



National Taco Night Survey

Ortega | April 2024



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Goals

Flynn Wright conducted a nationwide hybrid qualitative/quantitative study online to identify and profile engaged consumer audiences¹ and to assess awareness and perceptions of brands within the shelf-stable category of taco-making ingredients.

The study gathered in-depth feedback from 1,335 consumers across the United States about their brand preferences and purchase behaviors.

1

Identify key audiences based on customized segmentation through attitudinal and behavioral questions.

2

Gauge brand awareness and brand momentum.

3

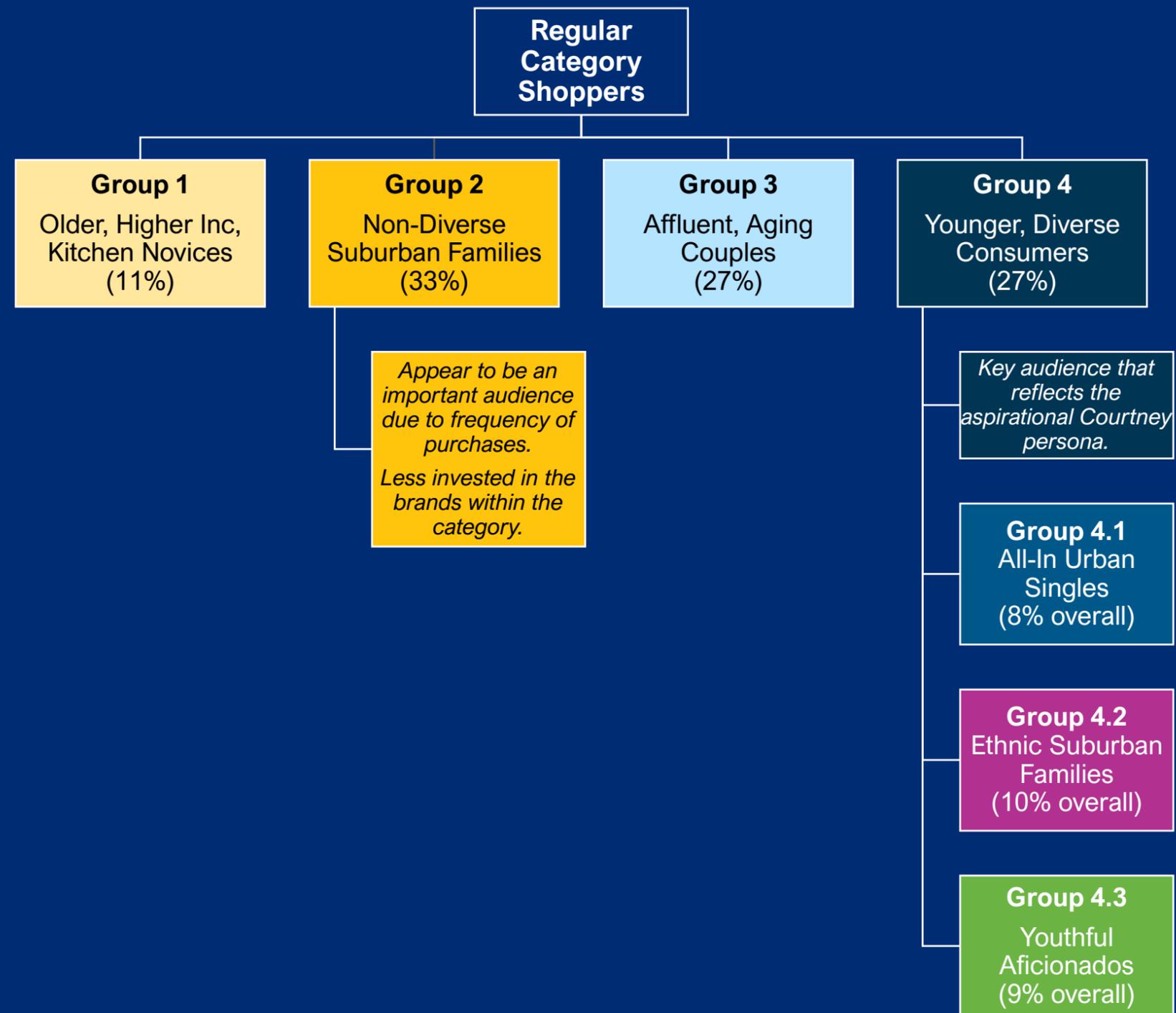
Explore perceptions of the Ortega brand and competitors.

1. Consumers were screened in qualifying for the survey that they had made tacos at least at some point in the past year.

Key audiences were identified.

Custom segmentation identified four macro groups, two of which (Group 2 and Group 4) appeared far more connected to the category.

Group 4, which reflects Ortega’s aspirational “Courtney” persona is comprised of three sub-audiences, each that carry their own nuanced perspectives of brands, product needs and usages.



Audience Comparisons

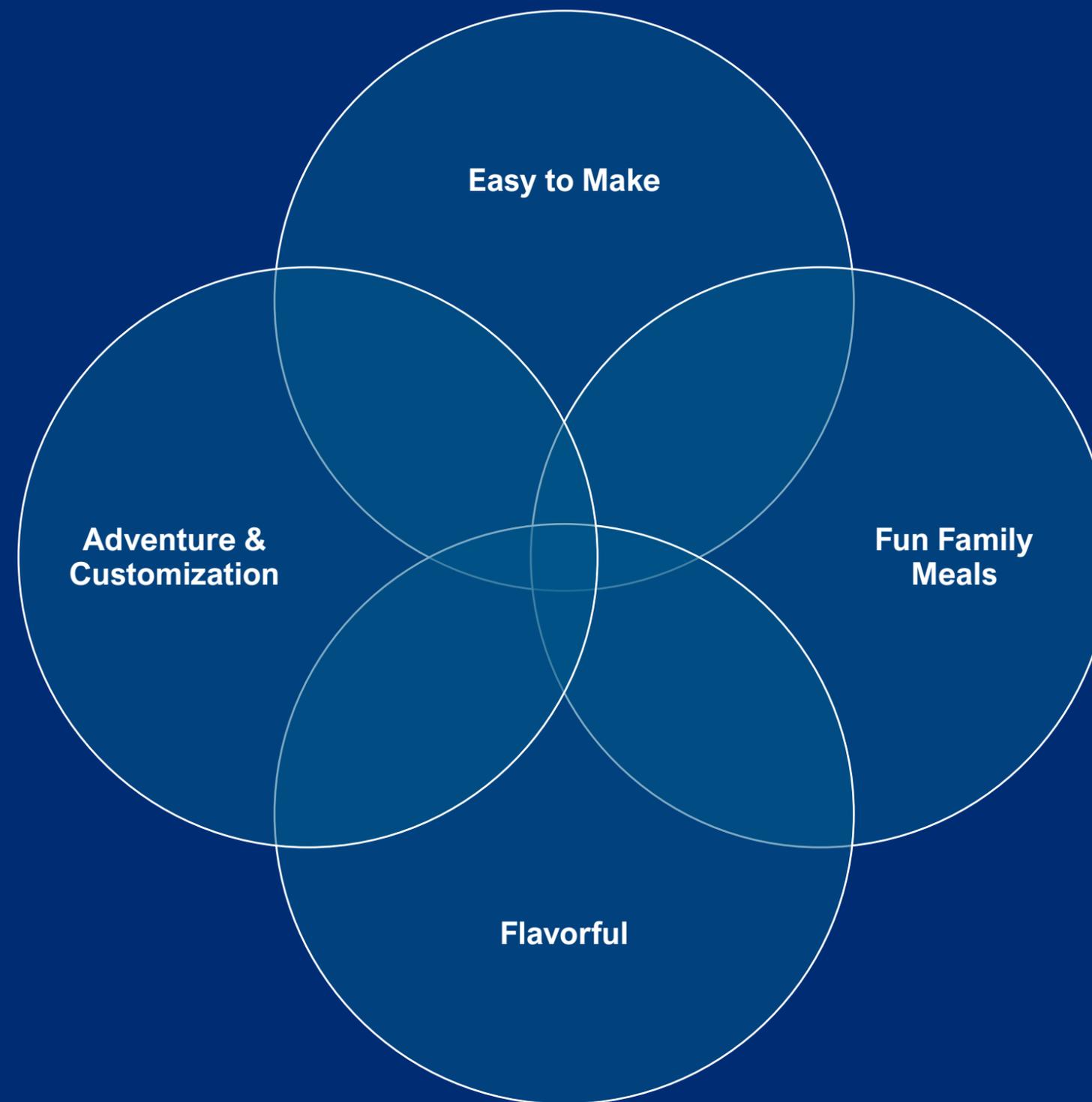
	Among All	Non-Diverse Suburban Families	All-In Urban Singles	Ethnic Suburban Families	Youthful Aficionados
Familiarity with Ortega	73%	75%	57%	83%	63%
Ortega as the Favorite Taco Sauce	19%	20%	22%	19%	23%
Brand Momentum (Scale: -100 to +100)	+4 Stagnant	+4 Stagnant	23 Positive Momentum	23 Positive Momentum	30 Positive Momentum
Rank in Brand Choice	Second Choice	Second Choice	Third Choice	Second Choice	Third Choice

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Dynamic factors for users' choices when making tacos emerged.

Each of the key audiences from Group 2 and Group 4 have a unique perspective on the experience of making tacos at home. For some, the focus is on **ease**, while others balance the focus between **flavor**, **adventure**, and **fun**.



Universal challenges were found... with some nuances.

Finding authentic products, balancing the affordability when shopping, and ensuring quality for meals were universal challenges among consumers.

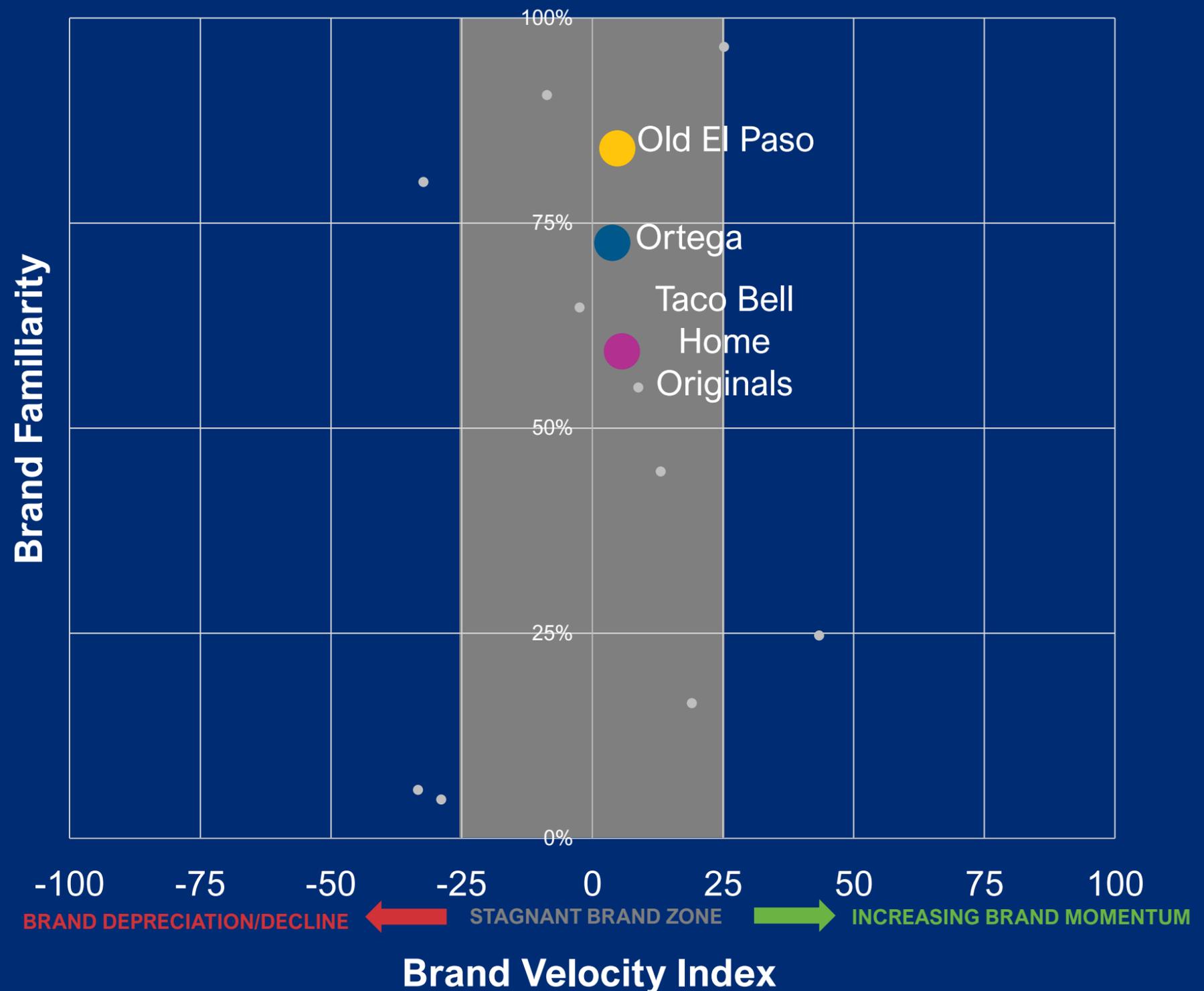
These challenges were nuanced by each individual audiences' needs and experiences within the category.

- **Authenticity**
 - Tastes like true Mexican food.
 - Isn't too Americanized.
 - Makes the recipe turn out the right way.
- **Affordability**
 - Balancing the cost of these ingredients against the price of meats and other fillings.
 - Not wanting to overpay for authenticity.
 - Getting a good value for the money.
- **Quality**
 - Purchasing fresh ingredients.
 - Getting the right level of spice to suit the palate of all family members.
 - Being able to try new and exciting items.



Competitive brands lack strong momentum.

Each of these primary competitors' brand momentum exists in a zone of stagnation, due largely to awareness and perceptions of the brands not having changed in the past year. Although these are known brands, they simply aren't demonstrating much momentum.



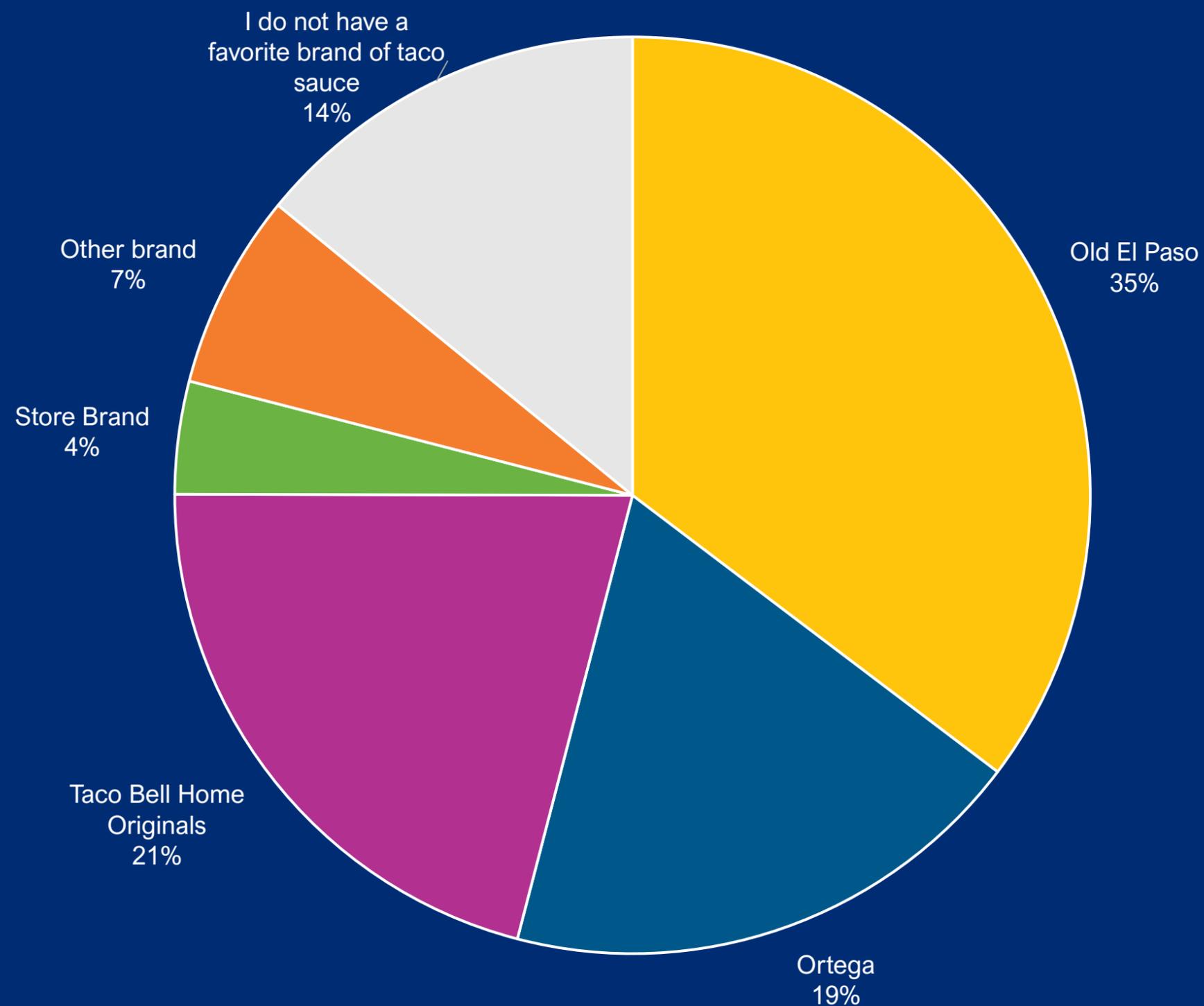
Stay one step *ahead.*



Ortega faces strong competition for a favorite sauce.

When asked what their favorite brand of taco sauce was, 35% of consumers mentioned Old El Paso, while 19% mentioned Ortega. Taco Bell Home Originals was mentioned among 21% of the audience.

Ortega's sauce was preferred for its authentic and fresh taste, texture and the right balance of spices. Usage and habit also played into users' loyalty.





Identifying the Audiences

Exploring key segments

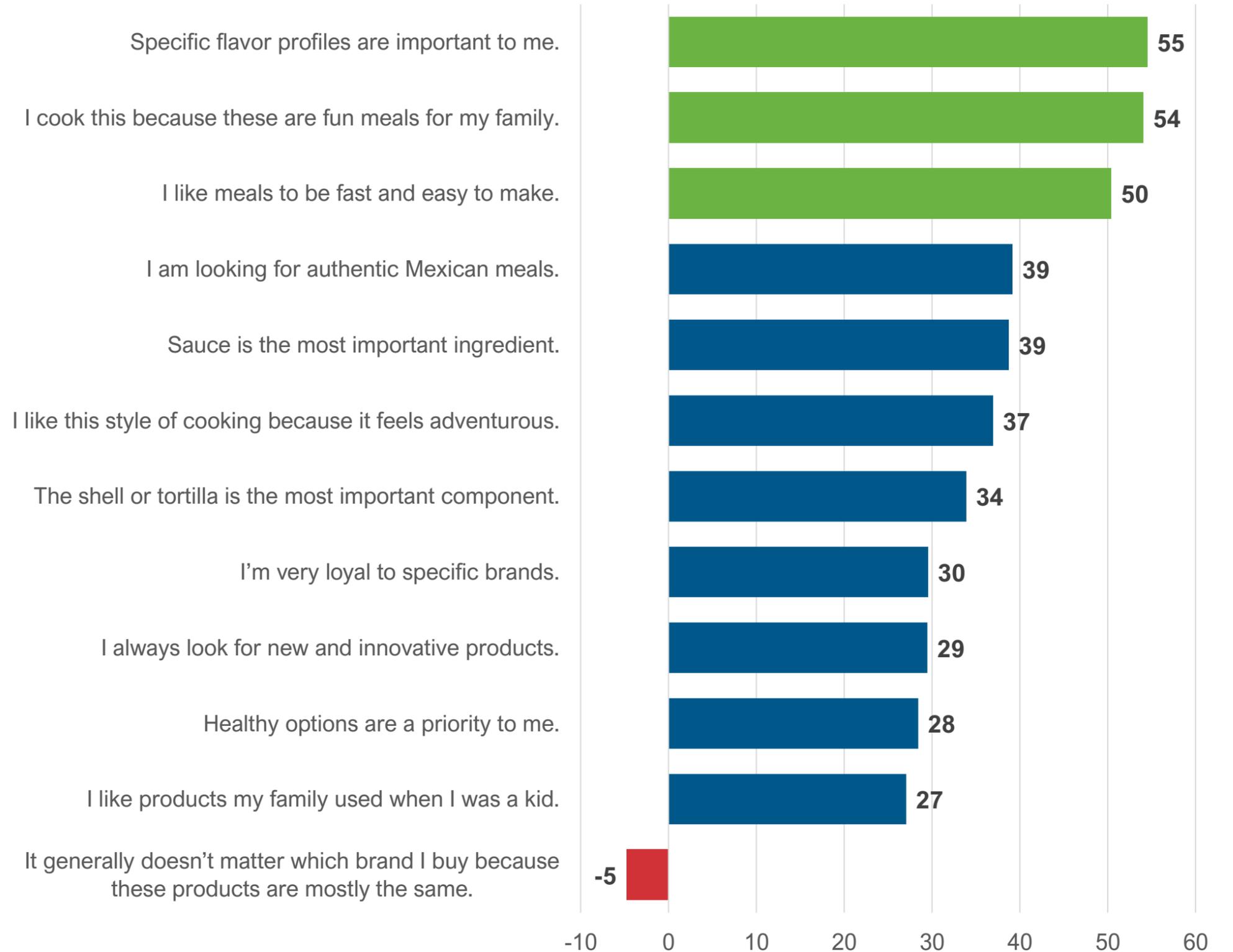


TACO
NIGHT!

Exploring Consumer Behaviors and Mindsets

Consumers were asked to evaluate how strongly they agreed with the statements shown in the graph to the right. Each statement explored a consumer behavior or mindset when shopping for taco-making ingredients, based on a scale of complete disagreement (-100) to complete agreement (+100).

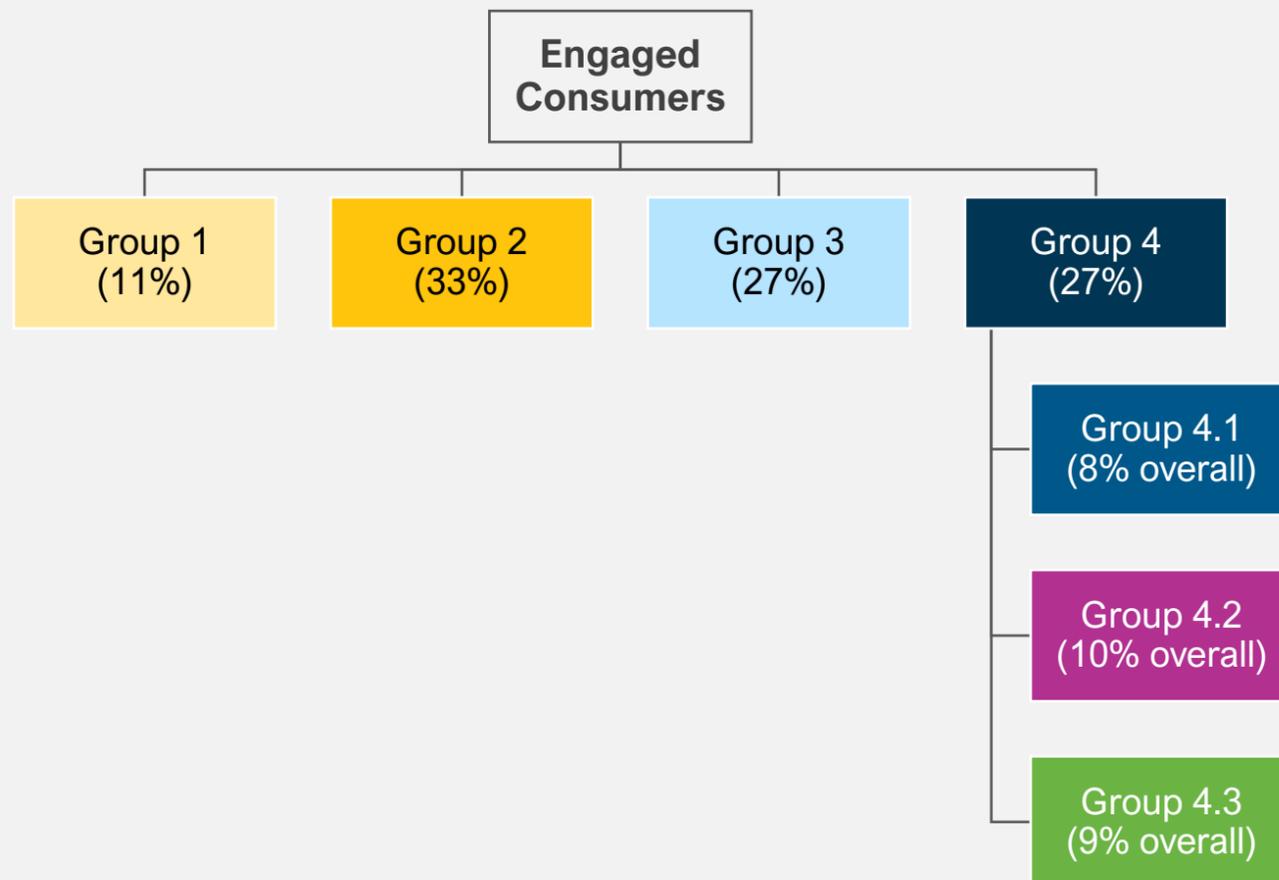
Specific flavors, tacos being a **fun meal option** and preferences for meals to be **fast and easy to make** were the most universally agreed upon statements.



Question: When you shop for taco night at home (or making any Mexican meal), how strongly do you agree with the following statements?

Six Audiences Were Revealed

Emerging Audiences



Identifying Audience Clusters

- The behavioral/mindset questions allowed the team to create custom segmentation analysis relative to consumer behaviors.
- The analysis identified that the initial four groups accounted for ~98% of the engaged consumer audience.
- As can be seen on the next page, Groups 1 and 3 appeared to be far less invested in the category.
- Group 2 buy within the category but aren't nearly as invested in the products as what we found among Group 4.
- Group 4 appeared much more invested in the category, so analysis further explored and refined three sub-audiences within the group. We believe Group 4 is a strong representation of Ortega's aspirational segment (Courtney), as they tended to appear younger, had children in the home, are diverse, multifaceted, and care about the category.
- The sub-audiences were found to be unique with their own nuanced perspectives on the category, behaviors, and preferences.

Statement Reaction by Groups

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	Among All	Group 1	Group 2	Group 3	Group 4.1	Group 4.2	Group 4.3
Specific flavor profiles are important to me.	55	3	65	35	97	88	75
I cook this because these are fun meals for my family.	54	16	69	24	97	91	68
I like meals to be fast and easy to make.	50	37	45	39	90	70	67
I am looking for authentic Mexican meals.	39	-33	49	15	96	81	74
Sauce is the most important ingredient.	39	-20	38	22	93	77	78
I like this style of cooking because it feels adventurous.	37	-22	47	14	93	76	59
The shell or tortilla is the most important component.	34	5	31	11	91	65	67
I'm very loyal to specific brands.	30	-29	28	12	92	66	65
I always look for new and innovative products.	29	-36	40	4	73	73	69
Healthy options are a priority to me.	28	2	36	-3	77	47	64
I like products my family used when I was a kid.	27	-24	22	10	93	67	60
It generally doesn't matter which brand I buy because these products are mostly the same.	-5	19	-6	-21	23	-21	6

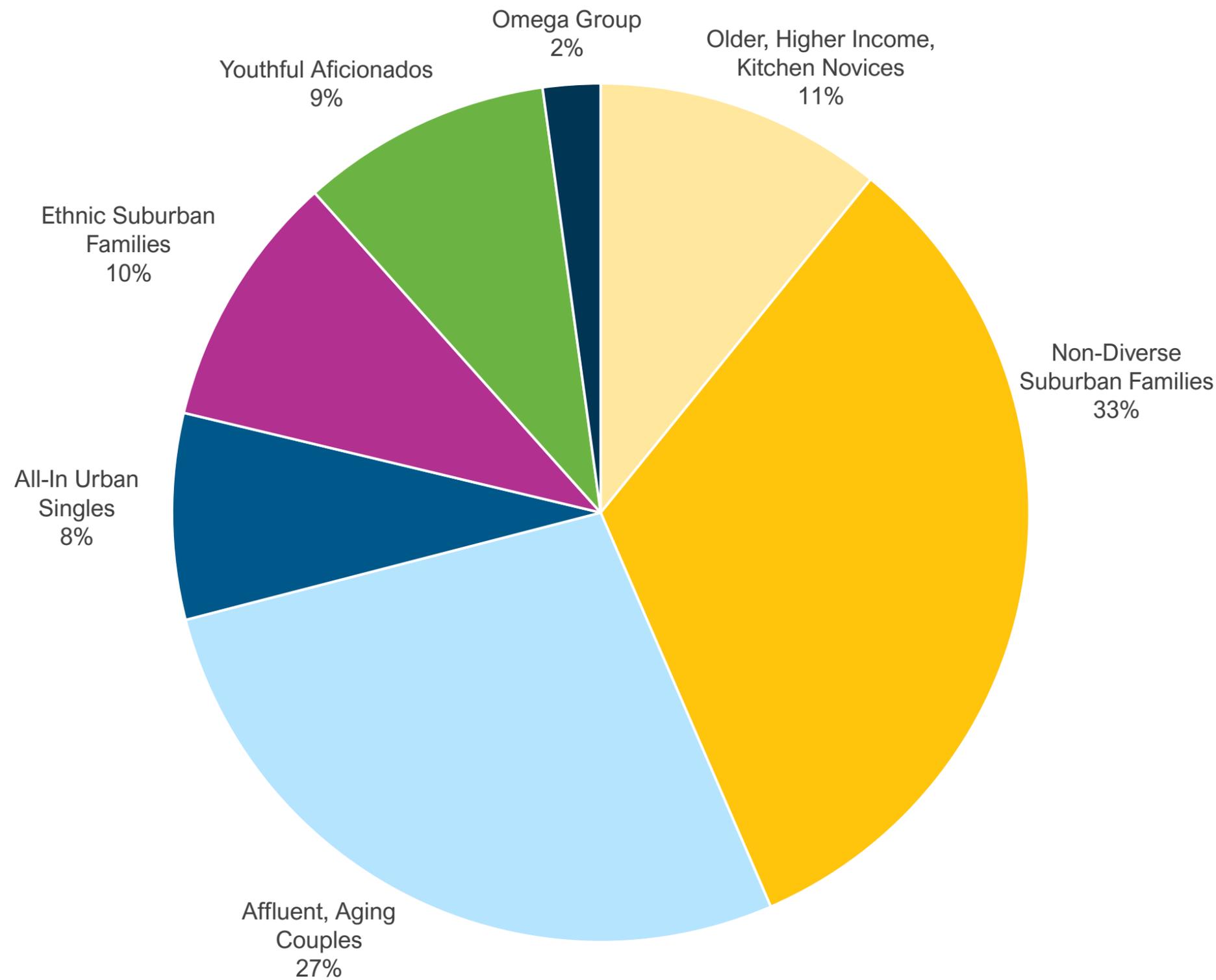
Scores in the table above are mean scores, based on a scale from -100 (Complete Disagreement) to +100 (Complete Agreement).

Question: When you shop for taco night at home (or making any Mexican meal), how strongly do you agree with the following statements?

Audience Breakdown of the Engaged Market

Based on the behavioral segmentation, the six segments accounted for approximately 98% of customers across the country.

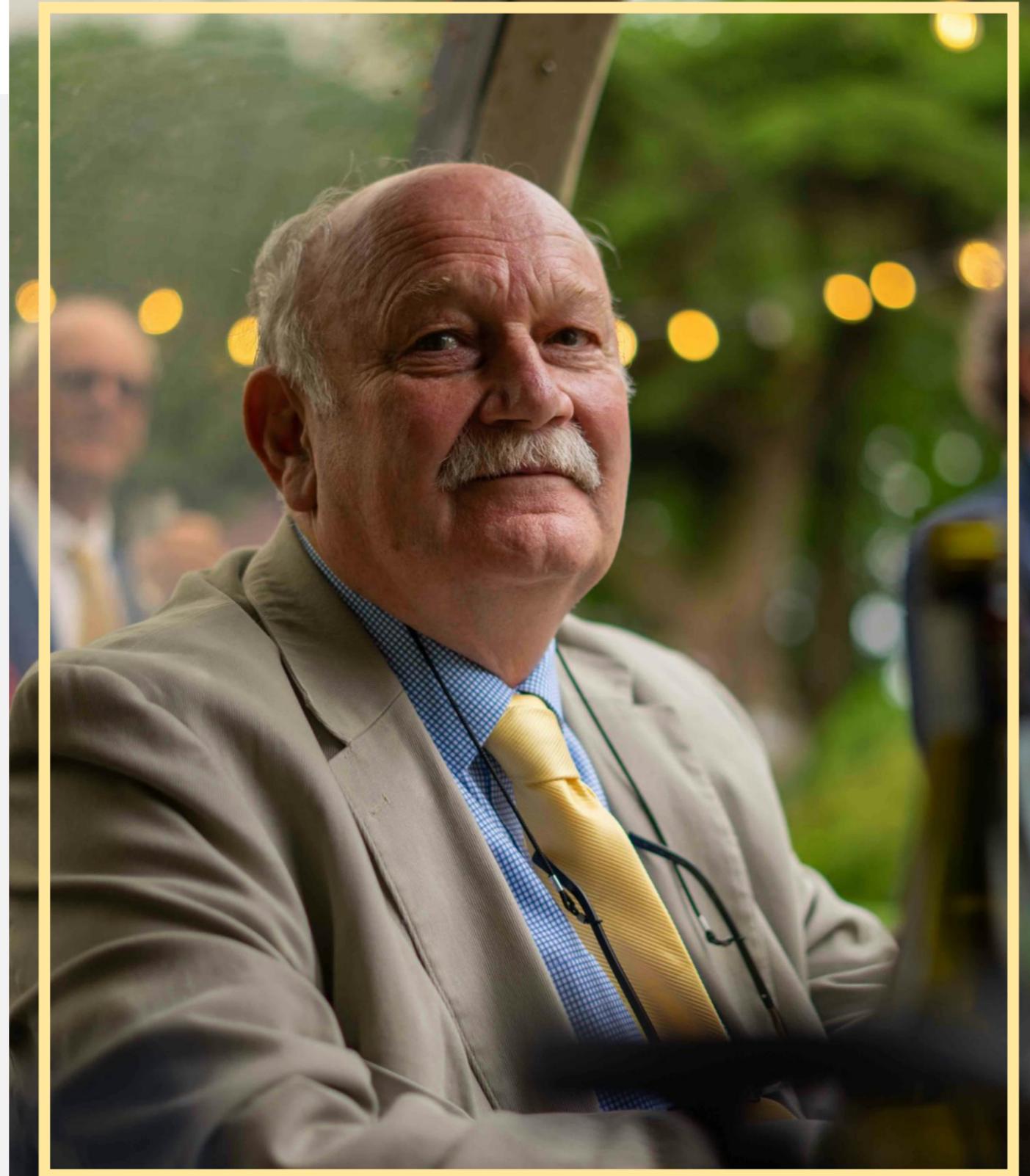
The three sub-audiences of Group 4 (All-In Urban Singles, Ethnic Suburban Families and the Youthful Aficionados), make up the audiences that are most engaged with brands in the category. A secondary, less engaged audience, is represented as the Non-Diverse Suburban Families. Together, these groups make up more than half of the overall audience.



Group 1

Older, Higher Income Kitchen Novices (11% overall)

- Our first group tend to be older, more affluent and have little investment in the category.
- They are more likely to believe it doesn't matter which brand they buy from the shelves, because they see most of these products as being the same.
- They also see themselves as a novice in the kitchen and would rather eat meals that someone else is preparing.
- They're most familiar with the biggest brands in the category but are more likely to not have a favorite brand.
- If they were reaching for a brand on the shelf, they'd reach for Old El Paso first, but if it wasn't available, they'd grab whichever brand was next.



Group 2 Non-Diverse Suburban Families (33% overall)

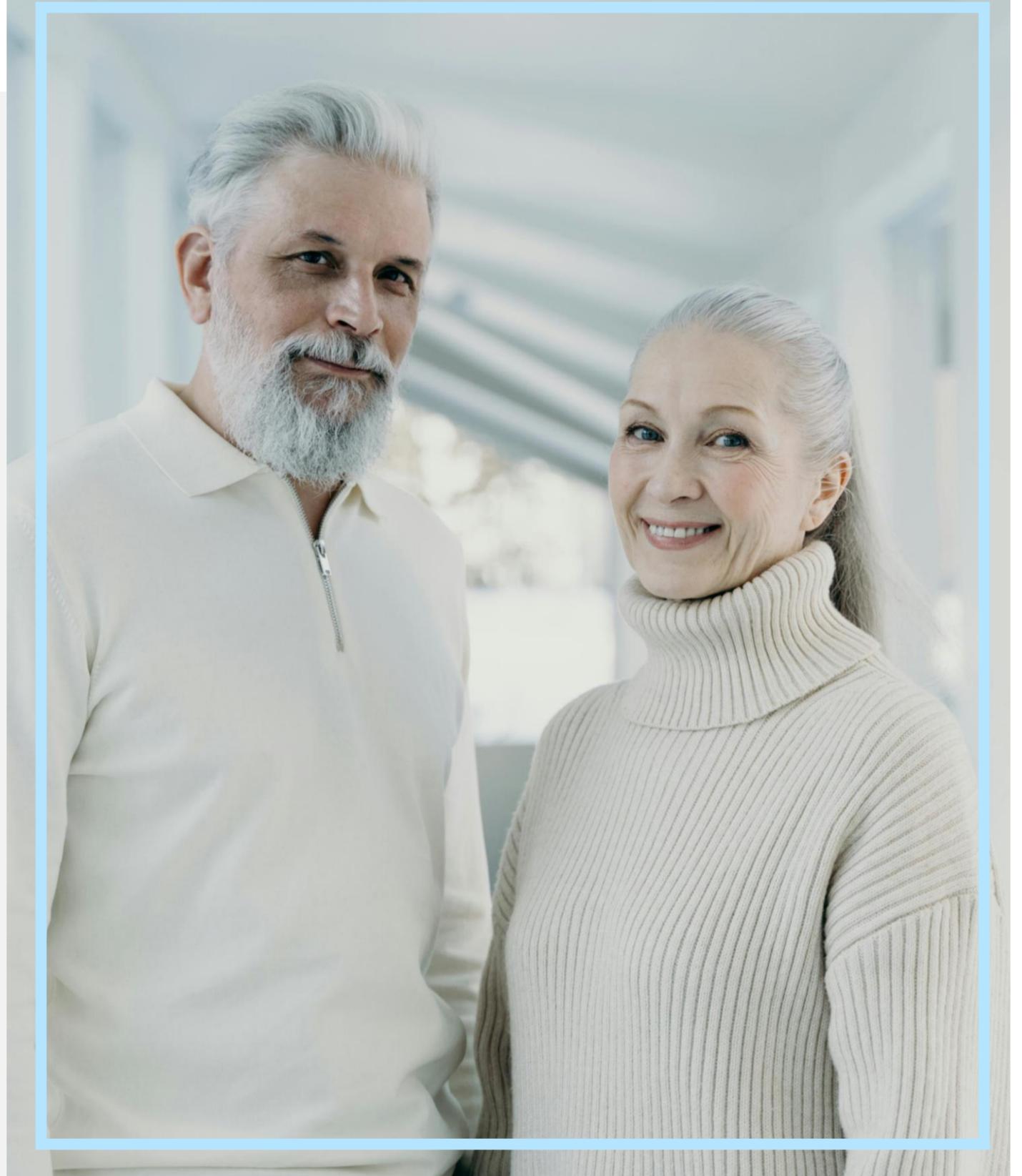
- The second group appears most defined behaviorally as buying these ingredients as part of fun meals for their families and flavors that their kids will eat.
- Although they are likely to be shopping for taco-making ingredients more frequently than Groups 1 or 3, they aren't as invested as the consumers we find in Group 4.
- This group has a bit more familiarity with authentic and niche brands, but they also lean towards Old El Paso as a favorite.
- If they knew that products within the same brand family were designed to work together, they'd be somewhat more likely to buy from the same brand instead of separate brands. (61% would buy)



Group 3

Affluent, Aging Couples (27% overall)

- Much like Group 1, the third group is far less invested in the category. However, they are more likely to believe that there is uniqueness to brands within the category.
- This group is more likely to not have a favorite type of taco sauce. However, if they were to reach for a brand of taco sauce, they would be less likely to choose Old El Paso, Ortega or Taco Bell Home Originals.
- They would be far less inclined to purchase items from the same brand, even if they knew the products were intended to work together.



Group 4.1

All-In Urban Singles (8% overall)

- As a sub-audience of Group 4, the All-In Urban Singles represent diverse, single parents cooking for flavor, who love nearly everything about the category. They believe they are cooking experts, making fun meals for their families that balance fun, authenticity and flavor.
- Familiarity with Ortega is lower than average (57%) and Old El Paso (79%), but they tended to be more familiar with the Taco Bell Home Originals brand (63%) than the average consumer.
- This audience was more likely to consider Taco Bell Home Originals their favorite brand of taco sauce and are more likely to reach for it on the shelf than Ortega.
- This group was also most likely to consider buying all their products from the same brand, instead of from separate brands, if they understood that the products were designed to work together.



Group 4.2: Ethnic Suburban Families (10% overall)

- The Ethnic Suburban Families audience is a group that is focused on fun, flavor and adventure in cooking. This group tends to be more affluent than the other sub-audiences of Group 4.
- They believe their cooking proficiencies are better than average and are more likely to distinguish brands within the category for their unique appeals more than believing it's a sea of sameness.
- Even though they're more familiar with the Ortega brand than other audiences, Old El Paso still carries a greater level of familiarity with this group. They consider Old El Paso to be a favorite brand and are far more likely to reach for it first in the aisle.



Group 4.3

Youthful Aficionados (9% overall)

- The sixth audience is comprised of individuals that are described as young, confident cooks who are discerning of brands.
- They cook for themselves, their friends and their young families. Sauce plays a critical role in their meal plans, and they strive to balance flavor and authenticity in their cooking.
- Their discernment for brands shows up in their overall heightened familiarity with brands across the category, from the mainstream to the authentic and niche offerings; however, this group was less familiar with the Ortega brand on average.
- While this group was more likely than average to consider Ortega a favorite taco sauce, they were more likely to reach for Old El Paso or Taco Bell Home Originals brands first.



Consumer descriptions of making tacos and enchiladas at home

- Making tacos and enchiladas at home is generally perceived as an **easy, fun, and tasty activity**, with many describing it as a **family-friendly** and **customizable** meal.
- The meal is associated with being a **quick, convenient, and satisfying** option, with a focus on the use of fresh ingredients and the ability to adapt the meal to individual tastes.
- Some consumers describe the meal as **messy but enjoyable**.
- The activity is also identified as a way to **unite the family** and create a **festive atmosphere**.
- Common Descriptors
 - Spicy
 - Cheesy
 - Flavorful
 - Fresh
- Frequently Mentioned Ingredients
 - Ground beef
 - Cheese
 - Variety of toppings:
 - Lettuce, tomatoes, and sour cream
- Some preference for **authentic Mexican ingredients** and **preparation methods**.

How Audiences Describe Making Tacos at Home

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Non-Diverse Suburban Families

Group 2

Easy and Fun

- Many of these respondents describe the taco-making experience as "easy," "quick," and "fun," highlighting the simplicity and enjoyment of the process. Phrases like "Fun and tasty," "Fun meal to make with the whole family," and "Easy and crowd-pleasing" suggest that taco night is a family-friendly activity that doesn't require a lot of time or effort.

Fresh and Flavorful

- These respondents emphasize the importance of "fresh ingredients" and "flavorful" meals. Descriptions such as "Fresh real food authentic," "Spicy, flavorful," and "Fresh and flavorful with fresh authentic ingredients" indicate that home cooks value the taste and quality of their homemade tacos, often associating freshness with authenticity and a better eating experience.

All-In Urban Singles

Group 4.1

Fun and Engaging

- Many of these respondents describe the experience of making tacos at home as "fun," "exciting," and an activity that brings joy. It is seen as an engaging activity that can involve family or be paired with other enjoyable activities like listening to music.

Easy and Flavorful

- These respondents frequently mention that making tacos at home is "easy" and "simple yet effective." They also highlight the flavorful aspect of tacos, using descriptors like "spicy," "delicious," and "savory." The process is often associated with strong, enjoyable flavors and the ability to experiment with different ingredients.

Ethnic Suburban Families

Group 4.2

Fun and Family-Oriented:

- These respondents frequently mention that making tacos at home is a "fun" activity, often associated with family and friends. It's described as an enjoyable experience that brings people together, with references to it being a "family event" and something that everyone can enjoy.

Easy and Customizable:

- Many of these consumers highlight the ease and simplicity of preparing tacos at home, with phrases like "easy not costly," "all you have to do is add meat," and "easy, affordable." Additionally, the ability to customize tacos to individual tastes is a recurring theme, with mentions of making tacos "the way you want" and adjusting ingredients as desired.

Youthful Aficionados

Group 4.3

Quick and Easy

- These respondents frequently mention the speed and simplicity of preparing tacos, using terms like "Fast meal," "easy and tasty," "Quick and Tasty," and "It's fast and easy to make."

Flavorful and Customizable

- Many of these respondents highlight the flavorful nature of homemade tacos and the ability to customize them to personal taste. Descriptors include "Saucy and spicy," "Flavorful, spicy, colorful," "Authentic all around," and "Great flavors and tastes with seasoning and spice."

Challenges & pain points when shopping for or preparing Mexican food products

- Finding **authentic ingredients**.
- Managing the **level of spiciness**.
- Ensuring **freshness**.
- Dealing with **high prices**.
- Finding **high-quality** products.
 - Including hard shells that aren't **stale** or **broken**.
- Many struggle with the **availability** of specific brands or products, such as:
 - Mild flavors
 - Vegetarian options
 - Fresh tortillas
- Consumers express needs for **easy recipes**.
- Some consumers also mention the **inconvenience of having to visit multiple stores** to find all the necessary ingredients.

Challenges Among Audiences

Non-Diverse Suburban Families

Group 2

Authenticity

- These respondents frequently mention the difficulty in finding authentic Mexican food products and ingredients. This includes finding truly authentic flavors, ensuring products are not Americanized, and sourcing traditional Mexican items.

Availability

- Many of these respondents cite issues with products being out of stock, difficulty finding specific brands or products, and having to visit multiple stores to find all the necessary ingredients.

Freshness and Quality

- Concerns about the freshness and quality of ingredients, such as fresh vegetables, meats, and tortillas, are common. They want to ensure they are purchasing the freshest products available.

Price and Cost

- The cost of ingredients, especially name brands and beef, is a concern for some respondents. They mention the expense of buying hamburger meat and the higher prices of name brands.

Spiciness and Flavor Preferences

- *Balancing spice levels to suit family preferences* and perfecting the flavor of dishes are challenges mentioned. Respondents also struggle with finding the right sauces and seasonings.

Dietary Restrictions

- Finding gluten-free options and products that cater to dietary restrictions is a challenge for some.

All-In Urban Singles

Group 4.1

Availability and Selection

- These respondents mention not finding the desired products at the store, a lack of product availability, and the challenge of finding specific brands or authentic Mexican brands in mainstream grocery stores.

Price and Affordability

- Several of these consumers indicate that price is a significant challenge, with mentions of looking for products on sale, finding good value, and the general affordability of Mexican food products.

Quality and Authenticity

- These respondents express a need for authentic flavors, the right ingredients, and maintaining the freshness and excitement of the recipe. There are also mentions of finding organic beef and the right level of spiciness.

Ethnic Suburban Families

Group 4.2

Authenticity

- These respondents often mention the difficulty in finding authentic Mexican ingredients and products. This includes challenges in finding fresh vegetables, authentic spices, and products that taste genuinely Mexican.

Availability

- Many of these respondents express frustration with finding the products they need in stock, both in terms of specific brands and general ingredients.

Variety and Selection

- There is a challenge in finding a variety of brands and products, as well as the right spices and sauces that are crucial for Mexican cooking.

Cost

- The cost of ingredients and the overall price of making a meal with the number of ingredients involved is a concern for some respondents.

Youthful Aficionados

Group 4.3

Authenticity

- These respondents frequently mention the difficulty in finding authentic ingredients and products that taste like true Mexican food.

Availability

- Many of these respondents express challenges with product availability, including items being out of stock or not carried in their local stores.

Price

- Price is a concern for several of these respondents, who are looking for the right product at the right price or are deterred by high prices.

Selection and Decision-Making

- These consumers find it challenging to choose from the wide variety of brands and products available.

Challenges: In Their Own Words

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“My biggest challenge is spiciness. My family's tastes range from extra mild to extra spicy. The sauce is the biggest challenge, because I have to make more than one.”

“Price, value, and taste! I want the right product for the right price.”

“Finding unbroken taco shells can be difficult.”

“The biggest challenge is finding something that I can afford but also tastes good.”

“The biggest pain is broken taco shells. You just end up overpaying for a product that is only 75 or 80 percent usable as a taco. Companies need to do better in protecting them.”

“To make a really good dish it can take quite a few additional ingredients. More shopping and prep time is involved.”

“Finding authentic products that are not Americanized. I love authentic Mexican taste.”

“High cost of everything and it all makes huge amounts of food when all I want is 1 or 2 tacos.”

Brand Momentum

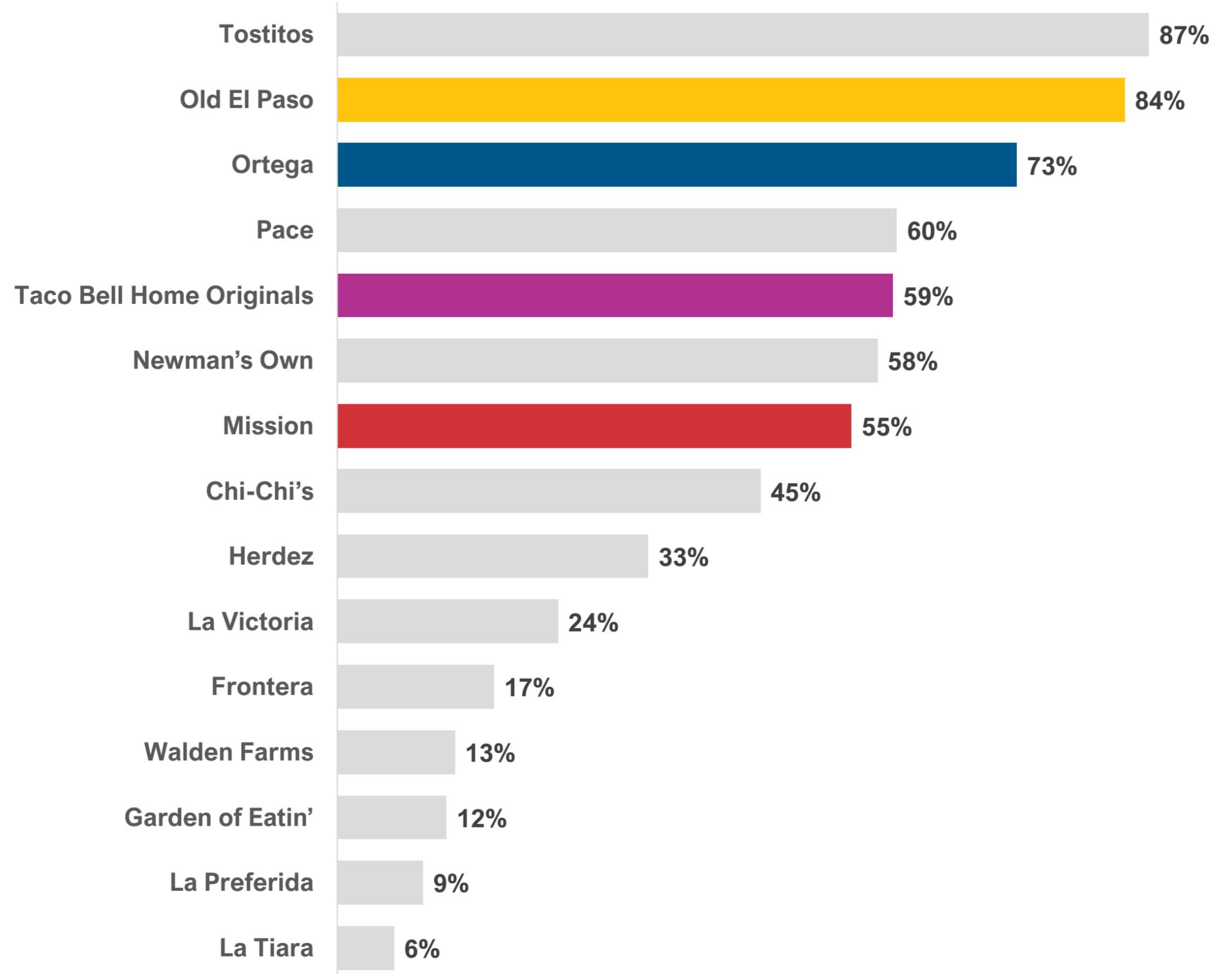
Evaluating brand awareness and change in awareness/perceptions



Brand Awareness

Most consumers felt familiar with both Ortega (73%) and Old El Paso (84%). Familiarity with Taco Bell Home Originals was more moderate at 59%.

Ortega's familiarity was strongest among the Ethnic Suburban Families (83%), followed by the Non-Diverse Suburban Families (75%). Familiarity lagged among the Youthful Aficionados (63%) and the All-In Urban Singles (57%).

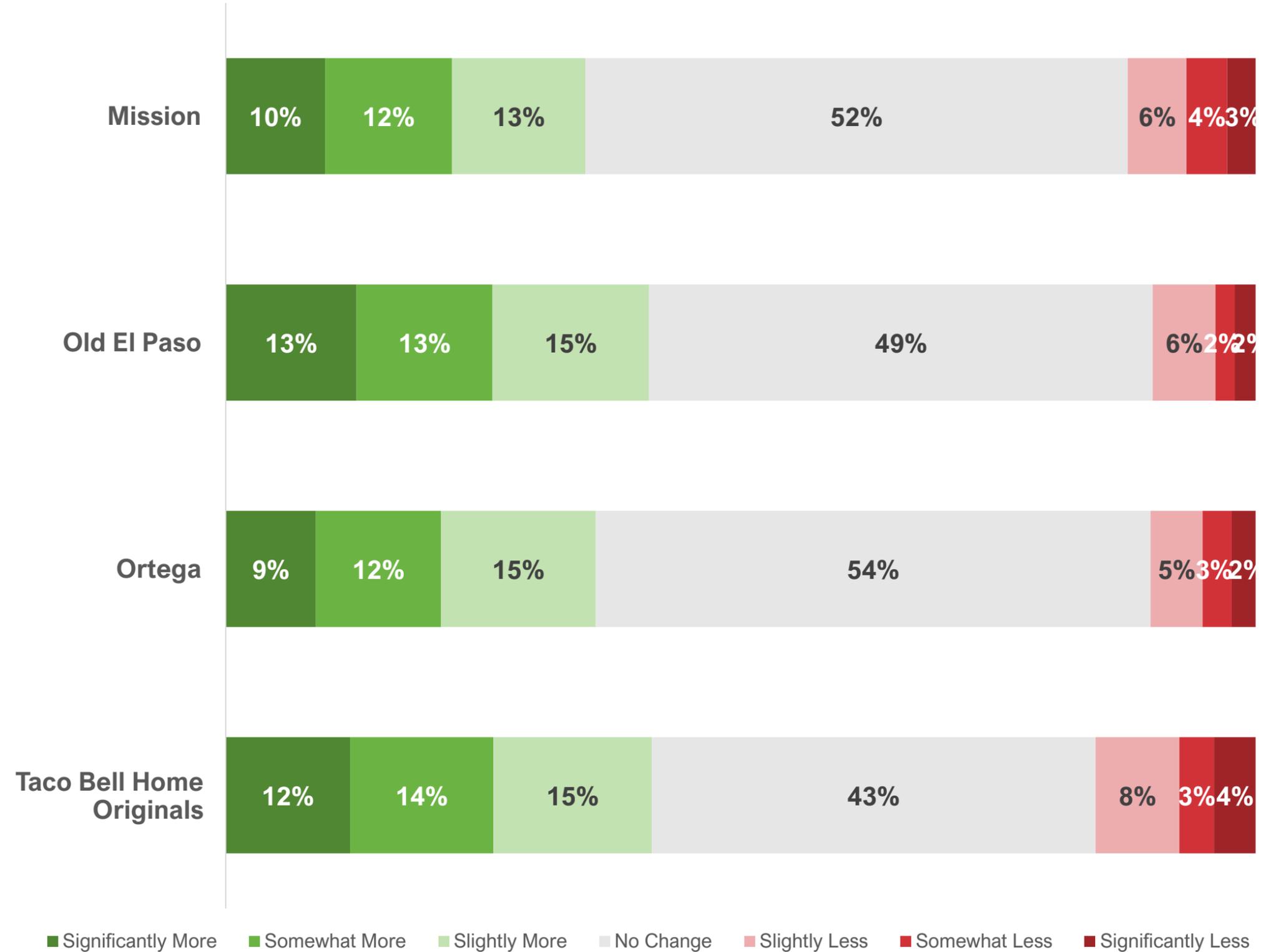


Question: Which of the following brands are you familiar with?

Change in Awareness

More than half of consumers felt that they had not been seeing the Ortega brand more or less frequently in the past year. Only 9% reported seeing the brand significantly more.

Increased visibility was somewhat weaker for Ortega than was seen for Old El Paso or Taco Bell Home Original. At the same time, all three brands carried a strong level of stagnation or “No Change” in awareness.

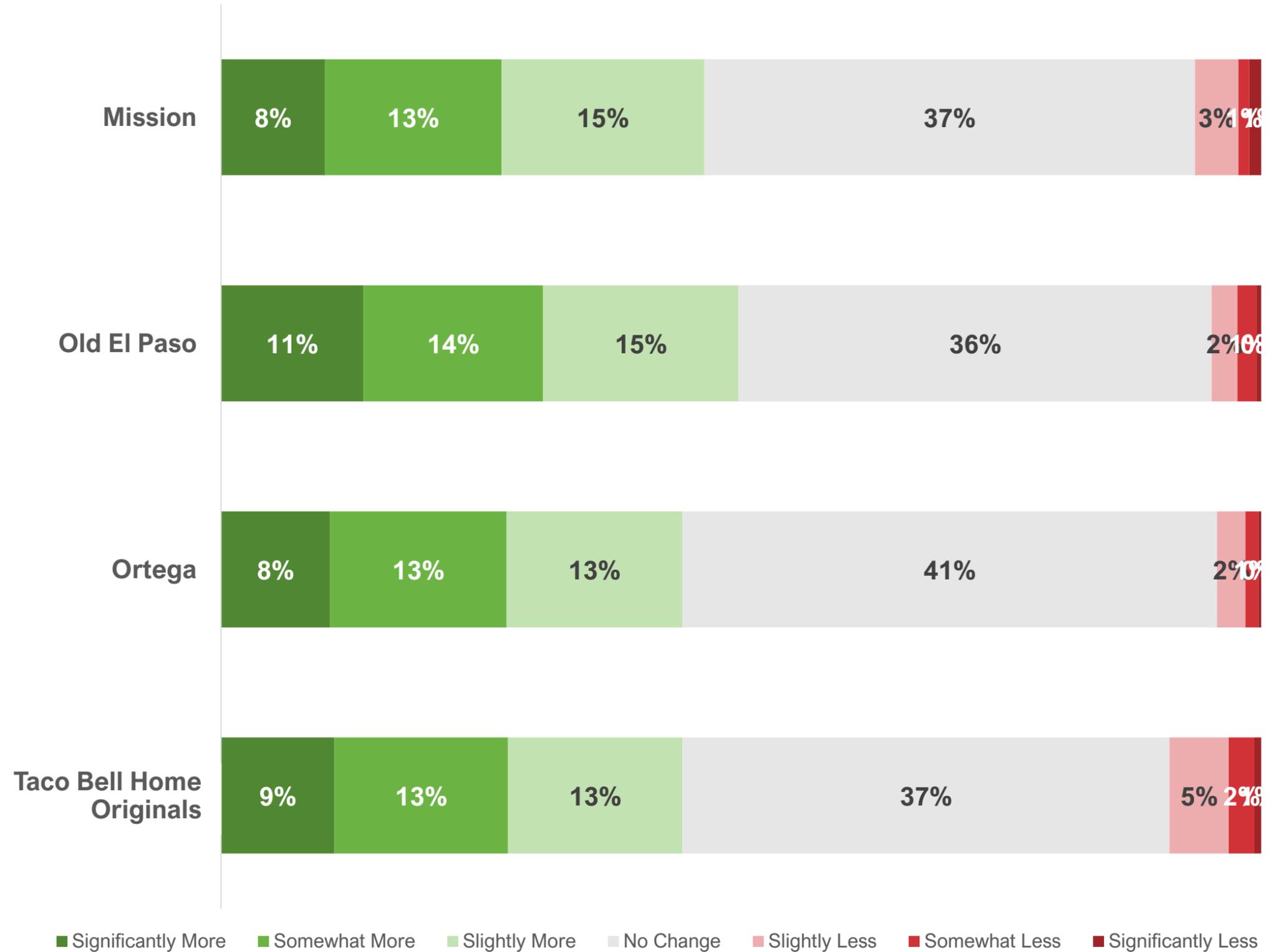


Question: Have you seen the brand more or less frequently in the past year?

Change in Perception

While each of the brands did appear to be losing favorability among customers, each carried a strong level of “No Change” to their brand perceptions.

Only 8% of consumers felt like the Ortega brand had improved significantly in favorability.

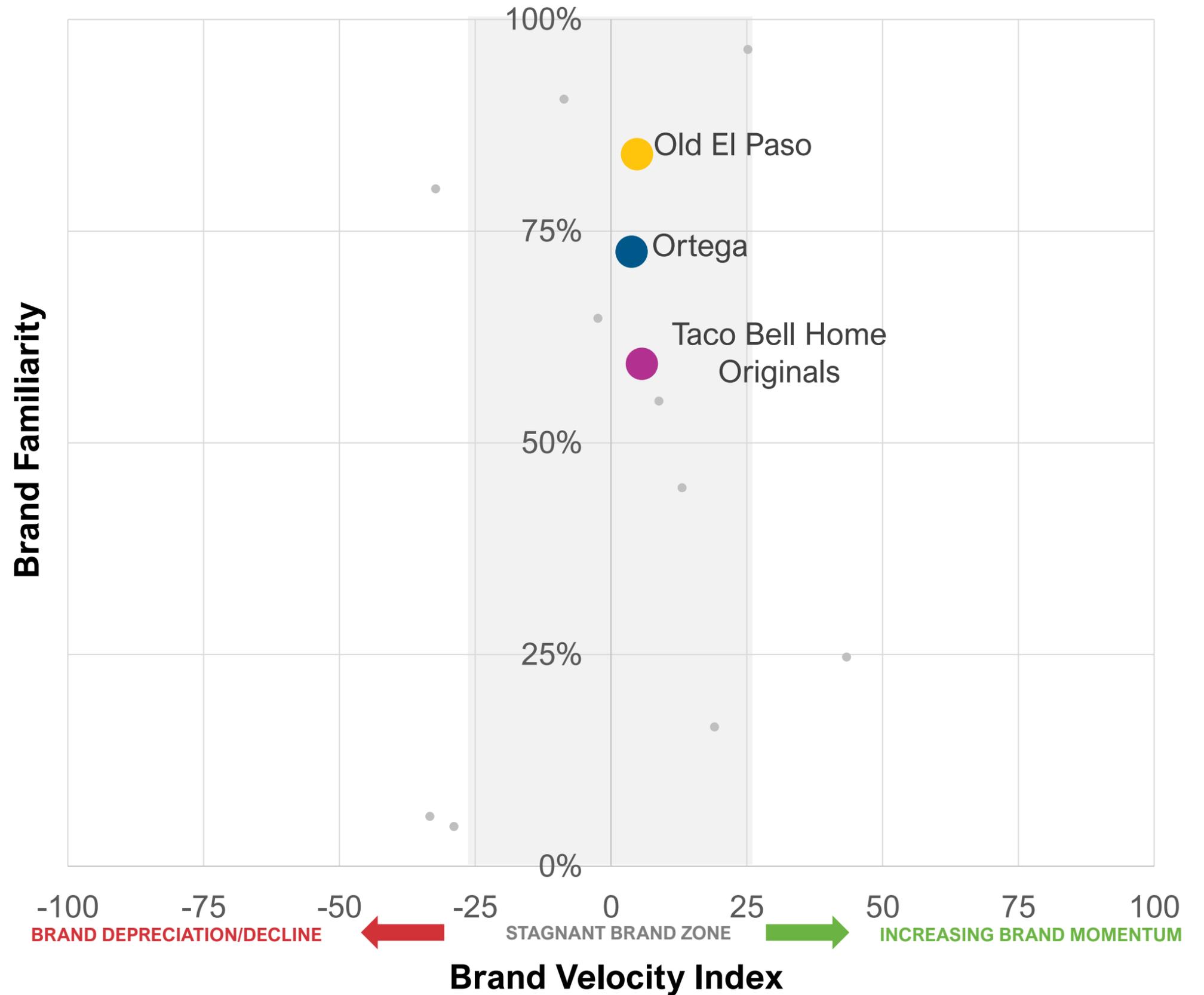


Question: Do you feel like you're more favorable or less favorable toward the following brands in the past year?

Brand Momentum

Brand momentum is calculated by factoring together a brand's change in awareness and change in perceptions. When we plot out overall brand familiarity (vertical axis) against each brand's momentum (BVI on the horizontal axis), we can get a better sense of the category's landscape.

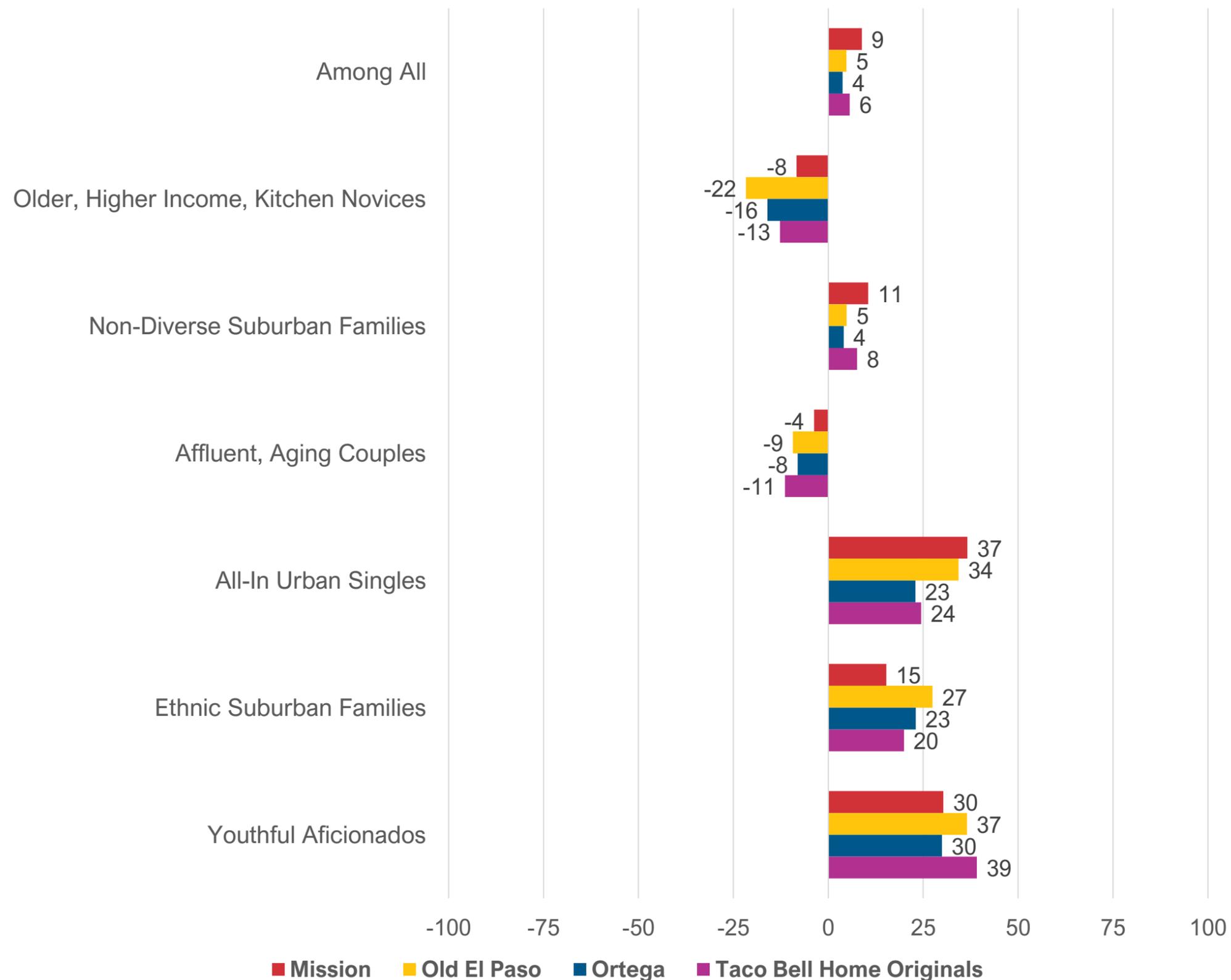
Each of these primary competitors' brand momentum exists in a zone of stagnation, due largely to awareness and perceptions of the brands not having changed in the past year. Although these are known brands, they simply aren't demonstrating much momentum.



Brand Momentum by Segment

When we compare brand momentum by segment, it reveals that there is more momentum among the three sub-groups (All-In Urban Singles, Ethnic Suburban Families, and Youthful Aficionados).

Old El Paso carried strong levels of momentum among each of the sub-groups and Youthful Aficionados showed strong momentum for Taco Bell Home Originals.



Consumer Descriptions of Ortega's products

- Consumers associate the Ortega brand with **easy-to-prepare, flavorful, and quality meals**, often referencing tacos.
- Ortega is considered a **go-to for classic taco nights**, with a variety of products that are seen as **dependable** and **consistent in taste**.
 - Many **appreciate the convenience and taste** of Ortega for family meals.
 - Frequently mentioned items include taco shells, sauces, and seasonings.
- Some consumers perceive Ortega as a **more affordable alternative** to other brands.
- Ortega's **fresh** and **original Mexican flavors** were also highlighted by some consumers.
- There are **mixed views on the authenticity** of Ortega's products.
 - The products evoke a sense of authentic Mexican cuisine for many consumers.
 - Some consumers consider the products as more Americanized versions of Mexican food.

Audience Descriptions of Ortega Products

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Non-Diverse Suburban Families

Group 2

Authenticity

- These respondents frequently mention "authentic," "original Mexican recipe," "true Mexican cuisine," and "authentic Mexican flavor," indicating that the perception of authenticity in taste and recipe is a strong association with the Ortega brand.

Variety and Flavor

- Many of these respondents highlight the "variety," "flavorful," and "tasty" aspects of Ortega products. Phrases like "variety, taste and consistency," "spicy very tomato taste," and "flavorful and delicious" suggest that consumers appreciate the range of flavors and options Ortega provides.

Quality and Reliability

- Descriptions such as "quality product," "dependable," "consistent flavor," and "trusted quality" suggest that consumers view Ortega as a reliable brand that consistently delivers high-quality products.

All-In Urban Singles

Group 4.1

Authenticity and Flavor

- "Authentic Mexican products," and "True Mexican food," suggest that these consumers associate Ortega with genuine Mexican flavors.
- "Genuine flavors and spice," and "great flavor" indicate that the taste and flavor profile of Ortega products are significant to these consumers.

Variety and Quality

- "They make a lot of Mexican products," and "quality and variety," reflect the perception of a diverse product line and quality offerings.
- "Good quality Trendy Delicacy," and "Ortega is very good, the taste of their products is very unique," highlight a positive reception of the product quality.

Convenience and Family-Friendly

- "Easy to make and very tasty," and "It's a family staple for Mexican food" show that these consumers find Ortega products convenient and suitable for family meals.
- "The original taco and burrito package," and "The powder mixes that shells the soft tacos in the sauce and the meal kits" suggest that the convenience of meal kits and ready-to-use products is appreciated.

Ethnic Suburban Families

Group 4.2

Authenticity

- These respondents frequently associate Ortega products with authentic Mexican flavor and consider them close to original Mexican food, with phrases like "authentic taste," "authentic Mexican flavor," and "always authentic and full of flavor."

Variety and Quality

- Many of these consumers highlight the variety of sauces and flavors Ortega offers, as well as the quality of the products. Terms like "variety sauces and flavors," "first class products," and "quality ingredients" are common.

Taste and Flavor

- Taste is a key attribute mentioned by these consumers, with descriptions such as "flavorful," "great tasting Mexican sauce," and "delicious and great tasting." The taste of Ortega products is often described as a positive aspect, contributing to the overall enjoyment of taco night.

Youthful Aficionados

Group 4.3

Authenticity

- These respondents frequently associate Ortega products with authentic Mexican flavors, indicating that the brand is perceived as offering a genuine taste experience. Phrases like "Authentic Mexican food," "more authentic Mexican flavor," and "Authentic tastes and familiar items" suggest that consumers value the brand's connection to traditional Mexican cuisine.

Variety and Flavor

- Many of these consumers highlight the variety and flavorful nature of Ortega's products. Descriptions such as "Lots of salsas," "Tasty flavor quality," "Bold little spicy," and "Flavorful enjoyable healthy" suggest that consumers appreciate the range of options and the taste profile that Ortega provides.

Convenience and Quality

- The ease of preparation and perceived quality of Ortega products are also prominent in the responses. Consumers describe the brand with terms like "easy of preparing," "Classic taco nights," "Easy to make and delicious," and "top of the line quality products," indicating that Ortega is seen as a convenient choice without sacrificing quality.

Consumer Descriptions of Old El Paso's products

- Old El Paso products elicit a **strong association with authentic and traditional Mexican flavors**, with frequent mentions of taco kits, shells, sauces, and seasonings.
- Many consumers highlight the **convenience** and **family-oriented nature of taco nights** using Old El Paso products.
 - Old El Paso is recognized by consumers for its role in facilitating enjoyable, home-cooked Mexican meals.
- Brand Perceptions
 - Offers a variety of **flavorful**, **spicy**, and **tasty** options.
 - **Easy** to prepare.
 - Provides a **Tex-Mex culinary experience**.
- Recurring Themes
 - Consistent quality
 - Authenticity
 - Long-standing brand heritage
- While most feedback is positive, a few consumers describe the Old El Paso products as **average**.

Audience Descriptions of Old El Paso Products

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Non-Diverse Suburban Families

Group 2

Authenticity

- These respondents frequently mention "authentic" and "traditional" when describing Old El Paso products, suggesting a perception of genuine Mexican flavor and heritage associated with the brand.

Flavorful and Tasty

- Many of these respondents highlight the flavorful, tasty, and spicy nature of Old El Paso's offerings, indicating that consumers find the brand's products to be rich in taste.

Variety and Convenience

- The brand is recognized for its wide range of products, including taco kits, sauces, and seasonings, which are appreciated for their ease of use and ability to create a complete meal experience.

All-In Urban Singles

Group 4.1

Authenticity and Flavor

- These respondents frequently associate Old El Paso with authentic Mexican flavors, describing the products as "Very authentic tastes," "Authentic Mexican Quality," and using "authentic Mexican flavors and spices."

Convenience and Ease of Use

- These respondents highlight the ease of use and convenience of Old El Paso products, with phrases like "they are easy to use," "Easy to make and delicious," and "Authentic style Mexican meals that are easy to prepare at home."

Quality and Taste

- The quality and taste of Old El Paso products are often mentioned positively, with descriptors such as "delicious and affordable," and "flavorful and tasty." Some of these respondents also indicate a long-standing preference, as seen in, "My family enjoys the flavor of El Paso and I have used it for years."

Ethnic Suburban Families

Group 4.2

Authenticity

- These respondents frequently associate Old El Paso products with authenticity, describing them as "authentic tasting," and "tastes like an original for Mexican food."

Flavor and Variety

- Many of these respondents highlight the flavorful nature of Old El Paso products, with mentions of "great taste," and "good Mexican flavor." There's also a mention of the variety of sauces and flavors available.

Quality and Tradition

- Old El Paso is perceived as a reliable brand with consistent quality. Phrases like "high quality and great tasting," "classic, family favorite," and "been around a while" suggest a long-standing tradition of quality in their products.

Youthful Aficionados

Group 4.3

Authenticity

- These respondents frequently associate Old El Paso products with authenticity, often mentioning phrases like "authentic Mexico," and "tastes like original food." This suggests that consumers perceive the brand as a genuine representation of Mexican cuisine.

Family and Tradition

- These respondents highlight the role of Old El Paso in family taco nights and traditions, with mentions of "taco nights with the family," "very traditional and dependable," and "nostalgia." This indicates that the brand is seen as a staple for family meals and has sentimental value.

Product Variety and Quality

- These consumers recognize Old El Paso for its range of products and describe them with positive attributes such as "tasty," and "innovating quality production." This reflects a perception that the brand offers a variety of high-quality Mexican food products.

Consumer Descriptions of Taco Bell Home Original's products

- Consumers **associate Taco Bell Home Original's products with the fast-food chain's flavors**, mentioning the authenticity, spiciness, and convenience of the sauces, shells, and seasoning mixes.
- Many consumers appreciate the **restaurant-quality taste** that can be recreated at home.
- The brand is recognized for its **distinctive taste**, with some noting it as a **cost-effective way to enjoy Taco Bell flavors**.
- Quite a few consumers indicated they **have not tried the products**, and a handful prefer the actual restaurant experience.
- Some consumers also question the authenticity and healthiness of the products.

Audience Descriptions of Taco Bell Home Originals Products

FLYNN WRIGHT

Non-Diverse Suburban Families

Group 2

Flavorful and Authentic

- These respondents frequently mention the flavorful and authentic taste of Taco Bell Home Originals' products, associating them with the restaurant's distinct flavors.

Easy and Convenient

- Many of these respondents highlight the ease and quickness of preparing meals with Taco Bell Home Originals' products, suggesting they are convenient for a fast and tasty meal at home.

Restaurant Quality at Home

- Some of these respondents perceive the products as offering restaurant quality, with a taste that reminds them of the actual Taco Bell restaurant experience.

All-In Urban Singles

Group 4.1

Authentic Flavor

- These respondents frequently mention "authentic flavors" and describe Taco Bell Home Originals' products as having a taste that reminds them of the restaurant.

Product Variety

- The variety of products, such as "seasoning packs," "sauce," and "shells," is noted, indicating that these consumers recognize Taco Bell Home Originals' range of offerings that contribute to the taco-making experience.

Positive Taste Experience

- These respondents emphasize a positive taste experience with descriptions like "extremely tasty, savory," and "tasteful flavorful fresh and delicious." This suggests that the taste of Taco Bell Home Originals' products is a strong attribute associated with the brand.

Ethnic Suburban Families

Group 4.2

Authenticity

- These respondents frequently mention the authentic taste and flavor of Taco Bell Home Originals' products, associating them with the experience of eating at a Taco Bell restaurant with phrases like "authentic flavor," and "tastes like going to Taco Bell."

Convenience and Ease

- Many of these respondents emphasize the convenience and quick preparation associated with this brand's products. Descriptions such as "fun, fast food that can be purchased and made up quickly," "easy instructions," and "convenient meals" suggest that consumers value the ease of creating a Taco Bell experience at home.

Taste and Quality

- Taste is a key attribute mentioned, with respondents describing the products as "tasty," and having a "just made from scratch flavor." However, opinions on taste vary, with some finding the products "kind of bland and cheap" or "less authentic" compared to other brands.

Youthful Aficionados

Group 4.3

Authentic Flavor

- These respondents frequently mention the authentic taste of Taco Bell Home Originals' products, associating them with the familiar flavors of the restaurant experience.

Quality and Variety

- Many responses highlight the quality and variety of the products, with terms like "high quality," "delicious," and "full of variety" being used to describe the brand's offerings.

Home Convenience

- These consumers appreciate the convenience of being able to recreate the Taco Bell experience at home, with phrases like "homemade Taco Bell" and "good taste of take out without actually leaving" indicating a value in the brand's ability to deliver a fast-food-like experience in a home setting.

Question: When you think of Taco Bell Home Original's products, what comes to mind? Please share attributes and phrases that you think best describe Taco Bell Home Original's products.

Favorite Sauce

Exploring perceptions of taco sauce

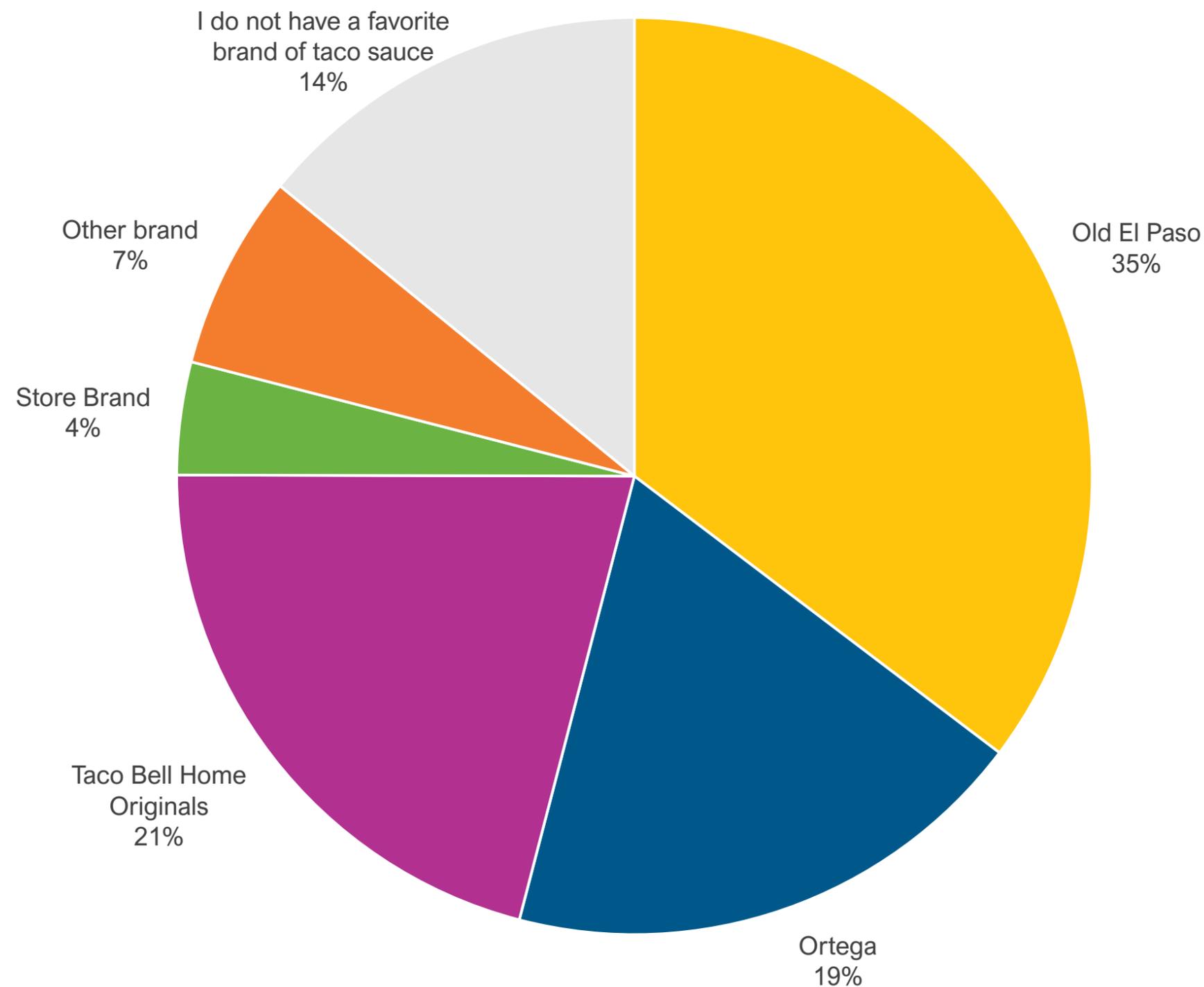


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ORTEGA TACO SAUCE HOT

Favorite Brand of Taco Sauce

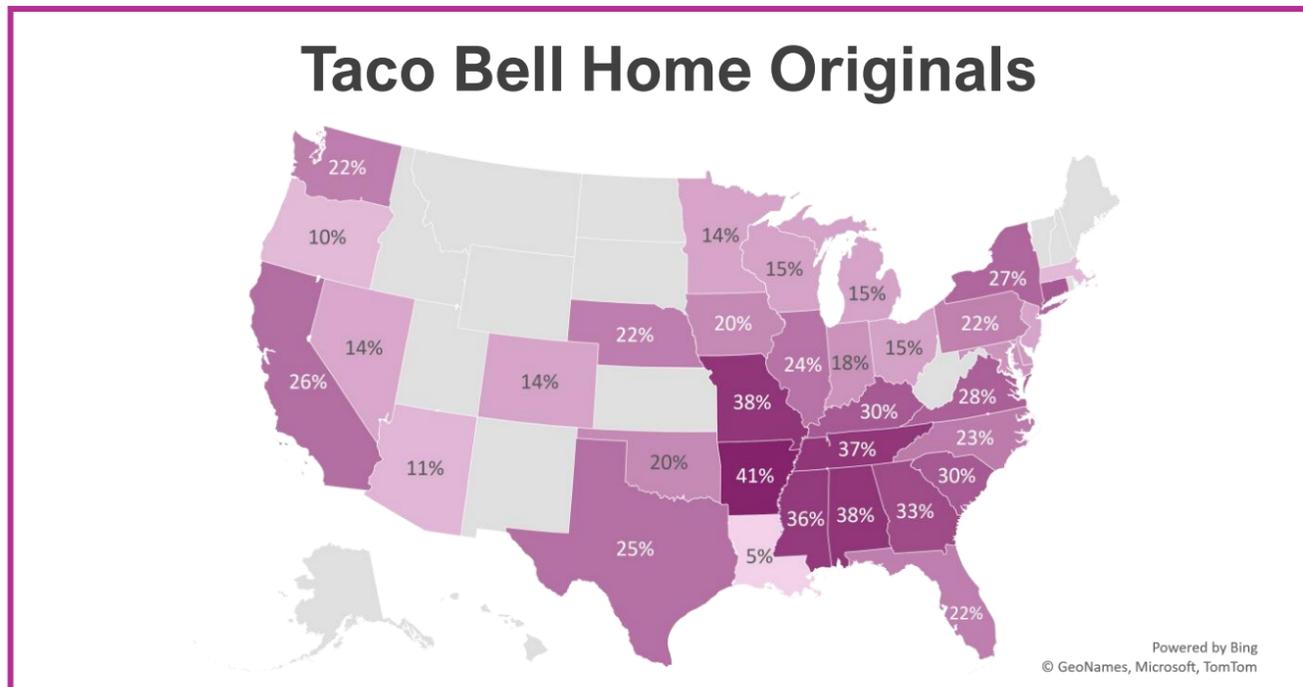
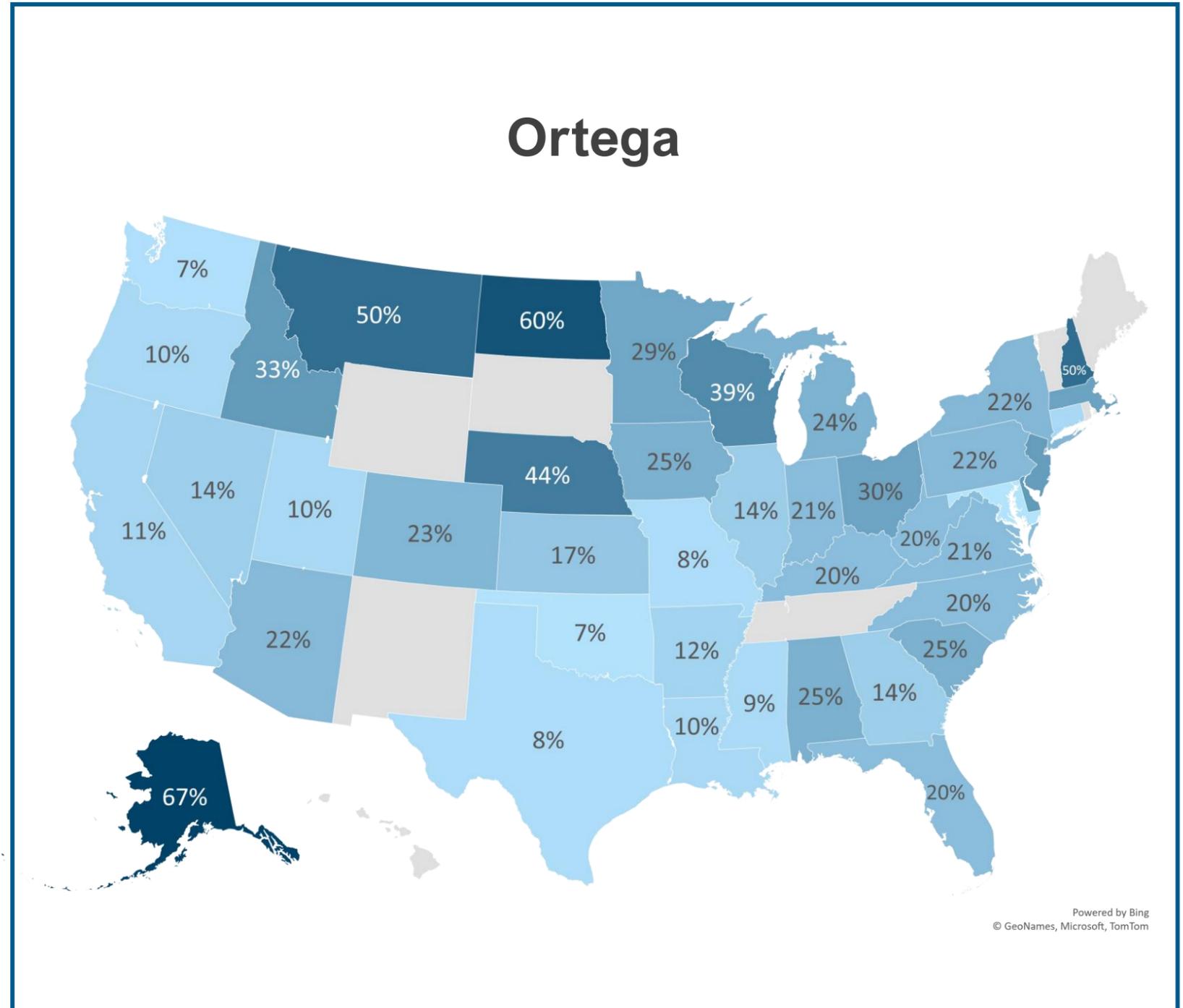
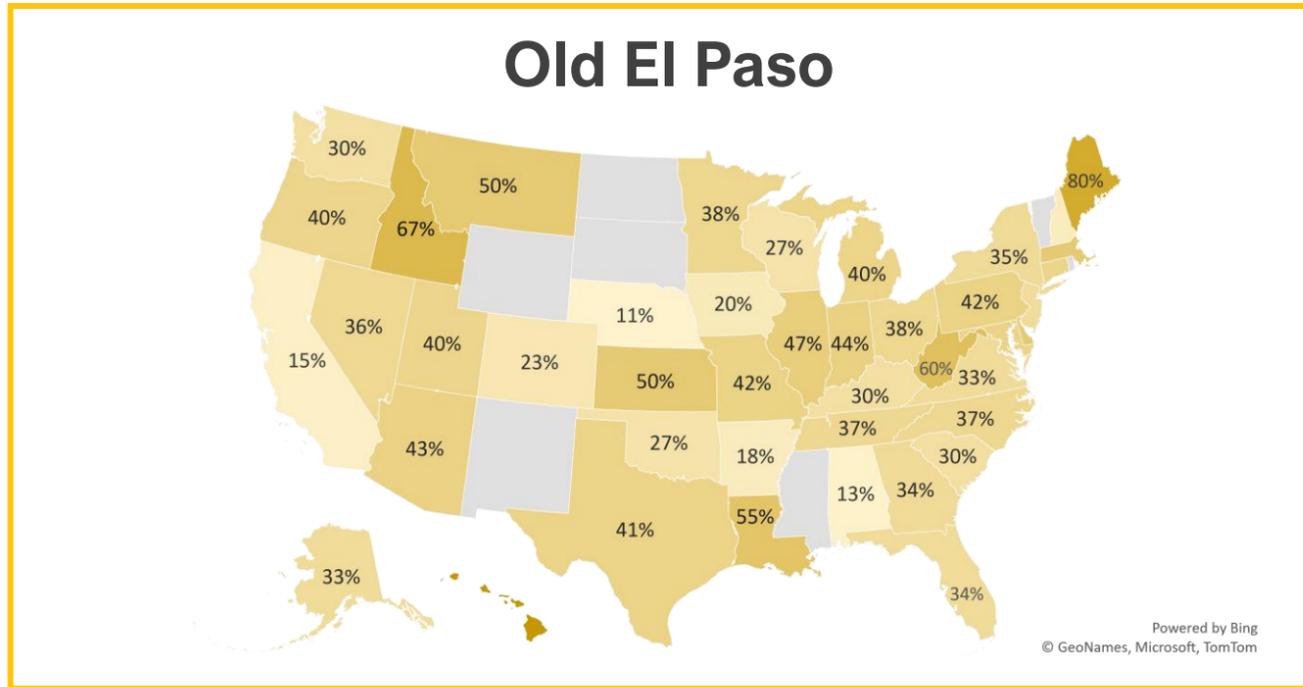
When asked what consumers' favorite brand of taco sauce was, 35% of consumers mentioned Old El Paso, while 19% mentioned Ortega. Taco Bell Home Originals was mentioned among 21% of the audience.

The maps on the next page show comparisons of brand favoritism by state.



Favorite Sauce by State

FLYNN WRIGHT



Note: The darker shaded states show where sauce is favored by brand.

What makes Ortega your favorite brand of taco sauce?

- Consumers favor Ortega taco sauce for its **authentic** and **fresh taste**, with a **consistent texture** and the **right balance of spices**.
- Many appreciate its **mild yet spicy** flavor, which is **not too hot**, and the availability of different spice levels.
- **Long-term usage** and **habit** also contribute to brand loyalty, with some consumers using Ortega since they started cooking.
- **Additional Sauce Highlights**
 - Quality
 - Thickness
 - Natural ingredients
 - Convenience
 - Ease of finding in stores

Why Audiences Prefer Ortega Taco Sauce

FLYNN WRIGHT

Non-Diverse Suburban Families

Group 2

Flavor and Taste

- These respondents frequently mention that Ortega taco sauce has a rich, authentic flavor that is superior to other brands. They appreciate the right blend of spices, the freshness, and the intensity of flavors that Ortega offers.

Spice and Heat Level

- Many of these respondents value the spice level in Ortega's sauce, noting it has the right amount of heat or spice and isn't too mild or too overpowering. The medium spice level is described as perfect, and the different levels of heat cater to various preferences.

Consistency and Quality

- The thickness and consistency of Ortega taco sauce are highlighted as positive attributes. Respondents also perceive Ortega as a natural and high-quality product, with some noting it is kosher certified and less reliant on chili powder, giving it a more authentic taste.

All-In Urban Singles

Group 4.1

Taste and Flavor Profile

- These respondents mention the taste of Ortega taco sauce as a primary reason for their preference. They describe it as "amazing," "zesty and mild," and appreciate the "good spice levels."

Familiarity and Tradition

- Some of these respondents have a long-standing history with the brand, using phrases like "I have used it since I started cooking" and "I have been buying this product for years," indicating that familiarity and tradition play a role in their preference.

Product Quality and Ingredients

- The quality of Ortega's taco sauce is highlighted by references to "special ingredients," the "combination of spices," and the texture that consumers' families love, suggesting that the perceived quality of ingredients contributes to their brand loyalty.

Ethnic Suburban Families

Group 4.2

Flavor Profile

- These respondents frequently mention the taste of Ortega taco sauce as a key factor, with descriptors like "authentic flavoring," "excellent flavors," and "mild flavor" indicating a preference for its specific taste.

Texture and Quality

- The texture and consistency of the sauce are important to consumers, with responses highlighting it as "tasty spicy and chunky," "heavy thick," and appreciating its overall quality.

Availability and Familiarity

- These consumers value the ease of finding Ortega products where they shop and the brand's reliability over time. Phrases like "available where I shop," "have always used it," and "what I've been used to for many years" suggest that the brand's presence and tradition in the market contribute to its favorability.

Youthful Aficionados

Group 4.3

Taste

- These respondents mention the taste of Ortega taco sauce as a primary reason for their preference. Descriptors like "special spicy taste," "unique taste," and "very good flavor" highlight the importance of flavor in their preference.

Spice/Flavor Variety

- The spices and the variety of flavors offered by Ortega are noted as key factors. Phrases such as "The spices," "flavors of the sauce are interesting," and "different spice levels" suggest that consumers appreciate the range of options and the distinct spice profile of Ortega's taco sauce.

Consistency and Texture

- The texture of the sauce is also a significant factor, with responses like "consistency," "just the right consistency of the cut up veggies," and "the texture of the sauce" indicating that the physical properties of the sauce contribute to its appeal.



What makes Old El Paso your favorite brand of taco sauce?

- Consumers are attracted to Old El Paso's taco sauce because of its **flavor** and **texture**.
- The brand's products are appreciated for their **authentic taste**, which is often described as rich and spicy, with a hint of sweetness.
- The sauce's **balanced spice flavor** and **convenient packaging** make it a popular choice for home cooks looking to add a touch of Mexican flair to their meals.

Why Audiences Prefer Old El Paso Taco Sauce

FLYNN WRIGHT

Non-Diverse Suburban Families

Group 2

Authentic Taste

- Many of these respondents highlight the authentic and traditional flavor of Old El Paso taco sauce, indicating that it closely resembles the taste they expect from Mexican cuisine.

Right Spice Level

- These respondents appreciate the balance of spiciness, with several mentioning that the sauce is spicy but not overly so, offering different levels of heat to cater to various preferences.

Flavor and Consistency

- The rich, hearty, and chunky nature of the sauce is frequently mentioned, with respondents enjoying the depth of flavors and the sauce's consistency, which is neither too watery nor too thick.

All-In Urban Singles

Group 4.1

Taste and Flavor

- The taste is described as unique, flavorful, and authentic, with some mentioning it's like what restaurants serve.
- These respondents appreciate the fresh taste, with one noting the inclusion of lots of veggies.

Tradition and Familiarity

- Several of these respondents cite tradition and family habits as a reason for preference, with mentions of carrying on the use from elders or having grown up with the brand.

Quality and Heat Level

- The quality of the sauce is implied through descriptions of the best taste and delicious flavor.
- The heat level is appreciated for being hot but tasty, indicating a balance that appeals to these consumers.

Ethnic Suburban Families

Group 4.2

Flavor

- These respondents frequently mention the authentic, unique, and vibrant flavor of Old El Paso taco sauce as a primary reason for their preference. They appreciate the taste that reminds them of homemade sauce and the combination of flavors that they can't find elsewhere.

Spiciness and Varieties

- Many enjoy the varying levels of spice and heat, including the availability of different varieties. The balance of spiciness, with some noting it's "just spicy enough," contributes to its appeal.

Consistency and Texture

- The consistency and texture of the sauce are also highlighted, with some respondents liking the thickness, chunkiness, and the way the sauce combines with other ingredients in tacos.

Youthful Aficionados

Group 4.3

Flavor Profile

- These respondents frequently mention the taste, flavor, and spices of Old El Paso taco sauce as their primary reason for preference. They describe it as having the right blend of ingredients, being original and spicy, and offering a great flavor that fits their acquired tastes.

Spice Level

- Many of these respondents note that the sauce is "not too spicy, just right," indicating a balance that appeals to their palate.

Brand Trust and Quality

- These respondents appreciate the consistency, texture, and the perception that Old El Paso uses generous amounts of good ingredients, making it a popular and trusted option.

What makes Taco Bell Home Originals your favorite brand of taco sauce?

- Consumers favor Taco Bell Home Originals taco sauce for its authentic taste that **closely resembles the flavor experienced at Taco Bell restaurants**.
- The **balance of spiciness**, with **options** ranging from mild to hot, appeals to a broad audience, including families with children.
- The sauce's rich **blend of spices** and **seasonings** is consistently praised for enhancing the taste of homemade tacos.
- The brand's **variety of flavors** and **perceived value for money** contribute to its popularity among consumers who seek a **restaurant-like taco experience at home**.

Why Audiences Prefer Taco Bell Home Originals Taco Sauce

FLYNN WRIGHT

Non-Diverse Suburban Families

Group 2

Authentic Flavor

- These respondents frequently mention that the sauce tastes just like what they get at Taco Bell restaurants, indicating that the authentic flavor is a significant factor in their preference.

Right Balance of Spice

- Many of these respondents highlight the perfect blend of spices, the right amount of heat, and the consistency of the sauce, suggesting that consumers appreciate the balance between flavor and spiciness.

Price and Quality

- Several of these respondents point to the good quality and reasonable price of the sauce, suggesting that value for money is an important consideration for consumers when choosing this brand.

All-In Urban Singles

Group 4.1

Taste

- These respondents frequently mention the delicious and authentic taste of Taco Bell Home Originals taco sauce, which reminds them of the restaurant's flavor.

Brand Recognition

- These consumers recognize and trust the well-known Taco Bell brand, associating it with good flavor and quality.

Price and Ingredients

- Some of these respondents appreciate the affordable price and the organic ingredients that Taco Bell offers in their products.

Ethnic Suburban Families

Group 4.2

Authentic Taste

- These consumers frequently mention the authentic taste of Taco Bell Home Originals, indicating the sauce closely resembles the flavor they experience at Taco Bell restaurants. This authenticity is a significant factor in their preference.

Flavor Variety

- The variety of flavors available in the Taco Bell Home Originals line is a key reason for its popularity. These customers appreciate the range of options, which caters to different taste preferences within families or individuals.

Balanced Flavor Profile

- These respondents enjoy the balance of spiciness, mildness, and a hint of tangy flavor in the sauce. This balance in the flavor profile makes it a versatile choice for enhancing their homemade tacos.

Youthful Aficionados

Group 4.3

Flavor Profile

- These respondents mention the familiar taste and consistency of Taco Bell Home Originals taco sauce. They describe it as having a richer flavor compared to other brands, and a fresh and spicy homemade taste.

Brand Association

- These consumers highlight how the sauce tastes like that found in Taco Bell restaurants. There is also nostalgia associated with Taco Bell seasonings.

Variety and Value

- These respondents mention how the brand offers different flavors that are tasty, and that the taco sauce has a good balance of heat and sweetness. Some also appreciate the perceived nutritional value and quality ingredients.

Taco Sauce Usage Ideas

Beyond tacos & enchiladas

- **Dip for chips.**
 - Mixed into other dips
- **Breakfast dishes.**
 - Scrambled eggs
 - Omelets
- **Used on salads.**
- **A flavor enhancer in:**
 - Soups
 - Stews
 - Casseroles
- **Used in meat dishes.**
 - Ground beef
 - Chicken
 - Meatloaf
- Used in **rice dishes** and with **beans**.
- Some use it as a **marinade**.
- Also used to **spice up sandwiches** and **burgers**.

Question: Earlier in the survey, you selected [SelectedSauce] as your favorite taco sauce. Other than putting this sauce on tacos or enchiladas, how would you use it in your kitchen? Share ideas of how else you might use taco sauce when cooking or snacking?

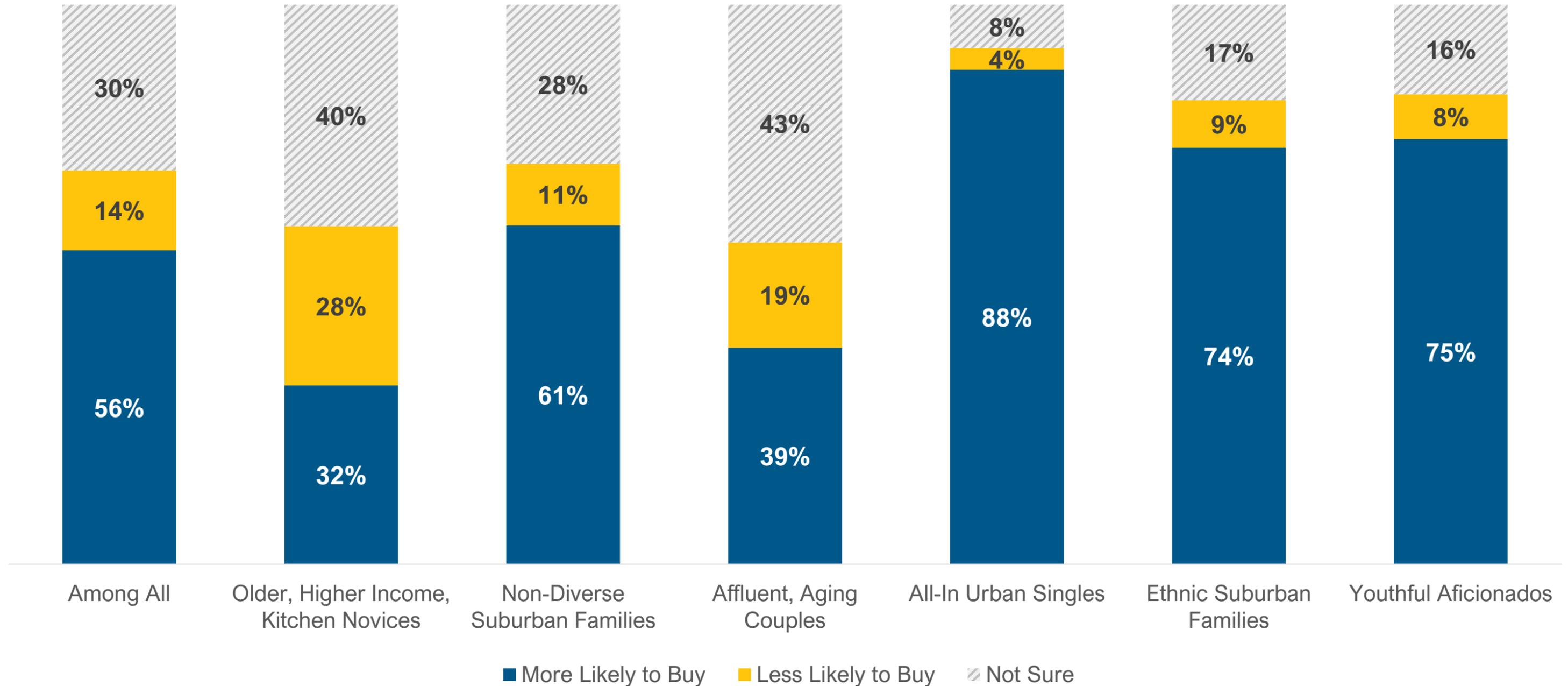
A photograph of Ortega taco shells, sauce, and prepared tacos on a wooden cutting board. In the background, a box of Ortega Yellow Corn Taco Shells is visible, featuring a blue and yellow design with the brand name 'ORTEGA' in large yellow letters. Below the brand name, it says 'A FAMILY TRADITION SINCE 1897' and 'YELLOW CORN TACO SHELLS'. To the left of the box is a bottle of Ortega Medium Original Thick & Smooth Taco Sauce. In the foreground, several tacos are lined up on a wooden cutting board, each held in a metal taco holder. The tacos are filled with meat, cheese, lettuce, and tomatoes. A tomato is visible in the bottom right corner. The overall scene is set on a wooden surface, and the lighting is warm and focused on the food.

Prioritizing Brands to Buy

Understanding which brands consumers are most likely to reach for first, second or third

Willingness to Buy Products from Single Brand

FLYNN WRIGHT



Question: If you learned that a brand's products were specifically designed to work together, would you be more likely to buy all the products from the same brand instead of from separate brands (even if it cost a little more)?

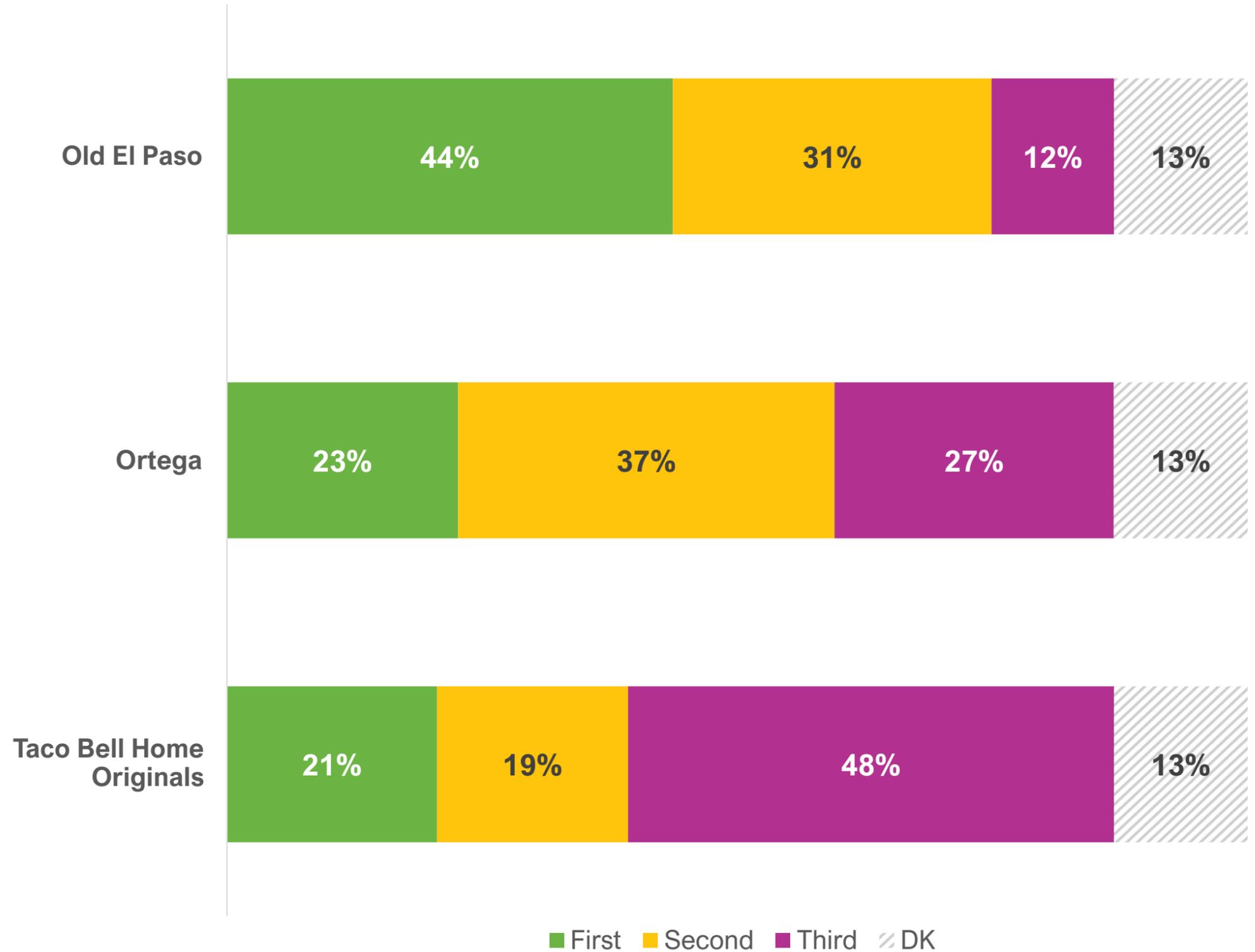
Brand Preference

FLYNN WRIGHT

Overall, consumers reported being most likely to buy from Old El Paso, first and Ortega following up as a second option.

Ortega was a second choice among all consumers, except for the **All-In Urban Singles** and **Youthful Aficionados** audiences.

Rationales for why consumers would choose one brand over the others are shown on the following pages.



Question: If you were shopping for products to make tacos at home, which of the following brands would you be most likely to buy from? Please rank the following in order from the brand you'd be most likely to buy from to the brand you'd be least likely to buy from.

What makes the Ortega brand a better choice

Compared to Old El Paso or Taco Bell Home Originals

- Consumers prefer Ortega for its perceived **fresher, more authentic Mexican taste**, and **better-quality ingredients** compared to Old El Paso and Taco Bell Home Originals.
- The **taste, flavor**, and **spice level** of Ortega products are frequently mentioned as superior.
- Many consumers note a **long-standing familiarity** with Ortega and the **consistent quality** of Ortega products.
- **Price** and a **wider variety of products** also contribute to Ortega's preference.
- Some consumers remain loyal to Old El Paso or are just **unfamiliar with Taco Bell Home Originals**.

Why Audiences Choose the Ortega Brand

FLYNN WRIGHT

Non-Diverse Suburban Families

Group 2

Taste

- These respondents often mention that Ortega has a better, more authentic, or favorable taste compared to competitors. They describe the taste as original, fresh homemade, tangy, and closer to *what they experienced in Mexico*.

Quality

- Many of these consumers highlight the quality of Ortega's ingredients and products. Respondents perceive Ortega as offering consistent quality, better ingredients, and a fresher taste.

Familiarity

- A number of these respondents express a preference for Ortega based on familiarity and tradition. They grew up with the brand, have used it for many years, or find it to be a familiar name in the market.

All-In Urban Singles

Group 4.1

Flavor and Taste

- These respondents frequently mention that Ortega offers a more flavorful and better taste compared to competitors, with specific references to its freshness and quality.

Brand Loyalty

- Some of these consumers have used Ortega for a long time, indicating a strong brand loyalty and trust in the product.

Value and Quality

- These consumers appreciate the good value and high quality that Ortega provides, suggesting that they perceive the brand to offer a favorable balance between cost and product excellence.

Ethnic Suburban Families

Group 4.2

Authenticity

- These respondents mention that Ortega offers a more authentic Mexican taste compared to competitors. Phrases like "more authentic," and "a natural for original Mexican food" suggest that authenticity is a key differentiator for the brand.

Better Taste and Quality

- Many of these respondents highlight better flavor and higher quality as reasons for choosing Ortega. Terms like "better quality and taste," "fresher tasting," and "better flavor" indicate that consumers perceive Ortega as superior in taste and quality to competitors.

Familiarity and Trust

- A number of these respondents express a preference for Ortega based on familiarity and trust. Statements such as "brand I am used to and always used," "It's the brand I know," and "something my family used so I'm familiar with it" show that brand recognition and loyalty play a significant role in the purchasing decision.

Youthful Aficionados

Group 4.3

Flavor and Ingredients

- These respondents frequently mention that Ortega offers a better overall flavor, with specific references to the sauce and spices being appealing and unique.

Quality and Price

- Several of these respondents highlight that Ortega provides good quality products at a fair price, suggesting that consumers perceive it as a good value choice.

Brand Loyalty and Nostalgia

- Some of these consumers prefer Ortega because it's a brand they have always used, often citing childhood memories or family traditions associated with the brand.

What makes the Old El Paso brand a better choice

Compared to Ortega or Taco Bell Home Originals

- Consumers express a **long-standing loyalty** to Old El Paso primarily due to its **authentic taste, flavor variety**, and **quality**.
- Many mention a sense of **tradition** and **familiarity** with the brand, often citing family use from childhood.
- The brand's **cost-effectiveness** and product **variety**, including sauces, spices, and taco kits, also contribute to its preference.
 - Some consumers had a particular fondness for the brand's **seasoning** and **taco shells**.
- A few consumers indicate a perception of **freshness** and **better ingredients** in Old El Paso products.
- There were also a few outliers that prefer Ortega or **find little difference between brands**.

Why Audiences Choose the Old El Paso Brand

FLYNN WRIGHT

Non-Diverse Suburban Families

Group 2

Flavor and Authenticity

- These respondents frequently mention that Old El Paso offers a better flavor profile, describing it as "authentic," and "traditional flavors."
- Many believe Old El Paso products taste more like "classic home-cooked Mexican food" compared to competitors.

Familiarity and Tradition

- A significant number of these respondents cite familiarity and tradition as reasons for their preference, with phrases like "family tradition," "grew up on," and "what I had as a child."
- Old El Paso is often associated with positive memories and nostalgia, making it a go-to choice.

Product Variety and Availability

- These respondents appreciate the wide variety of products offered by Old El Paso, including meal kits and package sizes.
- The brand's products are described as "always fully stocked" and "easier to find in local markets," indicating high availability and convenience.

All-In Urban Singles

Group 4.1

Taste

- These respondents frequently mention that Old El Paso has a better, fresher, and more authentic taste compared to competitors. Phrases like "taste is great," and "it tastes better than the rest" indicate that flavor is a significant factor in their preference.

Brand Familiarity

- Some of these respondents express a preference for Old El Paso due to familiarity and habit, as seen in comments like "I am just used to buying this product" and "it's just my family and I's preferred brand."

Quality and Authenticity

- The perception of higher quality and authenticity is another reason for choosing Old El Paso. Respondents describe the brand as having "fresher, more authentic flavor" and being the "patron leader," suggesting that these attributes contribute to their purchasing decision.

Ethnic Suburban Families

Group 4.2

Taste and Authenticity

- The most frequently mentioned reason is the superior taste and authentic flavors of Old El Paso products, with many respondents highlighting the brand's ability to deliver an authentic Mexican flavor that resembles restaurant quality or family recipes.

Quality and Consistency

- These respondents appreciate the high quality and consistency of Old El Paso products, including the texture and spice level, which contribute to a better overall experience compared to competitors.

Brand Familiarity and Nostalgia

- A number of these respondents have a long-standing preference for Old El Paso due to family traditions and nostalgia, indicating that the brand's established presence in their lives influences their purchasing behavior.

Youthful Aficionados

Group 4.3

Flavor and Authenticity

- These respondents mention the superior taste and authentic Mexican flavor of Old El Paso products, with descriptions like "better flavors," "just the old Mexican flavor," and "taste more homemade and like the real thing."

Quality and Texture

- Several of these consumers highlight the quality and texture of Old El Paso, with comments such as "better quality," and "has a great flavor and right amount of spiciness."

Brand Familiarity and Memories

- These consumers express a strong connection with the Old El Paso brand due to long-term use and positive memories, as seen in remarks like "it's just a friend I've used for many years," "I grew up eating it," and "childhood favorite."

What makes the Taco Bell Home Originals brand a better choice

Compared to Old El Paso or Ortega

- Consumers prefer Taco Bell Home Originals primarily for its **taste**, which many **associate with the familiar and authentic flavor of Taco Bell restaurants**.
- The brand's **seasoning, spices, and sauces** are frequently mentioned as better than competitors, with a **consistent** and **recognizable** taste that **brings the restaurant experience home**.
- Price is also a factor, with some consumers finding Taco Bell Home Originals to be more **budget-friendly**.
- The brand's **variety** and the **emotional connection** through family traditions and memories attached to the restaurant further contribute to its preference.
- **Taste** and **personal experience** are key drivers in consumer choice.
 - Some consumers indicate a **loyalty to the Taco Bell Home Originals brand**.
 - A few consumers express a preference for Old El Paso.
 - Some consumers express **no particular brand loyalty**.

Why Audiences Choose the Taco Bell Home Originals Brand

FLYNN WRIGHT

Non-Diverse Suburban Families

Group 2

Taste and Flavor Profile

- These respondents frequently mention the taste, flavor, and spices of Taco Bell Home Originals as better, with descriptions like "a different finish and pleasant taste," and "the flavor and spice is just right."

Brand Familiarity and Association

- The connection to the Taco Bell restaurant brand is a significant factor, with comments like "would be close to what Taco Bell makes," and "I make the connection to the restaurant items."

Price and Value

- Price is mentioned as a deciding factor, with these respondents noting that Taco Bell Home Originals is "less expensive," offers "better price," and provides a good flavor while allowing savings, which is seen as a "win/win."

All-In Urban Singles

Group 4.1

Flavor

- These respondents often mention that the better flavor of Taco Bell Home Originals as a significant factor in their preference. They appreciate the taste and believe it is important to their taco night experience.

Restaurant Quality

- Some of these consumers feel that Taco Bell Home Originals offers a taste that is reminiscent of the food served at Taco Bell restaurants, providing a familiar and enjoyable experience at home.

Brand Trust

- There is a sense of trust and recognition associated with the Taco Bell Home Originals brand, as it has been around for some time and offers products that consumers can use to replicate the restaurant experience at home.

Ethnic Suburban Families

Group 4.2

Taste and Flavor

- These respondents frequently mention that Taco Bell Home Originals have a superior taste and flavor compared to competitors. They describe the taste as authentic, similar to the restaurant, and having better seasoning.

Brand Familiarity

- Several of these respondents express a preference for Taco Bell Home Originals due to familiarity with the Taco Bell brand. This suggests that brand recognition plays a significant role in their purchasing decision.

Variety

- Some of these respondents appreciate the variety offered by Taco Bell Home Originals, indicating that the range of choices available is a factor in considering it a better choice.

Youthful Aficionados

Group 4.3

Taste Preference

- These consumers frequently mention that Taco Bell Home Originals tastes better to them, with comments like "it just taste better," and "their flavor is good and very different."

Brand Loyalty and Nostalgia

- Some of these respondents express a preference for Taco Bell Home Originals due to brand loyalty or nostalgia, as seen in comments like "I grew up with," and "It's consistent flavor and associated memory triggering smells are pleasing to me."

Product Quality and Differentiation

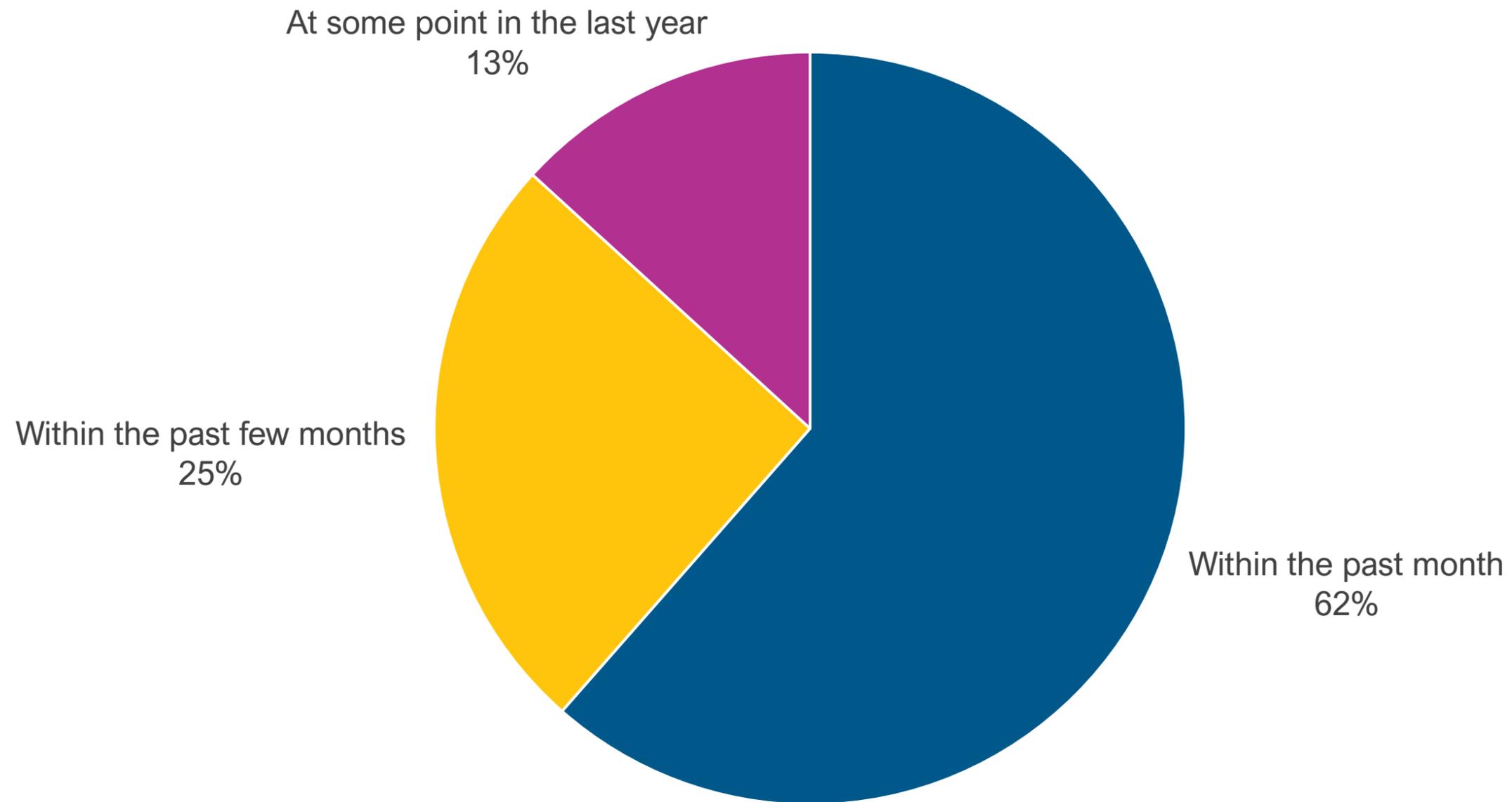
- A few of these respondents highlight the perceived quality of Taco Bell Home Originals, with remarks such as "It is much fresher" and "The original Taco Bell's Mexican flavor with right amount of Jalapenos," as well as the unique flavor that stands out from competitors.



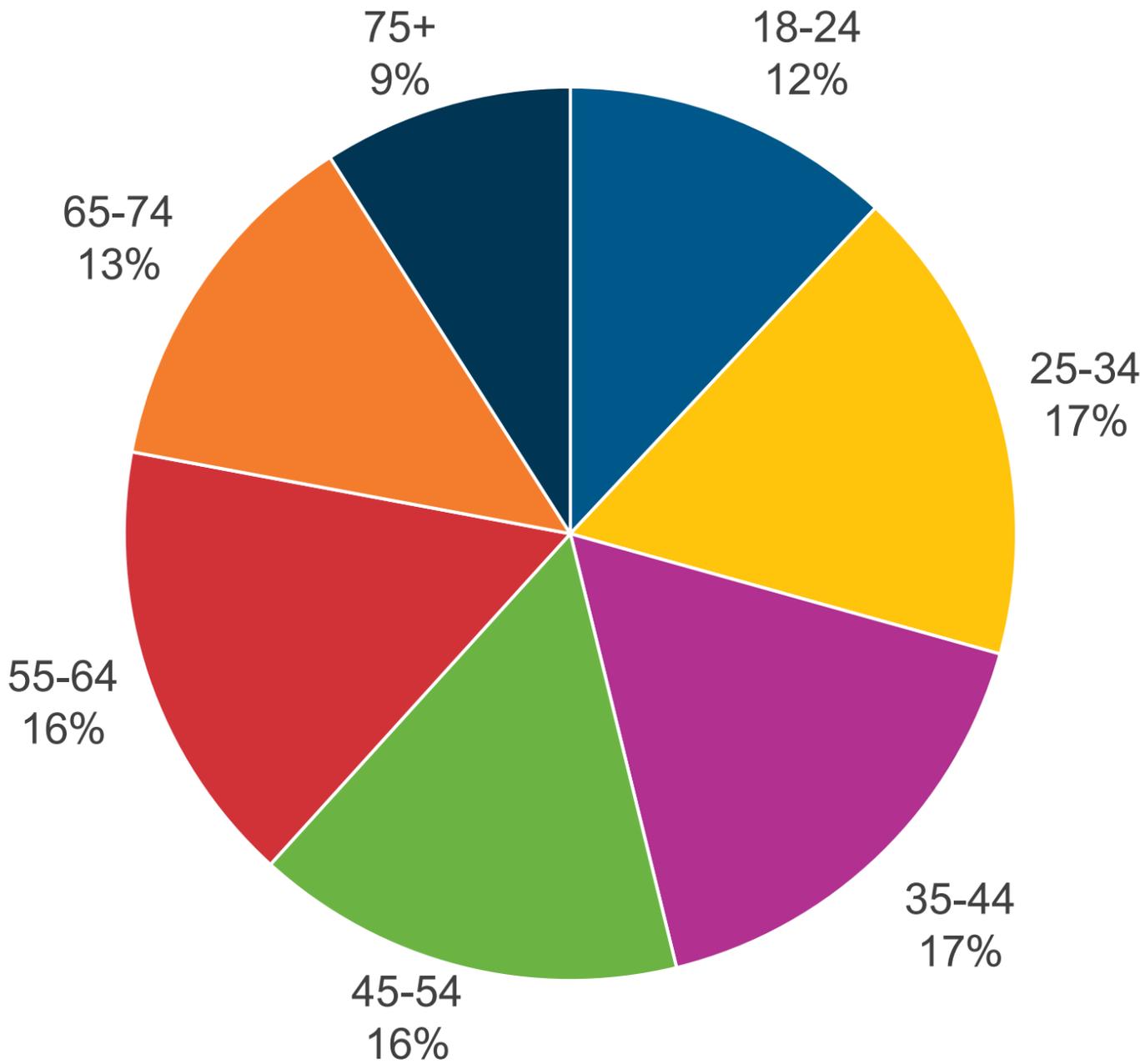
Respondent Characteristics

Summary of our study's participants

Last Time Consumer Made Tacos



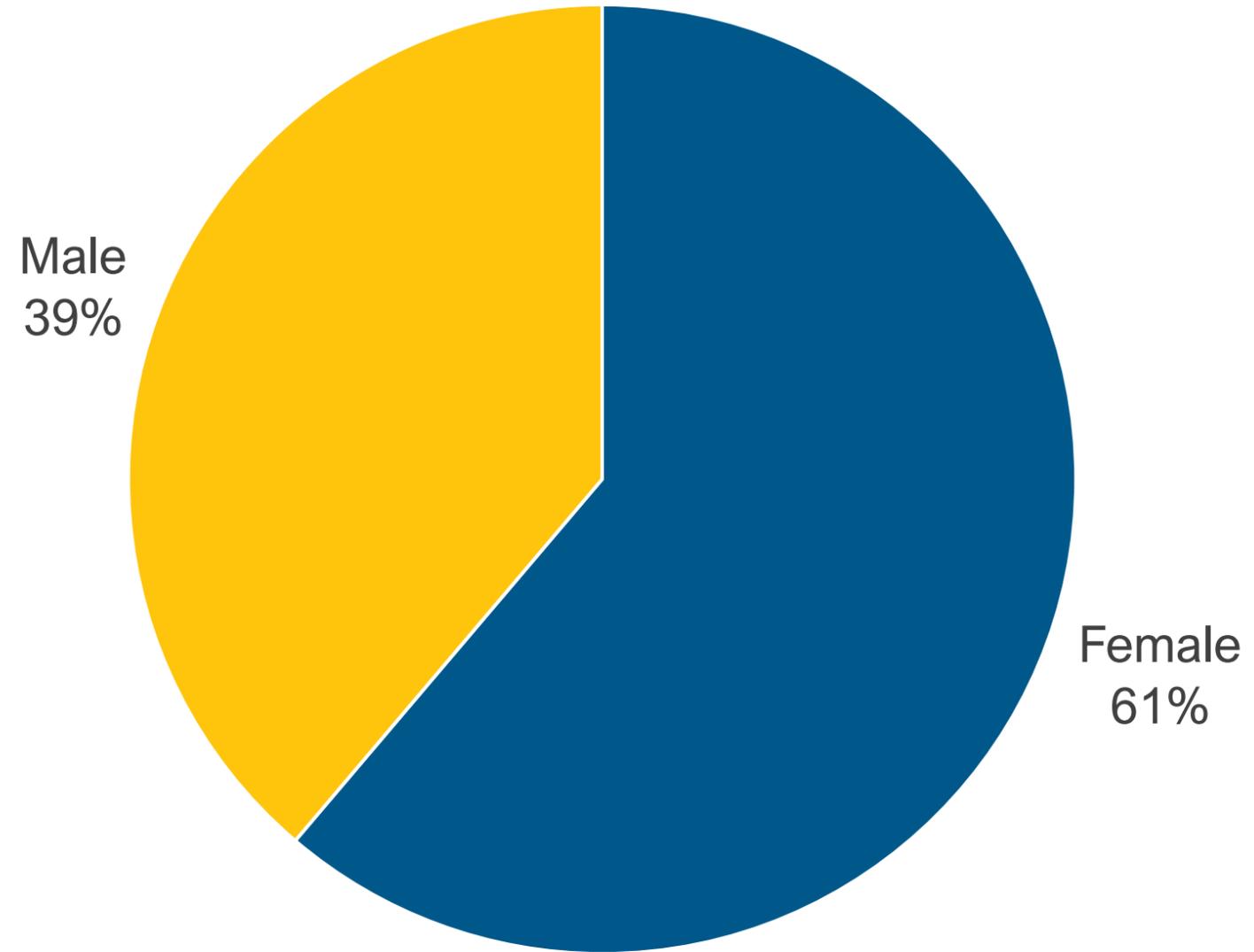
Age Groups



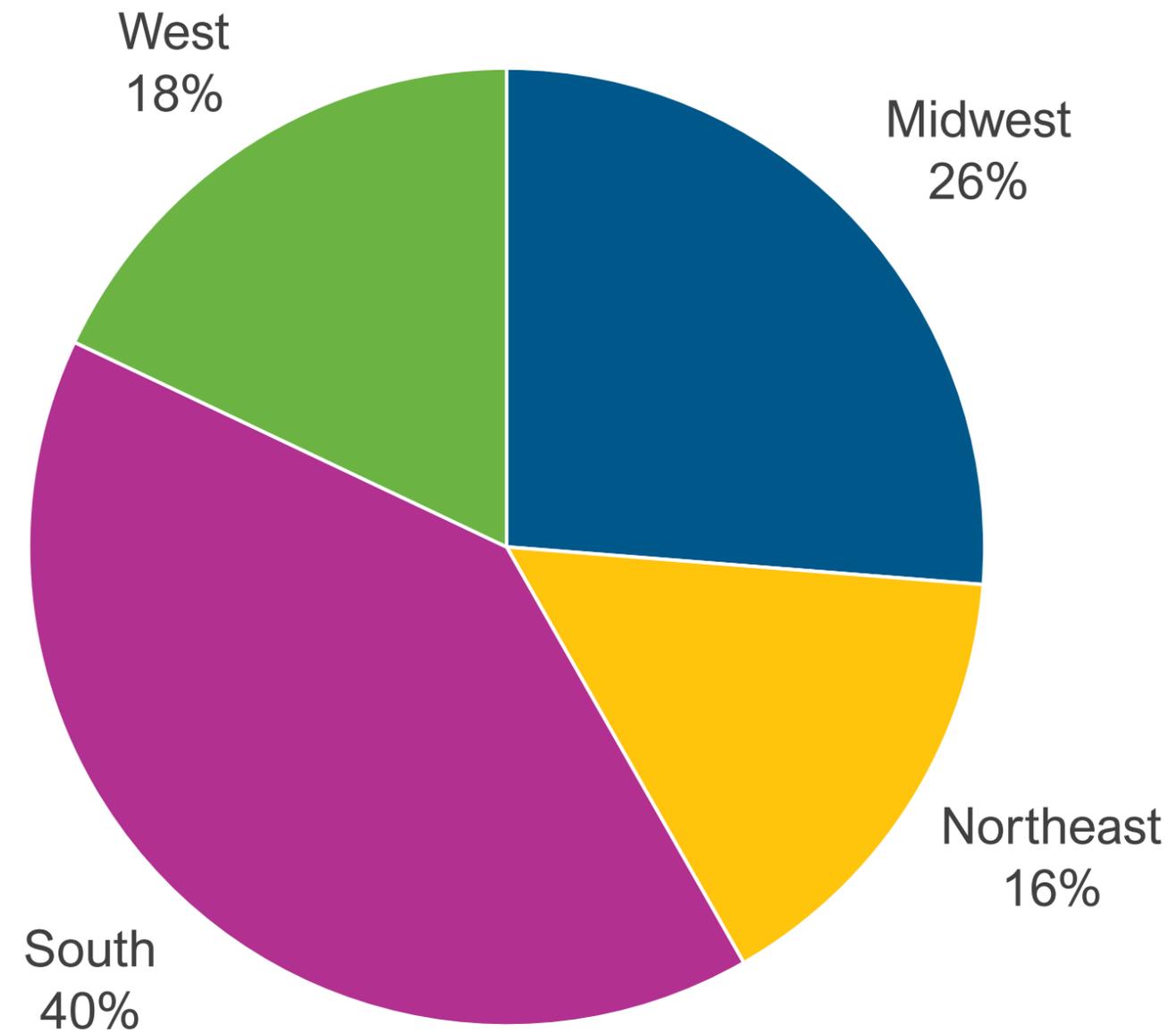
FLYNN WRIGHT



Gender

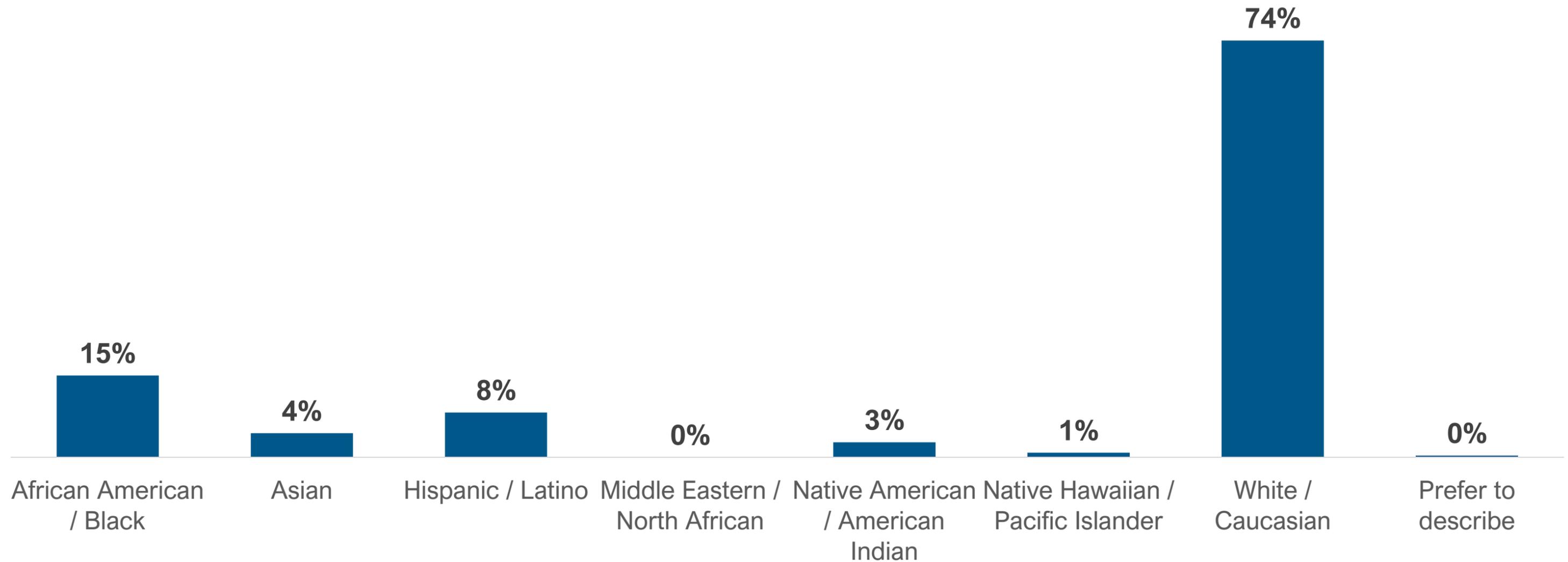


Region of the Country

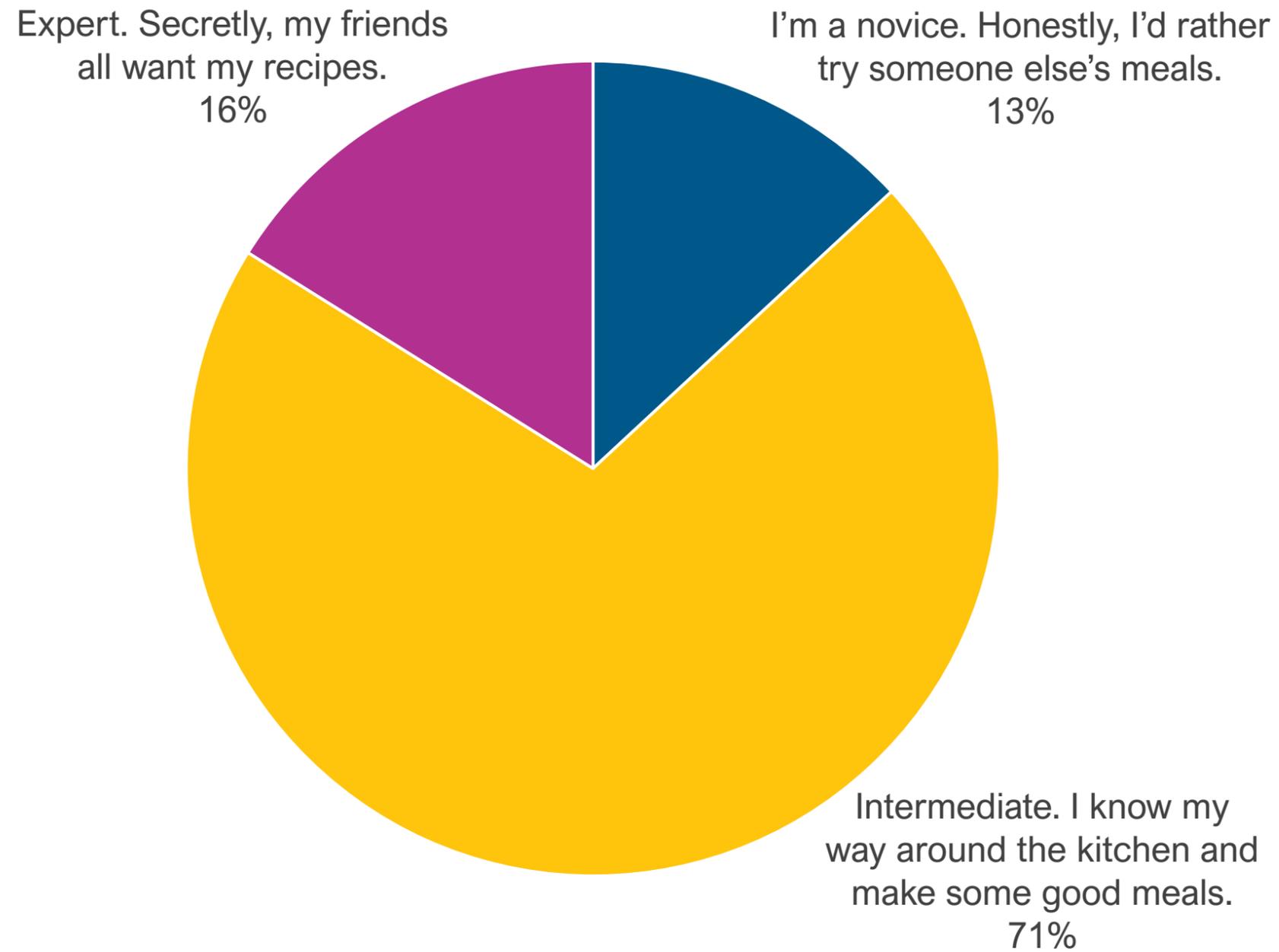


Self-Reported Ethnicity

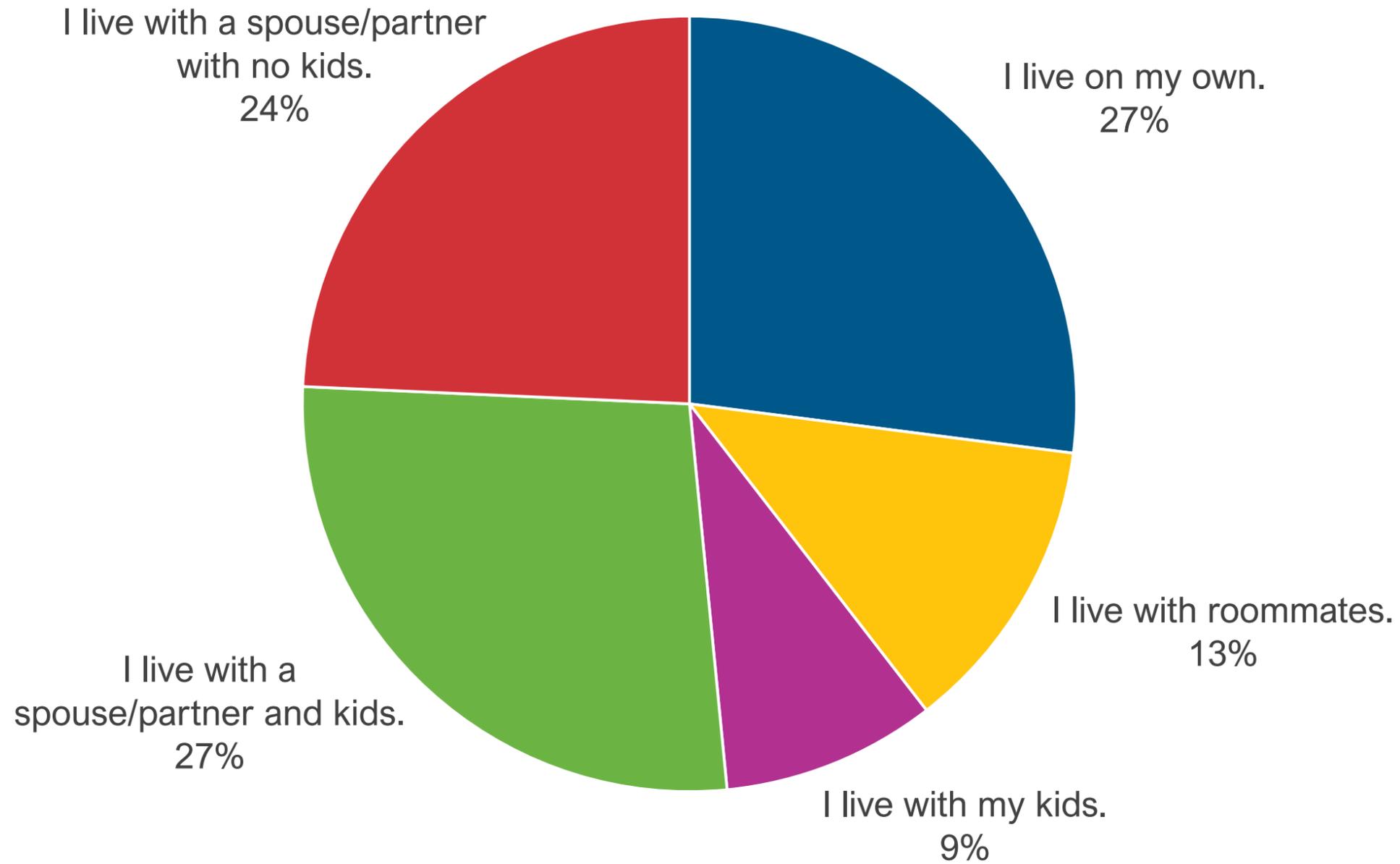
FLYNN WRIGHT



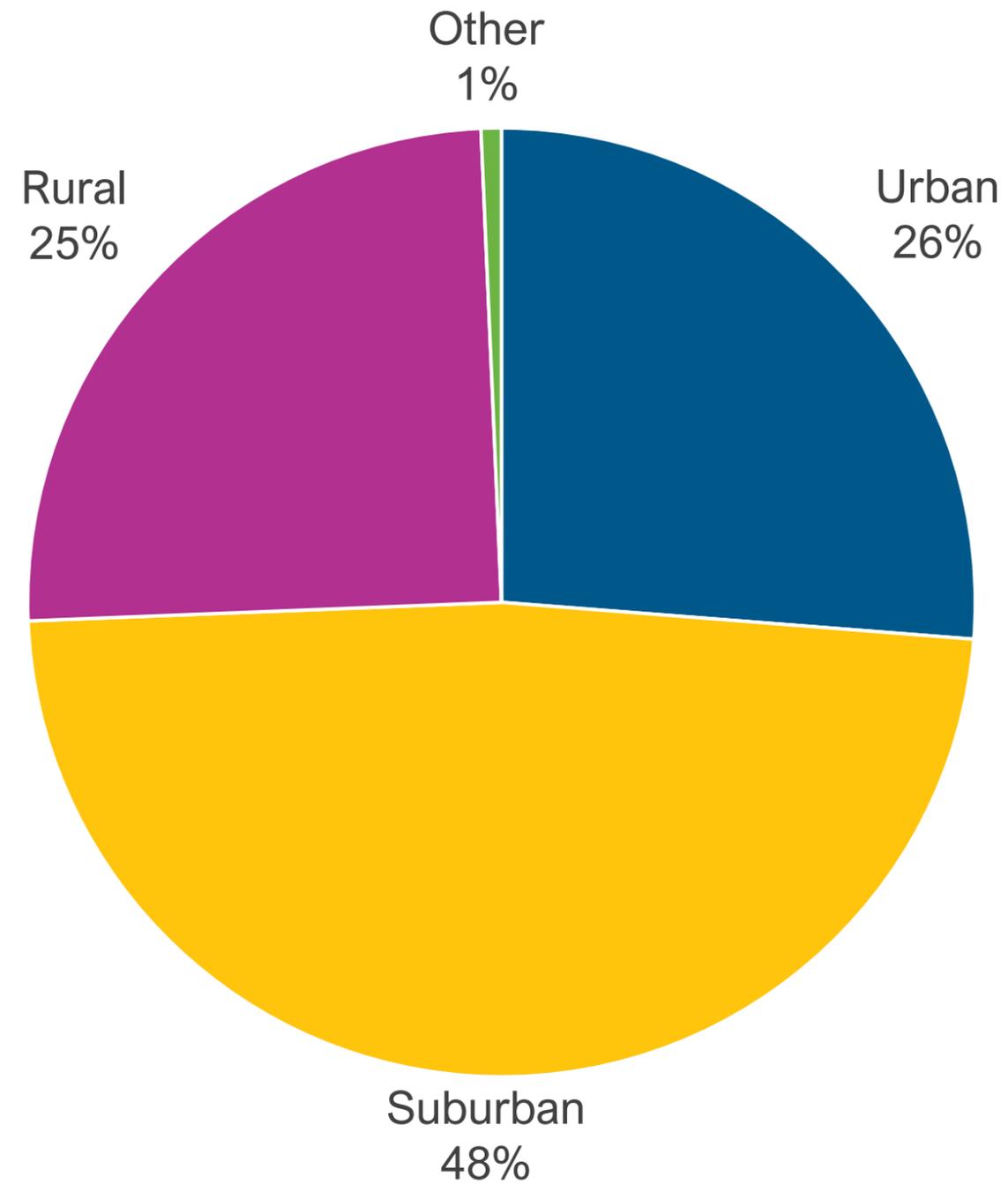
Cooking Proficiency



Living Situation



Community Type



Annual Household Income

FLYNN WRIGHT

