

Changing demographics alter U.S. food choices

By J.M. Hirsch and Suzette Laboy, AP

MIAMI – Salsa overtaking ketchup as America's No. 1 condiment was just the start.

These days, tortillas outsell burger and hot dog buns; sales of tortilla chips trump potato chips; and tacos and burritos have become so ubiquitously "American," most people don't even consider them ethnic.



Sierra-at-Tahoe has an annual taco eating contest and salsa competition.
Photo/LTN file

Welcome to the taste of American food in 2013.

As immigrant and minority populations rewrite American demographics, the nation's collective menu is reflecting this flux, as it always has. And it goes beyond the mainstreaming of once-esoteric ethnic ingredients, something we've seen with everything from soy sauce to jalapenos.

This is a rewrite of the American menu at the macro level, an evolution of whole patterns of how people eat. The difference this time? The biggest culinary voting bloc is Hispanic.

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