



U.S. Hispanics and Food – More Than Just Tortillas **Grocery Shopping Trends Among America's Largest Minority Group**

Friday, January 11, 2007
11:30 networking, 12:00 lunch and presentation



The City Club at the Majestic
222 E Houston Street, Ste 300
(to the right and above the Majestic Theater)

U.S. Hispanics are emerging as the marketing opportunity of the 21st century. The fastest growing ethnic group in the United States, Latinos far outspend the average U.S. supermarket shopper. Learn more about grocery spending patterns, importance of products and services, coupon usage and influence of advertising. And learn about the many differences in purchasing and consumption by groups from different countries of origin and generations. If you deal with the Hispanic market, you'll need to attend this presentation to learn about what's key to Latinos – food truly is the key to their heart.

Anne-Marie Roerink, Director of Research of Food Marketing Institute

Anne-Marie Roerink joined the Food Marketing Institute in August, 2004 and serves as the Director of Research. In this capacity, Ms. Roerink is responsible for developing, implementing and directing FMI's research strategy through various projects, programs and studies. FMI's research unit annually collects and analyzes state-of-the-industry data on consumer trends, food retail and wholesale operations, growth strategies, competition, store development, technology and many other important industry issues. Roerink earned a master's degree, summa cum laude, in international business from the Vrije Universiteit Brussel (VUB) in Belgium and a BS, cum laude, in international business from the Hogeschool Enschede (Polytechnic of Enschede) in The Netherlands.



Location: The City Club at the Majestic, 222 E. Houston St, Ste. 300 above the Majestic Theater

Parking: Park at public lot on Travis, or at lot on corner of College and Navarro

Menu: Salad, Entrée, Desert and Beverage

Cost: \$25 AMA members, \$35 non-members, walk-in \$40, Table for 10 \$300

RSVP: RSVP and pay online at www.sa-ama.org, or email RSVP@sa-ama.org by noon on Wednesday, January 6th

No shows: No show and late cancellation policy in effect