



## **America's Ethnic Diversity and Globally Connected Population Reveal Opportunities for Culinary Innovation — New Report**

Bellevue, WA — As the “American consumer” evolves to represent an ever more ethnically diverse and globally connected population, American food culture and food and beverage trends both reflect and are driven by this diversity, according to [The Hartman Group's \*Exploring the Diversity of American Foodways\*](#) report. Examined through the lens of ethnic heritage, while many consumers have similar *ways* in which they eat, their cultural background has an impact on *what* they eat (in terms of flavors and actual dishes), and foods and beverages are an important way for consumers to maintain a connection to their cultural background.

“We find that eating culturally traditional food plays different roles for different ethnic groups,” said Laurie Demeritt, CEO of The Hartman Group, a leading consumer research and consulting firm. “For example, Hispanic and Asian consumers are most likely to eat foods associated with their culture on a more regular basis, but everyone eats traditional “American” food on holidays and special occasions.”

[Exploring the Diversity of American Foodways](#) finds that learning about and exploring both one's background and that of others has become a value in and of itself, especially in foods and beverages, and is a driving force of an evolving, multicultural food culture. Many consumers, especially younger ones, appreciate and seek out diverse flavors and cuisines, and parents seek to cultivate an expansive palate in their children.

The report also finds that ethnic/specialty retailers and restaurants are especially important to Hispanic and Asian consumers beyond the products and menus offered. Specifically, they view ethnic/specialty retailers and restaurants as key sources from which to find authentic, quality products and services, including hard-to-find and authentically sourced ingredients. Such outlets are thought to fulfill emotional needs for connecting to one's culture, connecting with others of similar background, or supporting one's community — needs that conventional retailers and American restaurants are not necessarily satisfying.

“Overall, for many consumers, the availability of a wide variety of cuisines is the best part of American multiculturalism,” said Demeritt. “The abundance of variety and expertise in today's restaurant landscape creates an easy way to connect within and across cultures.”

### **About the *Exploring the Diversity of American Foodways* Report**

Using immigration, racial, and ethnic diversity as a lens to explore how Americans eat today, [Exploring the Diversity of American Foodways](#) illuminates what we have in common and what is distinctive in our attitudes and approaches to food, eating, cuisine, health and wellness, sustainability, and food sourcing.

### **About The Hartman Group**

Since 1989, [The Hartman Group](#) has been translating consumer behavior and food culture into strategic growth opportunities for our clients. We are 100 percent focused on the food and beverage marketplace and our clients' interests. We deliver smart, strategic, and tactical advice, engaging collaborative experiences, and comprehensive research and analysis that lead to positive outcomes for our clients. For more information, visit [www.hartman-group.com](http://www.hartman-group.com)

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