

Meredith Hispanic Ventures Releases New Food Trends Report

NEW YORK, March 12, 2013 [PRNewswire](#)/ -- Meredith Hispanic Ventures, publishers of *Siempre Mujer* and *Ser Padres* magazines, today released findings from a new study identifying the shopping, cooking, and eating habits of the modern Latina family. The report is part of a series of trend reports to be rolled out by Meredith Hispanic Ventures throughout 2013 and 2014.

Since Hispanics currently represent **16%** of the total U.S. population, have a predominately larger household, and spend more money on groceries than non-Hispanic households, it is critical that marketers understand the role that food plays in the lives of Latinas. In order to gain deeper insight into the changing food consumption behaviors in the Latina marketplace, the research department at Hispanic Ventures tapped into their "Entre Nosotras" ("Between Us") database of 5,000 loyal and influential subscribers to conduct the food trend report.

"The trend report clearly shows that the Hispanic consumer has a diverse palette, yet many food manufacturers don't think to target this growing segment with their product offerings," states **Enedina Vega-Amaez**, VP/Publisher Meredith Hispanic Ventures. "They are missing an opportunity to connect with a potentially high consuming, loyal customer."

Among the survey's key findings:

- Nutrition matters to Latinas, with nearly **4 in 5** respondents reading nutrition labels. Hispanics care about purchasing foods low in fat, high in fiber, and low in sugar; and **more than half** of respondents buy organic products.
- Latinas said they are not only shopping the Hispanic aisle – they have eclectic palettes and enjoy cooking a wide variety of foods. These aspiring epicureans want to learn more about global cuisines, and they continue to seek samples and coupons to learn about new products.
- Similar to the general market, convenience is very important to Latinas. Respondents said they use disposable plates, towels and utensils, and they buy frozen vegetables, canned soups, and protein bars.
- Latinas are connected online, with **nearly half** of respondents saying they use a mobile or smart phone to assist them while shopping. The report showed that **55%** of Latinas who use recipes get them from the internet, and **60%** search for recipes in Spanish. Smart phones, tablets and computers provide Latinas with the convenience and simplicity they crave.

Online survey responses were received from November 16 through December 14, 2012.

ABOUT MEREDITH HISPANIC VENTURES

Meredith Hispanic Ventures is the premier publisher of information for Hispanic women on self, family and home. Its collection of empowering brands includes *Siempre Mujer*, *Ser Padres*, *Ser Padres Espera* and *Ser Padres Bebe*. The Meredith Hispanic Ventures portfolio also includes custom publishing, content licensing, research, digital marketing, database marketing, events, grassroots marketing, and video. *Siempre Mujer* and *Ser Padres* are available on the NOOK Color, NOOK Tablet, Zinio, and Google Play platforms, and *Siempre Mujer* is also available on Kindle Fire. Meredith Hispanic Ventures is owned by Meredith Corporation, which reaches 100 million American women every month through multiple well-known national brands including Better Homes and Gardens, Parents, Family Circle, Allrecipes.com, Ladies' Home Journal, Fitness, More, American Baby, Every Day with Rachael Ray and FamilyFun.

SOURCE Meredith Hispanic Ventures

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