



TACO MENU INSIGHTS



Asian Fish Tacos with Sweet Baby Ray's Sweet Red Chili Wing Sauce & Glaze

According to the latest Technomic Trend report, consumers love for tacos remains as high as ever. Check out below to learn more about the flavors, ingredients and sauces they're craving.



71%

of consumers agree Mexican cuisine is unique and exciting.

55%

of consumers are likely to order dishes with ethnic flavors for dinner.

42%

of consumers would order fish or shellfish dishes with ethnic flavors or ingredients.

Source: Technomic 2019 Consumer Trend Report

Let's talk sauce. Visit sbrfoodservice.com or call us at (800) 633-5800



BBQ Pulled Chicken Pita Tacos with Sweet Baby Ray's Sweet 'N Spicy Barbecue Sauce

GLOBAL FLAVORS:

55% OF CONSUMERS ARE LIKELY TO ORDER DISHES WITH ETHNIC FLAVORS FOR DINNER.



17% growth of **Sweet Chili** year-over-year across U.S. menus



↑ Mexican formats with **Asian flavors** are growing



72% of consumer interest in Latin foods is in **tacos**

Asian Fish Tacos with Sweet Baby Ray's Sweet Red Chili Wing Sauce & Glaze

Teriyaki Tempura Shrimp Tacos with Sweet Baby Ray's Sweet Teriyaki Wing Sauce & Glaze

Jamaican Jerk Fish Tacos with Sweet Baby Ray's Jamaican Jerk Wing Sauce

FASTEST-GROWING SAUCES WITH TACOS



200%
SWEET THAI
RED CHILI



16.7%
BARBECUE
SAUCE



18% growth of Mango Habanero YOY as a side sauce

5% growth YOY as a sauce add-on across U.S. restaurant menus

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