

# Cinco de Mayo

## by the numbers

Celebrates the legendary Battle of Puebla on **May 5, 1862**,



in which a **Mexican force of 4,500 men**



faced **6,000** well-trained French soldiers.



The battle lasted **4 hours**



and ended in a victory for the Mexican army under Gen. Ignacio Zaragoza.



Not to be confused with Mexican Independence Day on **Sept. 16**

Gen. Zaragoza ordered his troops to go after the French, who fled to Orizaba, **89 miles** from Puebla, where Zaragoza attacked the French again, forcing them to flee to the coast, another **81 miles**



American recognition of the day purportedly first took place in **1967** when a group of students at California State University decided it was time for a "Chicano holiday".



**150**  
Number of official U.S. Cinco de Mayo events in 2006



**\$12.6 billion**  
Sales of top Mexican restaurant chains in 2009

**31.7 million**  
Number of U.S. residents of Mexican origin in 2009

**11.5 million**  
live in California



**8.04 million** live in Texas



**673,000**  
Number of Mexican-Americans who were U.S. military veterans.

Cinco de Mayo has become a time to celebrate Mexican-American heritage and culture.

**\$100.4 million**

Product shipment value of tamales and other Mexican food specialties (not frozen or canned) produced in the US in 2002.



**112.3 million**  
2010 Population of Mexico



**2.7 million**  
2010 Population of Metropolitan Area of Puebla, where Cinco de Mayo is mainly observed in Mexico

**600,000** people attend **22<sup>nd</sup> Annual FIESTA BROADWAY** "Festival de Fiesta Broadway", the world's largest Cinco de Mayo celebration that takes place annually in Los Angeles.

**1980s**  
Decade of increased commercialization of Cinco de Mayo. U.S. corporations, particularly those selling alcohol, were eager to tap into the expanding Hispanic population in the U.S.



While Tequila holds a long and storied place in Mexican and Mexican-American celebratory traditions, the margarita didn't even exist in 1862! While tequila, ice, lime, and sugar all existed in 1862, they weren't brought together in the form of a margarita until about **1930**.

Infographic: <http://zachary-jones.com>

Sources: <http://www.census.gov>, <http://www.pbs.org>, *Restaurants & Institutions*