



Reach Young Consumers

WITH GLOBAL FOODS

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different foods. Similarly, most millennials and many Gen Zers say they prefer to visit foodservice operators that offer new or innovative flavors and ingredients. In short, novelty and variety are paramount for retailers who want to compete for younger consumers' loyalties.

The popularity of Mexican-inspired fare among younger generations offers yet another opportunity for future growth. Mexican food's mainstream success is especially prevalent among younger consumers; it's Gen Z's No. 1 most-preferred cuisine and is millennials' No. 2 (following American), with most Gen Z and millennial consumers saying they would likely order Mexican if it was available when they're dining out.

Keep it convenient

Beyond flavor preferences, when it

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comes to preferred formats and service styles, younger generations tend to prioritize convenience. Millennials order takeout for 40% of foodservice occasions—more frequently than any other generation—and Gen Z says they opt for takeout nearly as often at 37% of occasions, according to Technomic's *Generational* report, so it's crucial for retailers to take that into account.

Finding fare that accommodates their

busy schedules is important to these consumers, especially those commuting to work or school. Thirty-seven percent of Gen Z and 31% of millennials say they snack instead of eating a traditional meal when they're stressed. For c-stores catering to consumers on the go, crafting menu items that offer the satisfaction of a full meal with the convenience of a snack is a formula for success.

Quick, portable foods such as E.A. Sween's San Luis® line of individually packaged burritos, quesadillas and breakfast wraps are the perfect solution for shoppers seeking a quick bite. Importantly, the heat-and-eat formula doesn't just offer quick service and convenience for consumers, but also minimizes prep time for c-store employees behind the scenes.

Made with quality ingredients and fresh-Mex flavors inspired by authentic fare, San Luis burritos, quesadillas and breakfast wraps offer the bold flavors and portable formats consumers love. Available in a number of crowd-pleasing options, including spicier recipes (such as the Spicy Red Hot Beef & Bean Burrito), meatless meals (such as the Bean & Cheese Burrito and Three Cheese Quesadilla) and easy all-day breakfast offerings (including the Breakfast Scrambler Wrap and Sunrise Breakfast Burrito), the line's variety of on-trend eats helps ensure the selection never gets boring—even for the most frequent shoppers.

As c-stores edit and expand their foodservice menu to leverage trends and cater to younger shoppers, solutions that keep costs and labor low are crucial. With E.A. Sween's San Luis line, offering a variety of quality Mexican-inspired eats requires no prep work beyond heating and serving.

To learn more about
E.A. Sween's San Luis
fresh-Mex foods,
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