



# The Hispanic Cookware Category



L&R Distributors, Inc.

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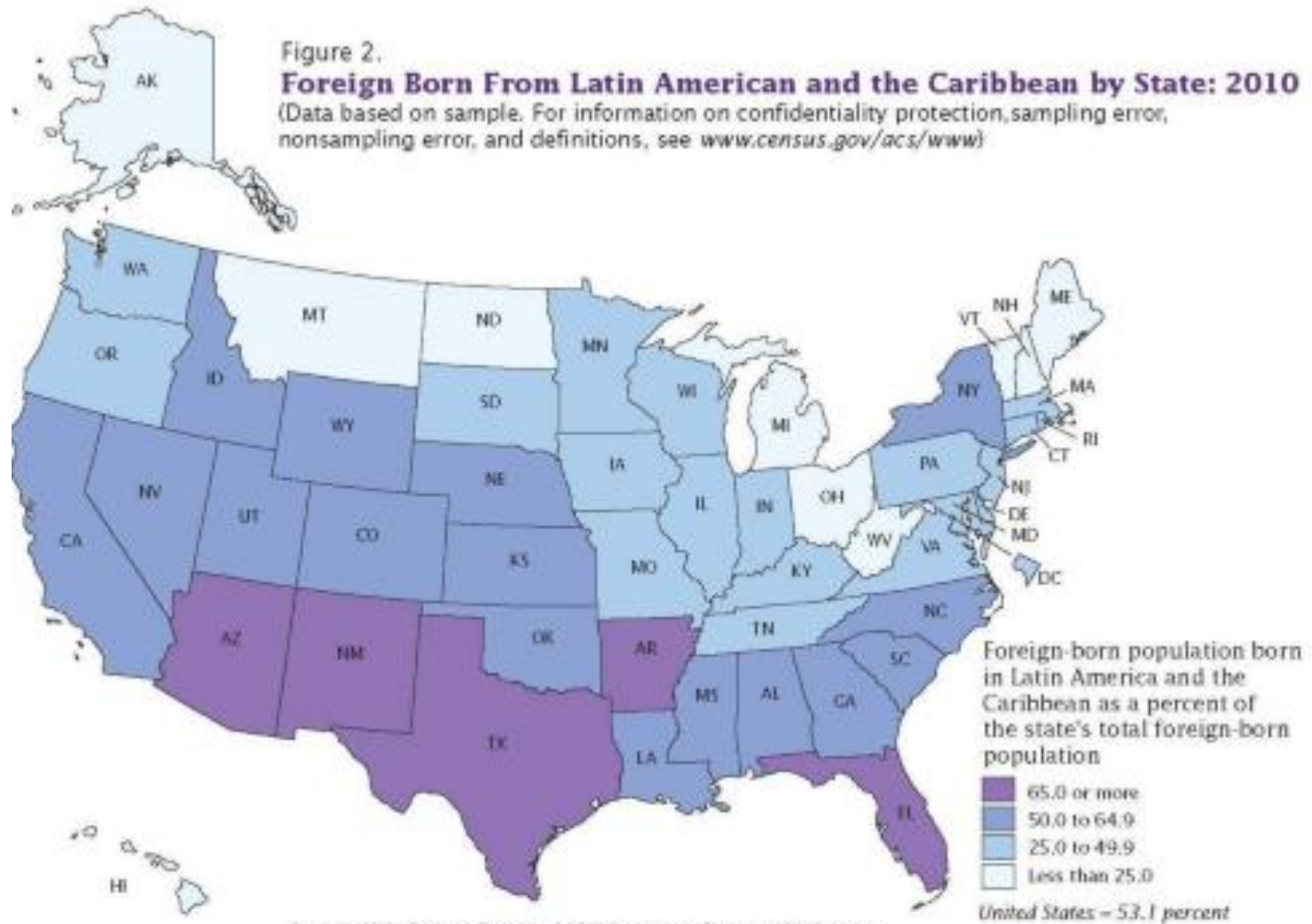
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# The Hispanic Consumer

- **20,419,000 people or 54.3% of the Foreign-Born Population in the United States are of Hispanic origin from Mexico, Central America, South America and the Caribbean.**
- **The Hispanic Consumer has \$780 Billion in annual purchasing power and this rate grows by \$1 Billion every 6 weeks.**
- **The Hispanic Consumer makes 26 Grocery Shopping trips per month.**
- **The Hispanic consumer is Brand Conscious, Brand Loyal and focuses on value and quality.**



# Hispanic Foreign Born Population in U.S.



# Category Consumer

- **The Hispanic consumer is very family oriented and all family gatherings involve food. In order to prepare traditional meals they require specific cookware such as:**
  - **Caldero**
  - **Cast Iron Cookware**
  - **Stock Pots**
  - **Tortilla Presses & Warmers**
  - **Mortero (Mortar & Pestle)**
  - **Molcajetes (Salsa Bowls)**
  - **Rice Cooker**
  - **Espresso Makers**
  - **Tostoneras**



# Top Selling Hispanic Items

Rank	L&R Sku	Description	Mfg #
1	231040	10" Aluminum Non-Stick Fry Pan	BC-40010
2	231029	12" Fry Pan, Non Stick. Asst Colors	BC-90209
3	252601	12" Rnd Steel Pan w/One Handle	BC-40170
4	229305	#9 Aluminum Caldero w/Lid	BC-17290
5	231044	11" Square Griddle	BC-72014
6	230980	3 Compartment Food Thermos	BC-98371
7	231021	Tortilla Press White	BC-65250
8	231255	4 pc 18" Fork	BC-38116
9	229321	Lime Press, Green	BC-43864
10	231042	3.06 Qt Dutch Oven SS	BC-40632
11	229305	#9 Aluminum Caldero w/Lid	BC-17290
12	230995	6 Cup Rice Cooker	BC-12416
13	231040	10" Aluminum Non-Stick Fry Pan	BC-40010
14	231044	11" Square Griddle	BC-72014
15	230990	Wide Mouth Food Thermos, 32 oz	BC-17180
16	229318	6 Cup Espresso Maker SS Blk Hndl	BC-40609
17	229325	Mortar and Pestle, SS	BC-93244
18	231254	16 oz Thermos Glass Lined	BC-12500
19	230979	Espresso Replacement	BC-42164
20	231042	3.06 Qt Dutch Oven SS	BC-40632



# Top Selling Mexican Items

Rank	L&R Sku	Description	Mfg #
1	229307	Caldero Alum, #14 w/Lid	BC-17300
2	231041	12" Aluminum Non-Stick Fry Pan	BC-40012
3	231023	Cast Iron Griddle	BC-65364
4	230980	3 Compartment Food Thermos	BC-98371
5	231036	SS Stock Pot w/Lid, Large	BC-16460
6	231017	Tortilla Warmer Asst Colors	BC-65113
7	229317	Lemon Press, Yellow	BC-40600
8	231099	Oil Strainer/Dispenser, 1 qt	BC-65119
9	230999	Meat Grinder	BC-24194
10	229325	Mortar and Pestle, SS	BC-93244
11	231040	10" Aluminum Non-Stick Fry Pan	BC-40010
12	231029	12" Fry Pan, Non Stick. Asst Colors	BC-90209
13	252601	12" Rnd Steel Pan w/One Handle	BC-40170
14	229305	#9 Aluminum Caldero w/Lid	BC-17290
15	231044	11" Square Griddle	BC-72014
16	252600	Flat Grill Sandwich Maker	BC-98869
17	231021	Tortilla Press White	BC-65250
18	231255	4 pc 18" Fork	BC-38116
19	229321	Lime Press, Green	BC-43064
20	231042	3.06 Qt Dutch Oven SS	BC-40632



# Top Selling Caribbean Items

Rank	L&R Sku	Description	Mfg #
1	229310	6-Cup Espresso Maker, Aluminum	BC-17730
2	231016	8 Qt Pressure Cooker	BC-61423
3	229321	Lime Press, Green	BC-43864
4	231015	6 Qt Pressure Cooker	BC-61422
5	229309	3-Cup Espresso Maker, Aluminum	BC-17720
6	229303	Caldero Alum w/Lid, 3.6 Qt	BC-17270
7	229320	Flip Top Coffee Thermos/Flask	BC-41189
8	230996	Rice Cooker, 10 Cup w/Glass Lid	BC-12418
9	230997	Easty Steam Microwave Rice Ckr	BC-14840
10	229323	Tostonera, Large Wood	BC-65233
11	229305	#9 Aluminum Caldero w/Lid	BC-17290
12	230995	6 Cup Rice Cooker	BC-12416
13	231040	10" Aluminum Non-Stick Fry Pan	BC-40010
14	231044	11" Square Griddle	BC-72014
15	230990	Wide Mouth Food Thermos, 32 oz	BC-17180
16	229318	6 Cup Espresso Maker SS Blk Hndl	BC-40609
17	229325	Mortar and Pestle, SS	BC-93244
18	231254	16 oz Thermos Glass Lined	BC-12500
19	230979	Espresso Replacement	BC-42164
20	231042	3.06 Qt Dutch Oven SS	BC-40632



# Merchandising

- **L&R has available the following Hispanic MBR Cookware Planogram:**
  - **12 ft x 72” Hispanic Cookware**
- **In addition for customers with a smaller retail footprint we can customize the available space with the top selling items to maximize turns and drive sales.**
- **We can select merchandise using the top selling items for the general Hispanic consumer or customize the assortment for stores that have a customer base stronger in Mexican or Caribbean heritage.**
- **Let L&R Distributors merchandise your Hispanic Cookware to drive your sales and profits.**

