

# newsworthy trends

## Consumers Are Warming To Latin Flavors

(NAPSA)—The increasing fusion of cultures in the U.S. is reflected in a number of recent trends, particularly the “Latinization” of the United States.

For example, according to an online survey by Kelton Research, 51 percent of those polled report that salsa has replaced ketchup as their condiment of choice, and 63 percent of those 21 to 34 say they would rather snack on a tortilla chip than a potato chip.

The survey also found that when Americans eat what was described as “ethnic food,” they choose Mexican cuisine most often (36 percent), followed by Italian, Asian and other types of food.

When it comes to alcohol beverages, nearly half—47 percent—of those surveyed who are 21 and older said they like the idea of beer served in the Mexican style of adding lime or salt or have already tried it.

American companies have caught on to the transculturalism trend and are launching products that embrace both Hispanic and American cultures. For example, Miller Brewing Company recently launched a new chelada-style light beer called Miller Chill, fusing the best of two cultures—light beer from America and the chelada style from Mexico.

Miller Chill is an American take on the classic Mexican chelada recipe and it is said to be the only light beer brewed with a hint of lime and a pinch of salt.



**New products such as Miller Chill (shown above) seek to capitalize on Americans' increasing tastes for Latin flavors.**

“Miller’s decision to launch a chelada-style beer reflects the fact that Latin culture is having a significant influence on the attitudes and behaviors of general market consumers,” said transculturalism expert Claude Grunitzky. As author of “Transculturalism: How the World Is Coming Together” and chairman and editor in chief of TRACE magazine, Grunitzky provides support for transcultural styles and ideas on a global level.

“Miller Chill is just one example of the fast-growing Latinization of American culture, a trend evident in everything from food to music to media.”

To learn more, visit the Web site [www.millerchill.com](http://www.millerchill.com).