

# How Texas Orders In

2023 REPORT



Presented by





## Overview

Texas is home to over 30 million people with bold ideas and big appetites. We're no strangers to great food and Favor Delivery's first-ever *How Texas Orders In* report for 2023 shares insights on Texan palates and preferences over the past year. With more than 100,000 Favor Runners and 80 million Favors completed since the company's inception 10 years ago, Favor Delivery is proudly unavailable in 49 states, catering to Texans who have deep roots in the Lone Star State and newcomers alike.

From classic dishes and everyday eats like burgers and sandwiches to local favorites like chicken-fried steak and frozen margaritas, this report reveals that Favor customers have Texas-sized appetites for a wide variety of food and beverages, with statewide favorites and popular choices that vary by region.

The data for the first annual *How Texas Orders In* report was pulled within the August 2022 to August 2023 time frame.

**80 million**  
FAVORS COMPLETED SINCE 2013

.....

**MORE THAN**  
**100,000**  
FAVOR RUNNERS



## Eats Across TEXAS

The **TACO** is what sets Texas apart as the most-ordered item in the Lone Star State. Over the past 10 years, whether it's morning, noon, or night, nearly 15.5 million tacos have been ordered to date. Breakfast is the most popular time to order tacos, with **bacon, egg, and cheese** on a flour tortilla being the most-Favored order.

The second and third most-Favored items are **BURGERS** and **FRIES**, respectively. Of course, **BBQ** is a quintessential mainstay all across the state, with **San Antonio** taking the top spot. The Alamo City orders more BBQ than any other Texas city, with lean brisket being the most popular barbecue item Favored, followed by fatty brisket, pulled pork, and pork ribs.

**CHILI** might as well be summed up as "Texas in a bowl" and **Dallas-Fort Worth** takes the top



**15.5 million**  
**TACOS HAVE BEEN ORDERED TO DATE**

honor for the most orders of this popular dish. And the long-standing dispute of "beans or no beans" comes into play here. Texans in the **Dallas-Fort Worth** area order it mostly without beans, while Texans in **San Antonio** prefer it with beans.

# Let's TACO-BOUT It!

## Most popular taco orders statewide:

### Breakfast:

- #1 Bacon, egg, cheese
- #2 Potato, egg, cheese
- #3 Migas
- #4 Chorizo, egg
- #5 Sausage, egg, cheese

### Lunch and dinner:

- #1 Chicken
- #2 Chorizo
- #3 Shrimp
- #4 Brisket
- #5 Barbacoa

### Salsa:

- #1 Roja
- #2 Poblano
- #3 Verde
- #4 Tomatillo
- #5 Chipotle

### Side orders:

- #1 Salsa
- #2 Queso
- #3 Guacamole

### Non-alcoholic drink pairing:

- #1 Sweet tea
- #2 Coca-Cola®
- #3 Coffee
- #4 Dr Pepper®
- #5 Lemonade

### Alcoholic drink pairing:

- Margaritas, of course

## TACO TALLIES by Market:

CITY	RANKING BY # OF ORDERS	PROTEIN	SALSA PAIRING	FLOUR OR CORN?
Austin	#1	Shrimp	Roja	Flour
San Antonio	#2	Chorizo	Verde	Flour
Dallas-Fort Worth	#3	Brisket	Roja	Flour
Houston	#4	Shrimp	Roja	Flour
Rio Grande Valley	#5	Chorizo	Roja	Corn
Corpus Christi	#6	Chorizo	Roja	Flour
Bryan-College Station	#7	Chicken fajita	Roja	Flour
Lubbock	#8	Shrimp	Poblano	Flour
Waco	#9	Chicken fajita	Roja	Flour
Midland-Odessa	#10	Beef	Roja	Corn



Tacos being the most-Favored food across Texas proves just how much tacos are a part of our state's culture. They also tell a big piece of the story of our great state. You can trace the Mexican influence and how each region adopted this influence into their local culture through the taco—it's a history lesson through your taste buds.








– Chris Flores, Favor Chief Taco Officer

# Which CITY Orders the Most \_\_\_\_\_ ?






## Texas Treats

-  **Chicken-fried steak:** Dallas-Fort Worth
-  **Burritos:** Dallas-Fort Worth
-  **Enchiladas:** Austin
-  **Frito pie:** San Antonio
-  **Pecan pie:** Houston
-  **Tamales:** Rio Grande Valley




## American Comfort

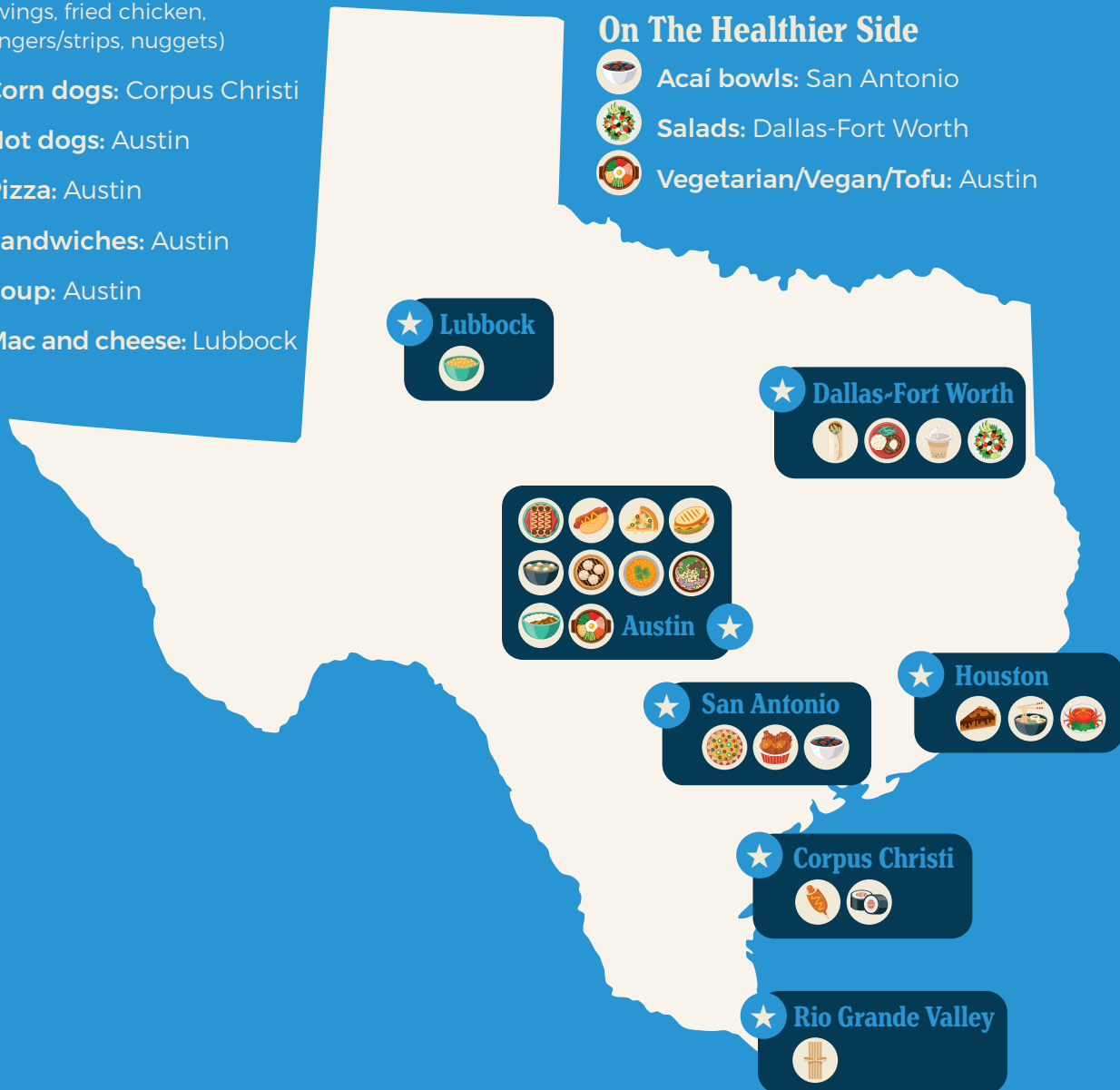
-  **Chicken:** San Antonio  
(wings, fried chicken, fingers/strips, nuggets)
-  **Corn dogs:** Corpus Christi
-  **Hot dogs:** Austin
-  **Pizza:** Austin
-  **Sandwiches:** Austin
-  **Soup:** Austin
-  **Mac and cheese:** Lubbock

## Cultural Cuisine

-  **Bubble tea/Boba:** Dallas-Fort Worth
-  **Chinese:** Austin
-  **Indian:** Austin
-  **Noodle Bowls:** Houston
-  **Pho/Vietnamese:** Austin
-  **Thai:** Austin
-  **Sushi and poke:** Corpus Christi
-  **Cajun/crawfish/Po' Boys:** Houston

## On The Healthier Side

-  **Acai bowls:** San Antonio
-  **Salads:** Dallas-Fort Worth
-  **Vegetarian/Vegan/Tofu:** Austin



## The Sauce is Boss

And in a league of its own, **the Texas trio** of condiments or dips across the state are:

- Salsa
- Queso
- Guacamole

Other popular condiments include:

- Ranch: Austin
- Ketchup: Austin
- Honey mustard: Dallas-Fort Worth
- BBQ sauce: San Antonio
- Hot sauce: Rio Grande Valley
- Chamoy: Rio Grande Valley
- Tajín: San Antonio



## Other Breakfast Favorites

- Bagels: Dallas-Fort Worth
- Donuts: Austin
- Omelettes: San Antonio



## Want a Side With That?

- Fries: San Antonio
- Texas toast: Houston
- Beans of all kinds: Austin



## Snack Attack

Most Favored convenience store items include:

- Takis®
- Crunchy Flamin' Hot Limón Cheetos®
- Dr Pepper®
- Cool Blue Gatorade®
- Snickers®
- Reese's®



# What Texans DRINK

## Coffee

- Overall, **ICED COFFEE** is much more popular than hot coffee. Popular cold drinks this year include:
  - **Matcha latte:** Dallas-Fort Worth
  - **Cold brew:** Austin
- **COFFEE** made with:
  - **Regular milk (all kinds):** Dallas-Fort Worth
  - **Half and half:** San Antonio
  - **Oat milk, coconut milk:** Austin
  - **Almond milk:** Dallas-Fort Worth
  - **Soy milk:** Houston



## Non-Alcoholic Beverages:

- **Aguas frescas:** Rio Grande Valley
- **Big Red®:** San Antonio
- **Coffee:** Austin
- **Dr Pepper®:** Austin
- **Iced tea:** San Antonio (sweet and unsweet)
- **Kombucha:** Austin
- **Smoothies:** Austin



## Alcoholic Beverages

- ALCOHOL (overall):** Houston
- **Beer (overall):** Austin
  - **Michelada:** Corpus Christi
- **Frozen margarita:** Dallas-Fort Worth
- **Hard seltzer:** Austin
- **Liquor:**
  - **Tequila:** Houston
  - **Whiskey:** Austin
  - **Vodka:** Dallas-Fort Worth
- **Wine (overall):** Houston
  - **Houston ordered the most:** Chardonnay, Cabernet Sauvignon, Pinot Grigio, and Rosé
  - **Austin ordered the most:** Champagne, Sauvignon Blanc, and Pinot Noir
  - **Overall wine:** Chardonnay is the number one order across the state, except in College Station, where Pinot Grigio is the most popular

## College Cravings

The great state of Texas has the second-highest number of college students in the US

Unsurprisingly, the top-Favored items for college students in 15 major Texas university areas are:

- #1 Burgers**
- #2 Tacos**
- #3 Chicken tenders**

At **Rice University**, **DONUTS**, **SUSHI**, and **KOLACHES** are the most popular orders, and at **Texas Christian University**, **PASTA**, **QUESADILLAS**, and **BURRITOS** are in the top spots. **COOKIES** are a popular order at **Baylor University**, while the **University of Texas at Arlington** has an affinity for **EGG ROLLS**.

## For Every SEASON...

- **BAGS OF ICE** are most requested on:
  - #1: New Year's Eve
  - #2: Halloween weekend
  - #3: Fourth of July weekend
  - #4: Labor Day weekend
- **Orders for WINGS** fly up during top national football and college basketball games
- **BURGERS** are more popular than **HOT DOGS** across all markets on the Fourth of July
- **Top days for FLORAL/GIFT deliveries:**
  - #1: Valentine's Day ranks number 1 for most flowers ordered, followed by candy/chocolates and wine (sparkling/Champagne)
  - #2: Mother's Day
- **HOT CHOCOLATE** is Favored the most in December (week of 12/18)
- **The first week of January** brings a 100% increase in "Healthy" category orders compared to the last week of December



## FAVOR: It's More Than Just Food Delivery

- Hats off to **Dallas-Fort Worth** for kickin' it with the most **cowboy boots and hats** ordered
- Texans love their dogs! **Houston** pet owners have the most **dog toys** Favored, followed by Austin residents
- Variety is the spice of life! **Houston** requests the most **diapers, party supplies, ibuprofen, bug repellent, sunglasses** and **tennis balls**
- Outdoorsy **Austin** Favors the most **OTC allergy meds** and **sunscreen**
- Sunny **Corpus Christi** orders more **pool floats** than any other city



## Conclusion

As Texas' only Texas-based food delivery app serving over 400 cities, we have an incredible number of insights on how Texas orders in. This not only uniquely positions Favor to serve Texans better than any other delivery service, it also helps us share the local food stories of all the regions across our state.

– Keith Duncan, CEO, Favor Delivery





## About FAVOR

Founded in Austin in 2013, Favor currently operates in more than 400 cities across Texas with over 100,000 Runners (drivers), who have delivered more than 80 million Favors to date—which range from restaurant meals and alcohol to groceries and everyday essentials. In 2018, Favor became the first US on-demand delivery company to achieve profitability, which prompted its sale to grocery retailer H-E-B, a trusted and deeply loved staple for Texans since 1905. For more information, visit [favordelivery.com](https://favordelivery.com) and follow Favor on [Facebook](#), [Twitter \(X\)](#), [Instagram](#) and [TikTok](#).



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