

## **MSU Product Center**

*For Agriculture and Natural Resources*

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### **Other dry bean products – Selective opportunities**

#### **Market drivers**

- There are **selective** opportunities for other dry bean products that appeal to the demand drivers of **convenience**, **ethnicity**, and **indulgence**.

#### **Specific opportunities**

- Consumers remain very interested in convenience. Dry bean products or products that use dry beans, that are microwavable or easy to prepare are popular.
- Dry beans are an important part of many Hispanic cuisines; this includes Caribbean and South American cuisines as well as Mexican food products. This creates an opportunity to develop new products and markets. Many ethnic households are also increasingly interested in convenience.
- Bean products could also be developed that appeal to indulgence. Often this can be combined with ethnic attributes and marketed to consumers interested in unique products.

#### **New product examples**

- Many products that use dry beans use them as a side dish or an ingredient in a food product.
- Ruiz Food Products, El Monterey, frozen microwavable chimichangas, is ready in less than two minutes.
- Native South Services, Native South Caribbean Cool Black Bean Salsa, is available in gourmet stores.
- 12 Oaks, salsa, available in Spicy Black Bean & Corn flavor, is sold in gourmet stores.

#### **Special Issues**

- Depending on the product the industry may or may not be mature. There are products and markets that can be profitably developed.
- There may be potential for bean products to be marketed to gourmet and health food stores, as well as other outlets such as ethnic stores.

#### **Key top success**

- Consider alternative marketing channels such as health food stores and gourmet stores. Try to combine product attributes, especially linking wellness and convenience or ethnicity.
- If developing a product geared towards indulgence be sure the product is truly unique or has outstanding attributes that consumers will pay a premium for.

#### **Sources**

Mintel. Frozen Meals.

\_\_\_\_\_. Side Dishes.

\_\_\_\_\_. Global New Products Database.