

Regional Mexican Cuisine



Herbs & Spices

2 out of 5 consumers said they haven't tried but would like to try...

44%

Sweet, anise-like
Hoja Santa herb

44%

Nutty, earthy
Achiote spice

42%

Pungent
Epazote herb

More than 9 out of 10 Americans

Have tried and like Mexican Cuisine, 91%

Chili Peppers

More than 100 of the 200+ chili pepper varieties are indigenous to Mexico.

- 38% tried and like poblano peppers
- 47% want to try guajillos
- 42% want to try pasillas

Look to these and other lesser-known peppers to pique consumer interest.



Sauces & Salsas

- Mole, most well-known sauce in Mexican cooking.
- 36% have tried and like it, while 31% say they haven't tried it but would like to.

Salsa macha

Hot comapeno chili- or arbol chili-based salsa from Veracruz
73% of consumers crave **SPICY** sauces at least sometimes

Chamoy

Sauce made from pickled fruit and spiced with chilies
46% of consumers crave **PICKLED** sauces at least sometimes

Other sauces that have potential **CRAVEABILITY**



Mole poblano

Reddish-brown sauce of 20-plus ingredients, including chilies and chocolate from Puebla
88% of consumers crave **SAVORY** sauces at least sometimes

Escabeche

Vinegar- or citrus-based sauce with chilies and other vegetables
34% of consumers crave **SOUR** sauces at least sometimes

OPPORTUNITIES AROUND REGIONAL MEXICAN FARE

- Play up spicy and bold flavors through the plethora of chili peppers and chili-based sauces that come out of Mexico's regions.
- Offering a range of heat levels is key to pleasing the widest demographic.
- Market and promote the city or region that influences your food.

