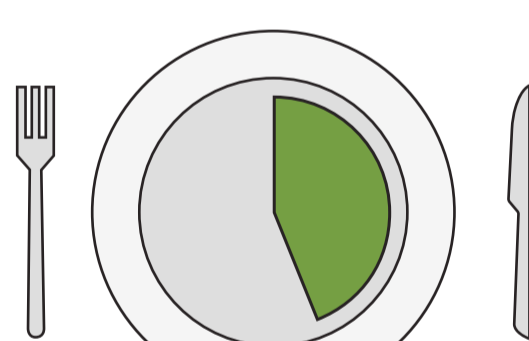
**67%** of U.S. restaurant customers **eat Italian cuisine** at least once a month



**56%** of diners are willing to try **Ukrainian dishes**

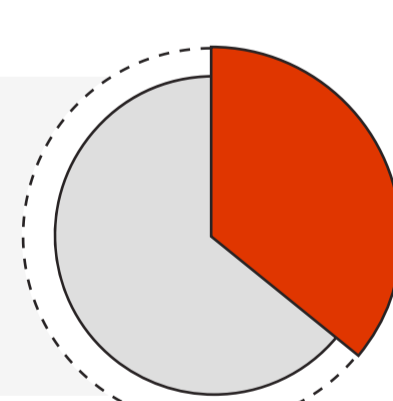


**50%** of customers would eat **Croatian cuisine**

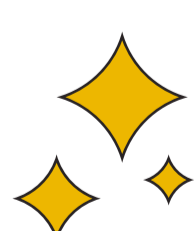


**44%** of Americans buy **Mexican food and ingredients** from grocery stores

**36%** of consumers are interested in exploring local delicacies in **Mexican, Italian, and Chinese cuisine**



## WHAT CUISINE TRENDS DO CHEFS EXPECT TO SEE?



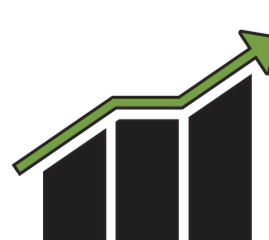
**69% predict**

African flavors will be a top trend

69%

**60% consider**

Peruvian food to be a rising trend



60%