



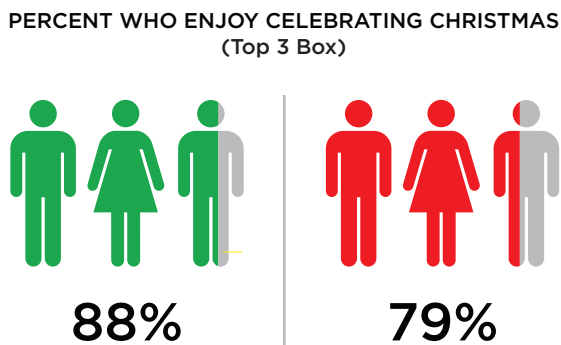
Hispanics and the Holidays: CHRISTMAS

Holidays in the Hispanic culture are surrounded by unique cultural traditions and symbolism around religion, family, and food.

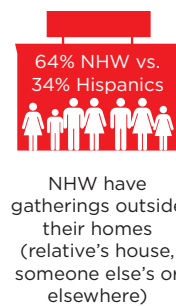
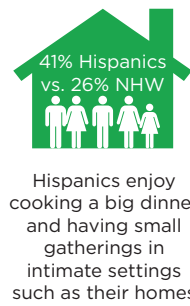


 Hispanics  Non-Hispanic Whites (NHW)

A Festive Occasion Enjoyed By Many Hispanics



How Christmas is Celebrated

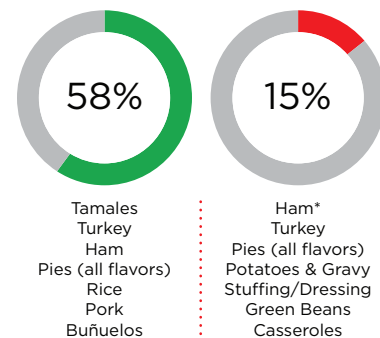


Everything about Christmas is enjoyable, from the meaning behind it to the music, movies, sights, and smells. It has a feeling of love and family.

A Variety of Foods & Drinks Consumed on Christmas

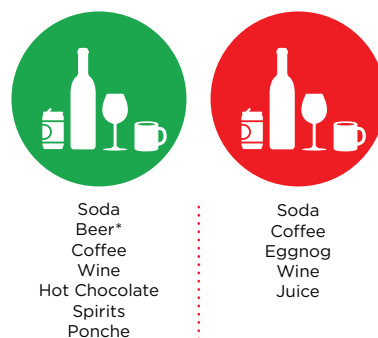
FOODS CONSUMED

4x Hispanics are **four times** more likely to have a mix of both American and other ethnic foods on Christmas



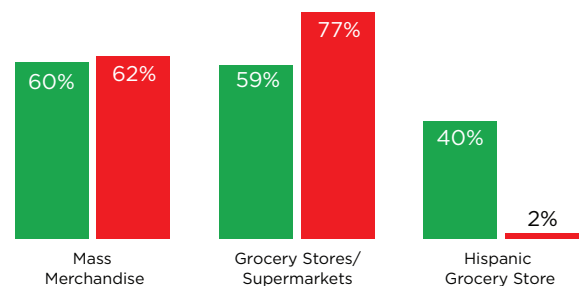
*Ham is 2x more likely for Hispanics than NHW

DRINKS CONSUMED



*Beer is consumed by Hispanics 1.5x more than NHW

Where Hispanics Grocery Shop During Christmas



Hispanic stores get a great share of Hispanics' wallets compared to other retailers as they seek authentic food products during the holidays.

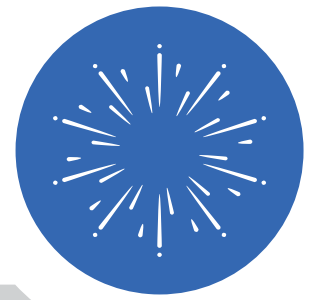




DID YOU KNOW?

- There is a deeply rooted tradition among Hispanic families to **celebrate Christmas on the eve of December 24th rather than on the 25th**. The custom is rooted in Christian tradition to commemorate the anticipated arrival of Jesus Christ.
 - Christmas Eve is commonly called "Noche Buena," literally translating to "The Good Night."
- Among those of Catholic faith, **many go to Misa de Gallo** (Rooster's Mass), a religious ritual celebrated at midnight, marking the start of Christmas Day, December 25th.
- Within Mexican tradition, many families **spend up to nine days before Christmas celebrating Posadas**: going from home to home and celebrating the impending arrival of Christmas surrounded by traditional carols, foods, and desserts; bonding over friends and family time travel in the new year.
 - Posadas** commemorates Mary and Joseph's search for an inn by forming a procession to that evening's location and symbolically asking for shelter.

Hispanics and the Holidays: NEW YEAR'S

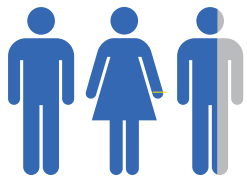
The New Year is a festive celebration in the Hispanic culture with symbolism and many rituals, as well as family, friends, and food.



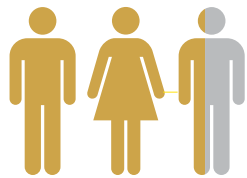
 Hispanics  Non-Hispanic Whites (NHW)

Hispanics Have Unique Traditions That Make New Year's Joyful

PERCENT WHO ENJOY CELEBRATING NEW YEAR'S (Top 3 Box)



76%

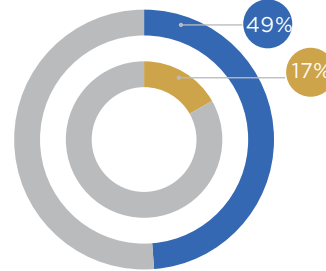


59%

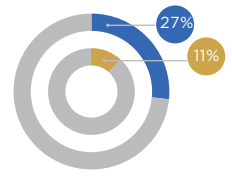
Who Do Hispanics Spend New Year's With?

NEW YEAR'S INCLUDES A MIX OF CULTURES AND ETHNICITIES

Hispanics welcome guests from other groups (Hispanics and NHW), while NHW tend to celebrate with guests from their same culture and communities



HISPANICS INCLUDE EXTENDED FAMILY IN THEIR NEW YEAR'S CELEBRATIONS MORE THAN NHW



How New Year's is Celebrated



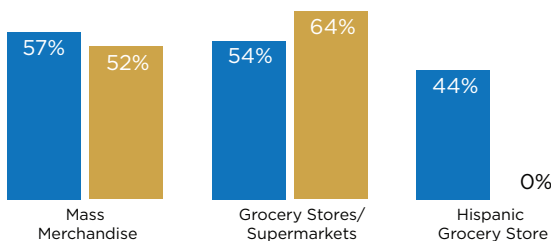
Hispanic celebrations are large with drinking and music



Eat 12 grapes - a tradition that leads to a year of good luck and prosperity

"We eat 12 grapes and make a wish for each and always make a toast for and what we want to begin the next year with... having the time and blessing to be together, starting a new year with the best possible vibes."

Where Hispanics Grocery Shop During New Year's

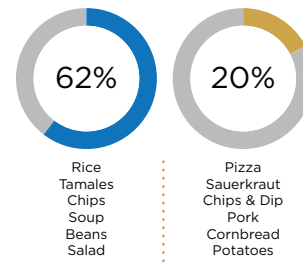


"The food always reminds us of our heritage and childhood memories."

A Variety of Foods & Drinks Consumed on New Year's

FOODS CONSUMED

3x Hispanics are likely to have a mix of both American and other ethnic foods on New Year's



DRINKS CONSUMED

Beer and Champagne consumption is much higher among Hispanics than NHW



DID YOU KNOW?

Many unique and fun traditions revolve around New Year's celebrations as Hispanics wave goodbye to the past year and say hello to what's to come.

- Some Hispanics wear red and yellow underwear to call for good fortune in love and financial prosperity respectively.
- Family members join and **eat 12 grapes at the stroke of midnight** to ensure prosperity in the coming year, often making a wish or a promise for each of the twelve months of the new year.
- Hispanics love to travel! If you see your Hispanic neighbor **running around the block** when the clock strikes midnight, don't be surprised if they have a suitcase with them as they call on good fortune **to increase their chances of travel in the new year**.
- A few other fun traditions and rituals orbiting around superstition and faith include:
 - Sweeping 'dirt' out of the house** (literally, with a broom in hand) or throwing a bucketful of water out the window to kick out all the bad of the old year. Think about it as a way of cleaning out the energy around you.
 - Throwing grains** (usually lentils, rice, corn, etc.) over the shoulder, and sometimes into the home's roof, to channel a fruitful year with abundance of food.
 - Like New Year's resolutions, Hispanics among some cultures **write down their wishes for the year** and then burn those pieces of paper to elevate their request. In some versions of this tradition, the bad things that happened in the year - rather than their wishes for the new one are written on the papers.