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PanaVista Collaborates With BIGResearch On Landmark Study Of Hispanic Food Shoppers

'NVista Is First Shopper Marketing Survey to Track Hispanics Who Are the Primary Purchasers for Their Household

WILTON, Conn., August 31, 2010 — 'NVista™ is the first-ever Hispanic shopper tracker.

Developed by **Promociones PanaVista** in collaboration with **BIGResearch**, a leading shopper research firm, 'NVista is a true first because it tracks not just Hispanic grocery shoppers, but Hispanics who are self-identified as the primary shoppers for their household.

The landmark online study of 1,000 consumers nationwide already has completed surveys over each of the past two years and the third wave is currently under way. The first two waves focused on shoppers who buy groceries primarily at Hispanic-targeted chain stores, whether these are independent or Hispanic-designated chain store banners. The 2010 wave expands the study to include information about mainstream retailers, such as Walmart, Target, COSTCO, Sam's, Safeway, Kroger, Supervalu's, Jewel-Osco, and Albertson's.

The first two waves of the study deliver revealing data on where Hispanics shop for major categories of groceries, what they buy, and how they plan and make shopping decisions.

"Shopper information culled from Hispanic consumers at mainstream retailers is quite scarce," PanaVista President Noemi Ricalo said. "Yet mainstream chains are becoming an ever more important channel for the Hispanic consumer, whose total purchasing power today is estimated at \$1 trillion. And it's a market that will only continue to swell in power."

Ricalo said the portion of the U.S. population identified as Hispanic is estimated to grow from 16 percent to 28 percent by the year 2050. She noted that while statistics on demographic and consumption patterns for Hispanics are widely available, only limited data are available to help brand managers and retail marketers understand Hispanics as shoppers.

"Once self-identified as impulse buyers," Ricalo said, "the 'NVista study found that the Hispanic shopper has evolved into a highly disciplined shopper. In fact," she added, "seventy-six percent of those in the 'NVista study claim to shop with a written list and more than one-half indicate that they rarely or never deviate from that predetermined list."

'NVista's sample size is structured to allow for comparison of shoppers and shopping habits among various retailers in key Hispanic markets. The study identifies country of origin, language preferences, and other demographic data; attitudes about the economy in general; responsiveness to promotional tactics; list-making habits; shopper card usage; interest in Hispanic brands; and a deeper data dive into the shopping habits and needs for several product categories, including beer, carbonated soft drinks, shelf-stable juices, canned goods, and frozen entrees. Changes in the parameters of the third wave include additional measures of acculturation as well as data breakouts on new shopping categories.

About Promociones PanaVista

Promociones PanaVista is a full-service Hispanic communications agency specializing in providing our clients promotional expertise through a 360 degree view of the Hispanic consumer. We have a dual focus: the consumer and the customer (retailer) to convert shoppers to loyal consumers.

Visit PanaVista at: www.promocionespanavista.com