



**mindssight**<sup>TM</sup>

**Now** is the time for Ethnic foods and flavors.  
Is your brand ready?

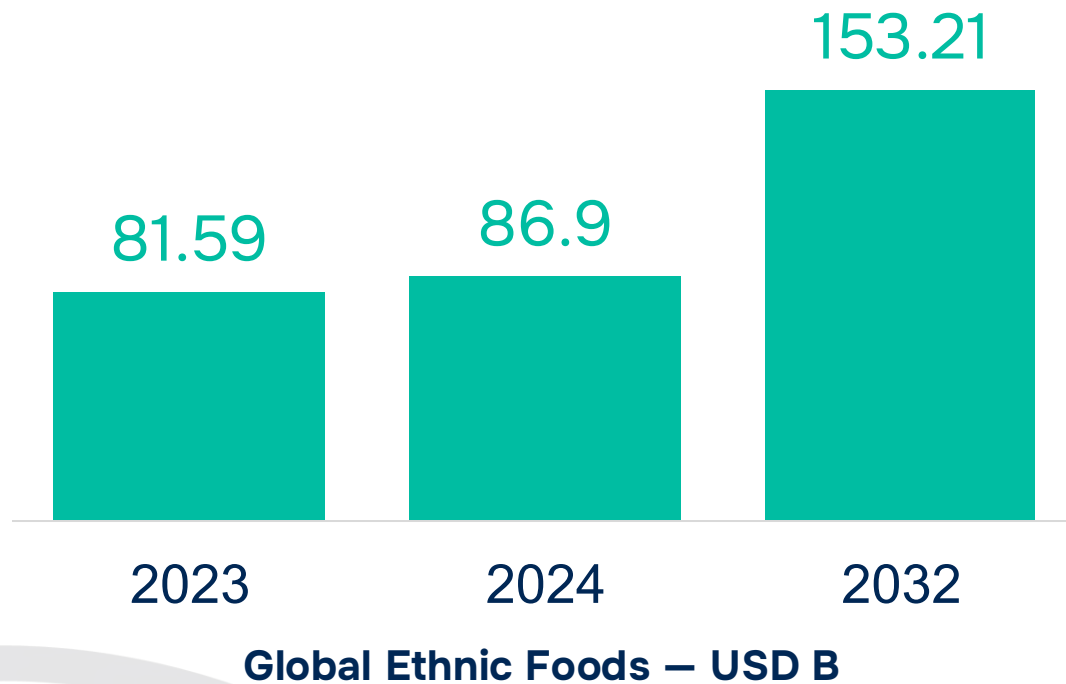
**We believe  
opportunities  
are found by  
asking  
questions.**



**What are the  
opportunities for  
BFY brands to grow  
through Ethnic  
groups, foods and  
flavors?**



**Well, the Ethnic food market is expected to nearly double in the next 8 years...**



**Global Foods Market is divided into:**

Asian  
Italian  
Mexican  
Chinese

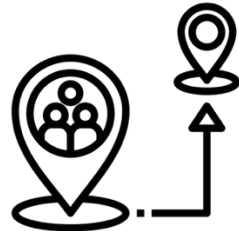


# ...which is being driven by travel, migration, and even frozen foods.



## TRAVEL

- Increased Reach
- Increased Frequency
- **Foreign visits** up 24% YOY
- **22%** of Americans claim they are **planning a vacation to a foreign country** in the next 6 months



## MIGRATION

- Willingness to Work Abroad
- Demand for Local, Regional Food Products
- **65% of population growth** (21-22) was driven by immigrants
- **46MM+** immigrants living in the U.S.



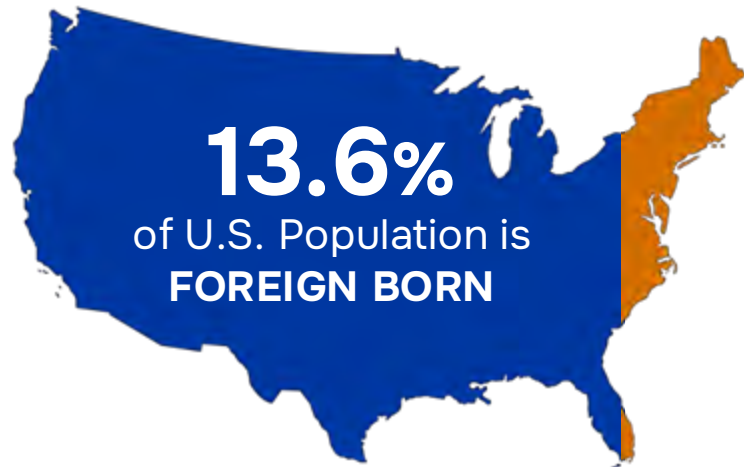
## FROZEN FOODS

- Acceptance through understanding
- **Frozen Foods annual sales** of \$77.6B
- Volume +5% (2023 v. 2019)
- U.S. consumers eat frozen foods an average of **4 times per week**
- **Asian Frozen Appetizers\*** increased between +52% - +378%

\*Egg rolls, pot stickers, ragoon, shumai, gyoza, wontons, dumplings

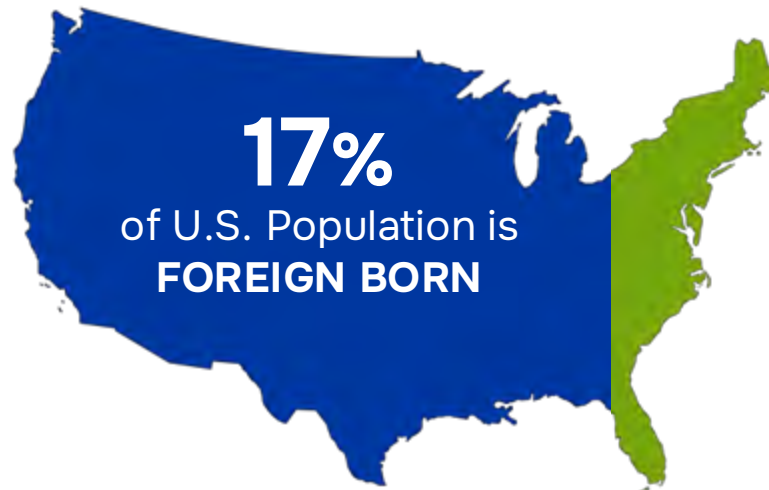
# Ethnic populations will continue to grow...

2024



Currently  
45,000,000

2050



Estimated  
66,000,000

By 2050:

**One-fourth**  
of the U.S. population –  
**97 Million People** – will  
be **HISPANIC/LATINO**

Over **8%** of the US  
population – **31 Million**  
People – will be **ASIAN**

...and digital media will show us Ethnic flavors whether we leave the couch — or not.



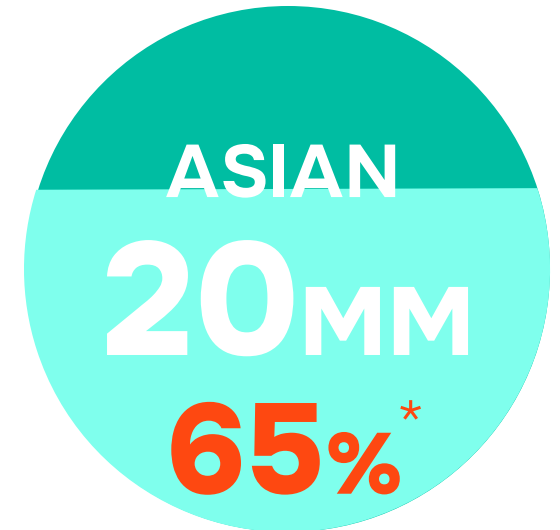
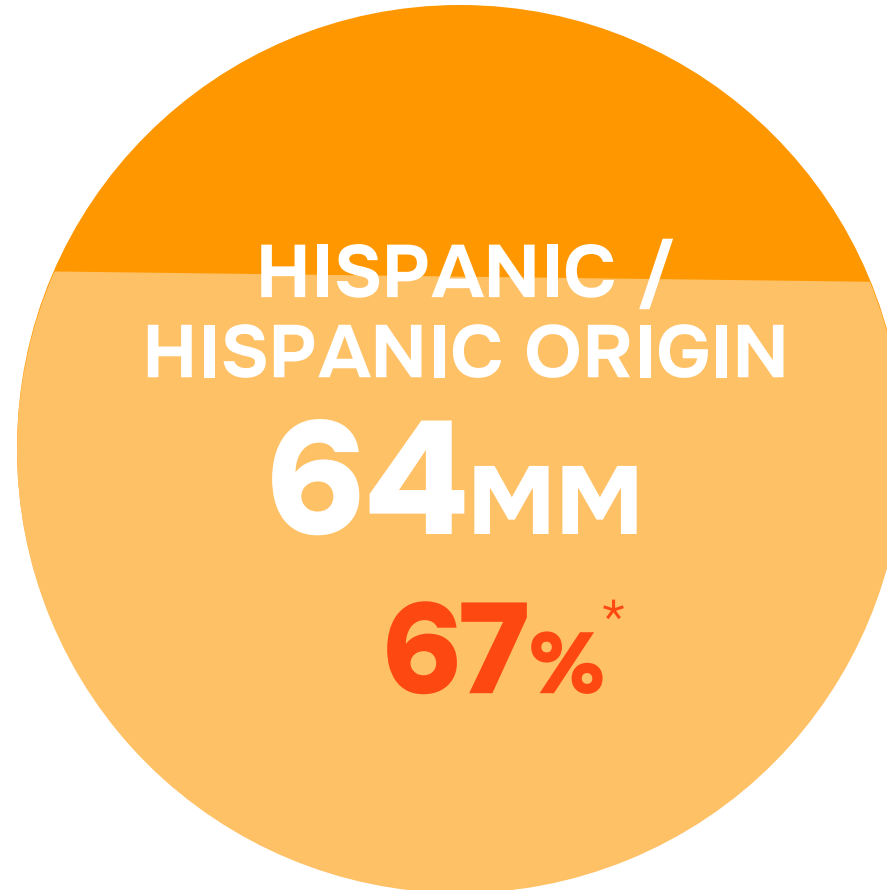
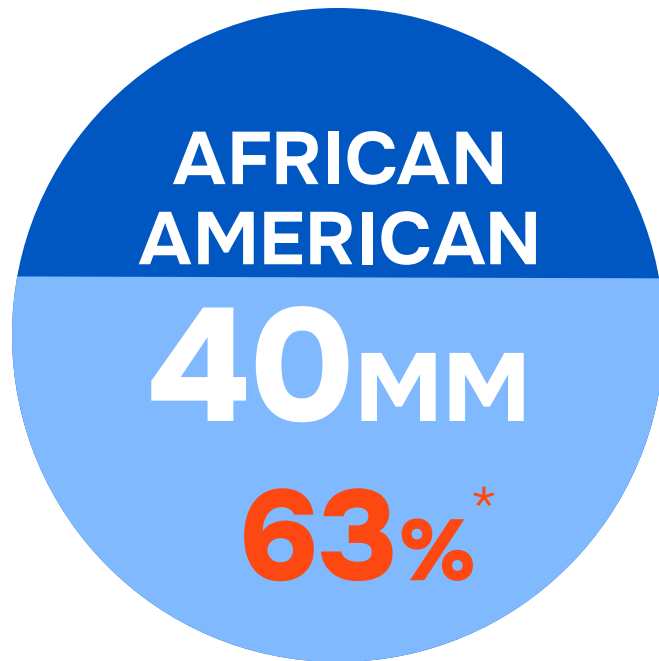
# Ethnic populations are large today...

AFRICAN  
AMERICAN  
**40MM**

HISPANIC /  
HISPANIC ORIGIN  
**64MM**

ASIAN  
**20MM**

...but many are **not** currently buying  
Natural, Organic, or Better-For-You foods...



\*Consumers not currently buying Natural, Organic, or Better-For-You foods—  
but interested in doing so

...which means the market size within each Ethnic group is big.



**25MM**



**43MM**



**13MM**

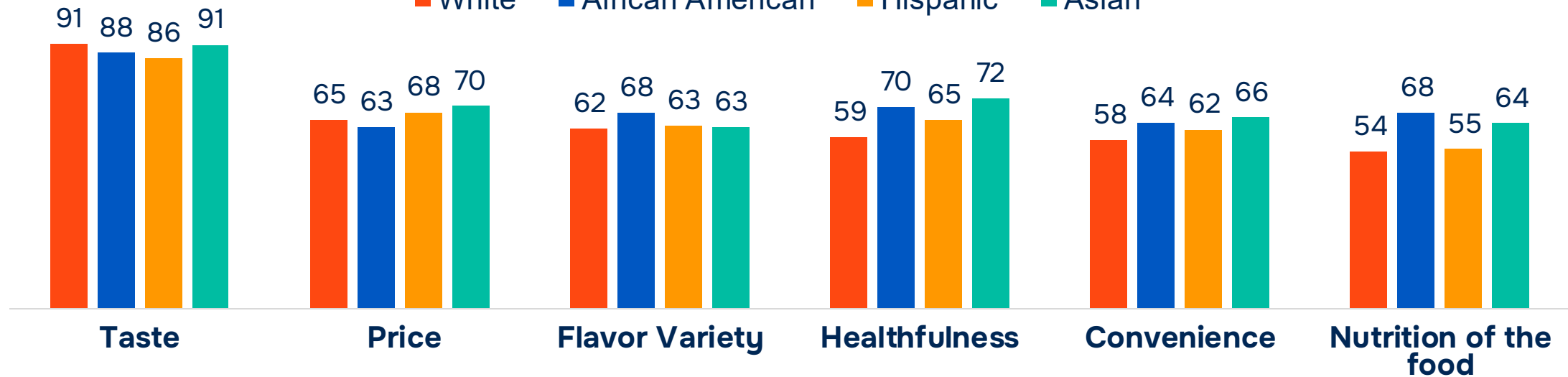
**So how do I tap into  
that opportunity?**



Well, start with as strong taste proposition, and offer a wide variety of flavors—these are 2 of the top 3 purchase drivers.

### What matters most to food purchase

White African American Hispanic Asian



# Make sure the varieties are relevant to the Ethnic group—because that’s really what they want.



Attitudinal Disposition % Selecting	White (A)	African American (B)	Hispanic / Hispanic Origin (C)	Asian (D)
I'd like to see more <b>healthy options</b> in ethnic cuisines that are <b>relevant to me</b>	30	60A	69A	76A
I'm interested in buying ethnic foods that are <b>healthy</b>	60	61	67	71

# Make those varieties seem as fresh, high in protein, and all natural as possible...

The better-for-you options they're interested in buying % Selecting	White (A)	African American (B)	Hispanic / Hispanic Origin (C)	Asian (D)
Fresh	69	62	62	67
High protein	55b	46	52	49
All natural	48	54	52	53
Low sugar	<b>47Bc</b>	36	39	40
Low sodium	<b>45bC</b>	36	32	42
Low calorie	<b>42BD</b>	30	35	31
Low fat	39B	30	32	40B
Organic	39	39	47a	<b>49Ab</b>
Few / minimal Ingredients	<b>34B</b>	22	27	30b
Dairy-free	21	23	24	30A
Gluten-free	17	23C	14	23C



**...and offer the best value proposition you can given price is the primary barrier to BFY product purchase.**

<b>Their challenges to eating healthier</b>	<b>White</b>	<b>African American</b>	<b>Hispanic / Hispanic Origin</b>	<b>Asian</b>
% Selecting	(A)	(B)	(C)	(D)
Healthy foods aren't affordable	47B	32	42B	49B
Other types of foods are more convenient	<b>36BCd</b>	23	21	27
I crave unhealthy foods and it's hard to make healthier choices	<b>34Bd</b>	25	28	26
Healthy food aren't as comforting	<b>26BC</b>	16	13	<b>25BC</b>
Healthy foods don't taste good	21C	19c	13	24C
I don't have time to cook / prepare fresh foods	20	16	18	22





Part of that value proposition should show them how your brand can help them feel.

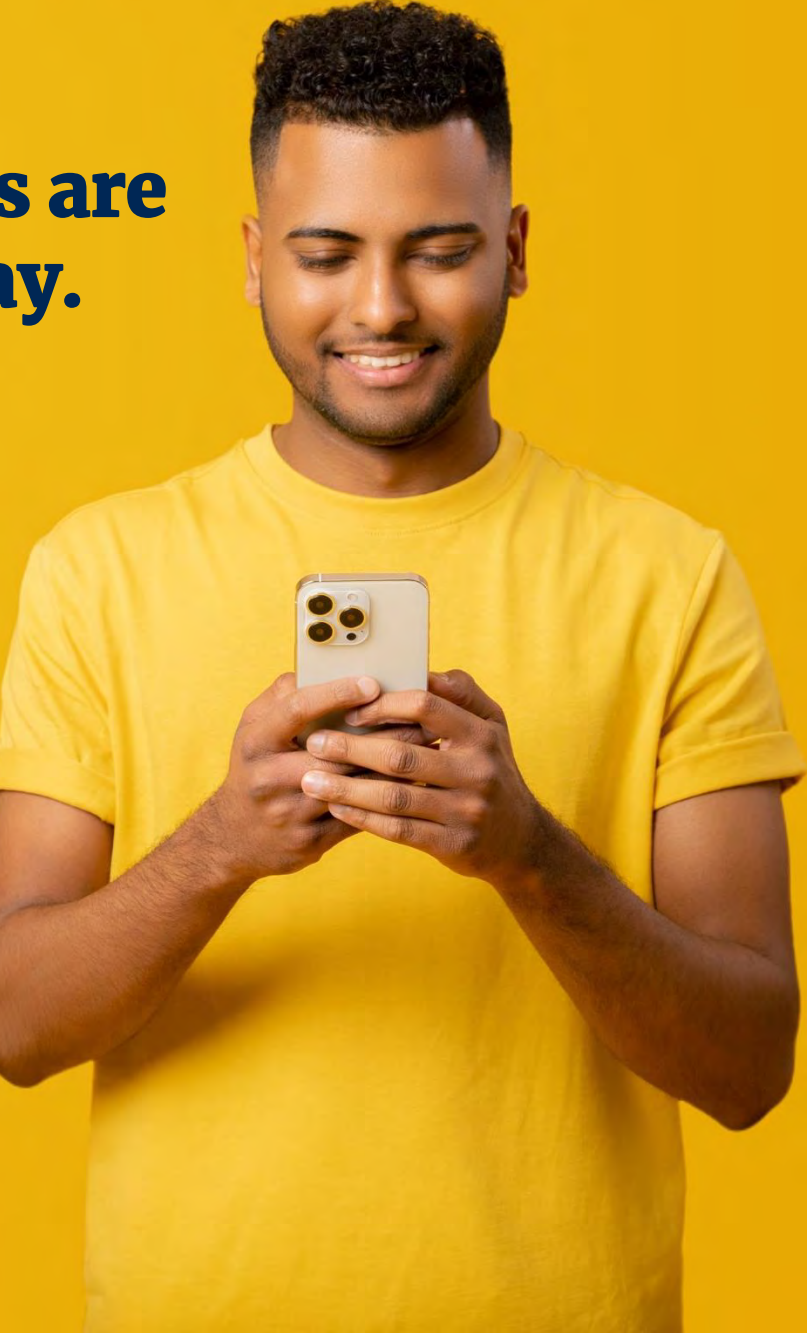
<b>Desired benefits from healthy eating</b> % Selecting	<b>White</b> (A)	<b>African American</b> (B)	<b>Hispanic / Hispanic Origin</b> (C)	<b>Asian</b> (D)
Feeling better overall	<b>74c</b>	69	66	<b>74c</b>
Having more energy	72	69	66	68
Looking better overall	60	53	55	55
Better sleep	60	66	62	59
Better mental health / alertness	59	56	57	57
Reduced stress	52	51	54	49

# Consider a distinct channel strategy given that Ethnic groups demonstrate preferences for specific retailers and channels.

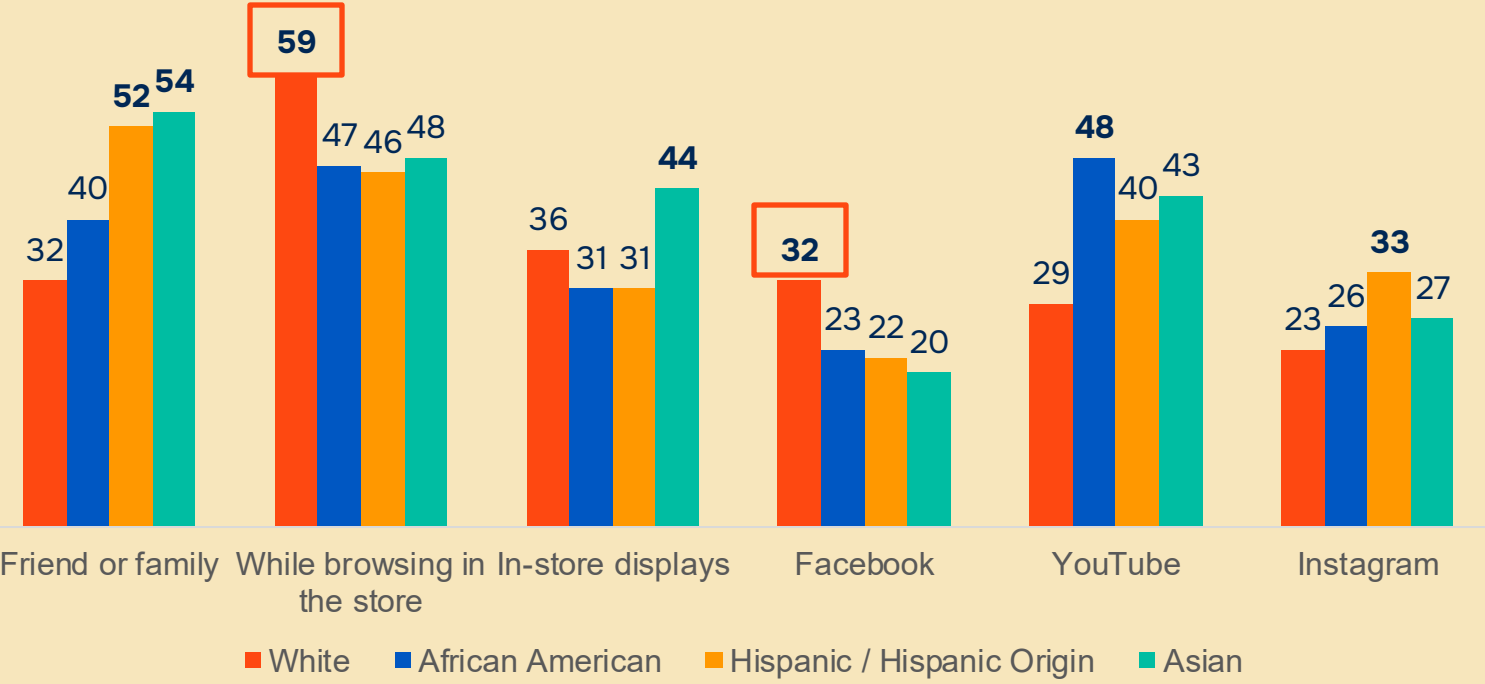
Where they're shopping for groceries % Selecting	White (A)	African American (B)	Hispanic / Hispanic Origin (C)	Asian (D)
Traditional grocery store	<b>78BCd</b>	69	62	70
Walmart	70	71	70	66
Convenience store	40D	38D	37D	27
Target	31	26	<b>43AB</b>	<b>45AB</b>
Club or warehouse store	28	36a	41A	<b>51ABC</b>
Online	26	29	31	28
Natural / Specialty store	20	18	<b>27aB</b>	<b>38ABC</b>



# Think about using Word-of-Mouth or Influencer marketing given Ethnic groups are much more likely to be influenced that way.



### Sources of influence on healthy foods



**Here is one brand  
that has done it well.**





# Today – Fastest Growing Snack Brand

Launched in 2011  
Named after his mom and inspired by his **Thai and Chinese** heritage.



**Vincent Kitiratragarn**  
Founder & CEO,  
Dang Foods



 **39.8k Followers**

**Cultural Immersion**

**Adherence to a strong values and belief system**

**Consumer Education**

**Philanthropy**

**THAI FOOD FACTS**

Thai people are renowned "snackers" and food stalls are found in most public places.


Eating alone is bad luck!

Thai food has 5 primary flavors: sweet, salty, sour, bitter, and spicy.

Rice is the only food placed on an individual's plate while all other dishes are shared from bowls.

While chopsticks may be used for noodles, Thai people typically eat with a fork and spoon.







# Brands are taking note.

Some ethnic brands have been around awhile and slowly growing

While others are being bought up or partnering with 'The Big Guys'



**Many others are getting  
into the game.**



# Showcase

 **MAYAWELL®**

**MILÀ** 蜜嘉™

  
**SANG**

**Fila**   
**Manila**



**Mexican-owned** and launched in 2020, Mayawell “**isn’t your average soda company.**” The company offers a variety of **natural, organic prebiotic soda alternatives.**

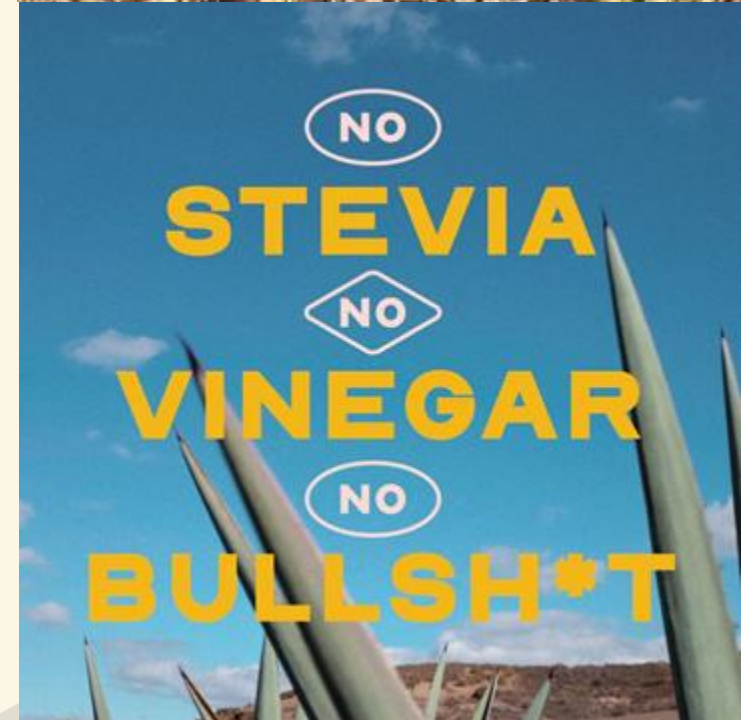




**Benefit-Focused**  
**Choiceful Ingredients**  
**Heritage**  
**Giving Back**

**Portion of sales funds**  
**social impact initiatives**  
for indigenous  
communities in Oaxaca

**Active Agave™**  
PROPRIETARY INGREDIENT –  
prebiotic to promote and  
retain healthy gut bacteria



# MILÀ 蜜立嘉™

Started in 2018, by second-generation **Chinese-Americans** who want to share their love of their **family heritage and food.**



# MiLa 蜜露™



**Caleb and Jen  
with Brian and  
Norman – The  
initial crew that  
started it all.**



**Family**  
**Authenticity**  
**Cultural Pride**  
**Freshness / Quality**  
**Experience**

“If I want to get them hot and fresh, I have to go all the way to Chinatown, and as a homebody, that's a trip I don't always feel like taking. So when I came across MiLa, a brand that delivers frozen soup dumplings straight to your door, I knew I had to try it out.”

# SANG



# SANG

## Family Connection

'Sang' means bright in Vietnamese

Founder: **Lan Pham**  
First-Generation  
**Vietnamese-American**



## Authentic

cà phê sữa đá,

**Coffee beans sourced from Vietnam** and slow dripped through a metal filter



A little fun,  
a little quirky,  
approachable





Established in 2020, Fila Manila was created to bring **traditional Filipino flavors and sauces** to the 2<sup>nd</sup> largest Asian-American Community.



- Adobo Marinade & Sauce
- UBE Purple Yam & Coconut Spread
- Banana Ketchup
- Kare Kare Peanut Sauce
- Isla Pineapple Rum Sauce





## Family / Culture

Founder: **Jake DeLeon**

First-Generation **Filipino-American**

Desire to represent his food culture into mass market

## Origin Story

Each sauce has a history from the Spanish Colonizers to the lack of tomato ketchup during the war

## Deliciously Wholesome

Products contain zero artificial colors or flavors, naturally Gluten-Free, Dairy-Free, and Vegan



# Core Values are key to growth and success.



**Family  
Foundation**



**Cultural  
Pride**



**Authenticity  
Flavor &  
Ingredient  
Focused**



**Sustainability**  
(Environment,  
Economic, Social)



**Direct  
-to-  
Consumer**

**Questions?**



**Thank You.**

**mindsight**<sup>TM</sup>

For more information visit: [mindsighters.com](https://mindsighters.com)

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