



South American Cuisines

TRENDING SOUTH AMERICAN AJIS

The most important ingredient in South American cooking.

Meaning chili peppers in Spanish, *ajis*, range from sweet to super spicy.



5 Ingredients consumers express interest in sampling



Guasacaca is like

guacamole, but with vinegar instead of lime and lots of garlic



Ingredient	What's in it	How it's used	% of consumers who haven't tried it but would like to
Llajua sauce	Bolivian sauce made with tomato and locoto chilies	Featured on meat, veggies or soup, or used as a dip for potatoes	54%
Pebre	Chilean condiment that includes onion, olive oil, garlic and aji peppers	Used on bread or meat	53%
Guasacaca	Venezuelan sauce made from avocado, vinegar, parsley, cilantro, garlic and chilies	Served with barbecued meat, fish, veggies or chips	52%
Sazon	South American spice blend made with achiote, cumin, oregano, coriander, garlic powder, salt and pepper	Seasons stews, rice, fish and poultry	51%
Salsa ocopa	Peruvian black mint sauce with white cheese, onions, aji Amarillo and milk	Dresses potatoes, meats and fried foods	50%



OPPORTUNITIES AROUND

South American

- Peruvian cuisine, trending in U.S. restaurants, is becoming more mainstream. It is likely that more Peruvian specialties will be embraced.
- Bolivian fare is on the rise, 58% have said they haven't tried but would like to try food from Bolivia.
- Consumers aged 25 to 51 are most open to trying unfamiliar ingredients from South America. Marketing efforts for South American specialties should be aimed at this age bracket.

