

Diversifying the Grocery Aisle



ILLUSTRATION BY ANDREW MAHNS

OJO ON THE MARKET (eye on the market report)¹

From regional chains catering specifically to Hispanic shoppers, to the nation's largest operators, **supermarkets continue to invest** millions of dollars in local media to lure the Latino consumer to their grocery stores and discount food retailers.

Four years ago, a **Safeway** store in the Washington, DC suburb of Langley Park, Maryland faced a difficult situation. With a clientele that was now majority Hispanic, the supermarket needed to start **catering to Latino shoppers in a better way** or lose business to a market across the street that had recently opened to cater

specifically to Spanish-dominant consumers. Safeway reacted by devoting two aisles of the store to more than 1,000 products favored by Hispanics in the region.

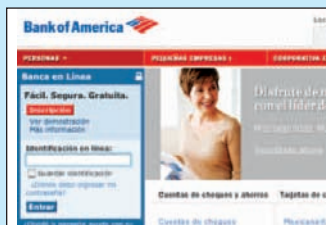
Across the nation, from regional markets to the super chains, retailers are **responding to the Hispanic consumer** by incorporating in-store sections or by creating store-within-a-store concepts featuring favorite Hispanic brands, ingredients and even hard-to-find produce. From specific butcher cuts, to imported spices, today's grocery aisle is becoming more diverse.

¡MIRA, MIRA! (take a look)



Electronic Arts has produced a fully translated Spanish-language version of its popular **Madden NFL 08** video game. The game is available for the Xbox 360 and PS2 game consoles. San Diego Chargers defensive end Luis Castillo is the featured athlete on the box cover for the game.

Bank of America has expanded its online banking service to include an array of features in Spanish. Customers can now view account information, transfer funds between accounts, receive alerts and locate ATMs and banking centers, all in Spanish.



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Sources:
1 Hispanic Market Weekly, August 2007

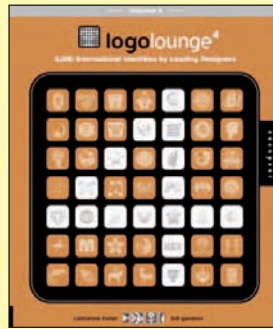
FOUND IN TRANSLATION

FedEx has recently launched a series of print advertisements aimed at Hispanic small-business owners entirely in Spanish. The ads are spot on. Everything from the photographs, to the color palette, and of course, the messaging, is clear and compelling.

The Spanish-language headline reads "I speak Spanish. My clients speak English. FedEx speaks both," and **is followed by well written, succinct copy** talking about how FedEx understands small business needs, particularly those of **Hispanic-owned businesses**. The ad signs off by directing readers to FedEx's Spanish-language site and offering a toll-free number with a Spanish line option for assistance. ¡Excelente!



NUESTRA AGENCIA (our agency)



VIVAMEDIA is celebrating the national debut of **Logolounge 4** – the international annual of identity design. This fourth volume includes the firm's identity design work for **Adstruck, Inc.** The **Logolounge** series showcases a selection of

identities culled from the logolounge.com Web site, which houses over 65,000 identity samples submitted by design firms all over the world. The identities published in the annual series are selected for their quality, timeliness, relevance and inspirational nature.

BY THE NUMBERS

\$594
average amount spent by Hispanic consumers during the 2007 holiday season

\$619
average amount spent by Caucasian consumers during the 2007 holiday season

*BIGresearch Consumer Intentions and Actions Study, 2007

LATIN-O-METER

Marvel Comics is hot this month. The comic giant has issued a "Fantastic Four" comic book featuring the troupe in a **trip to Puerto Rico** in a story called "Isla de la Muerte" ("Island of Death"). The comic is being offered to U.S. consumers in both Spanish- and English-language editions. Available in stores today, the U.S. availability of the comic book is a first for Marvel, which cites its **fast-rising Latino readership segment** for the special title.

VOZ QUIZ
Which of the following is McDonald's newest Latin-inspired menu item?

- a. McCaliente
- b. McSalsa
- c. McLatin Burger
- d. McSkillet Breakfast Burrito

ANSWER: P

LA CUCARACHA by Lalo Alcaraz

