

FRANK'S  
SINCE 1920  
**RedHot**



# TURN UP THE *HEAT* WITH *FRANK'S REDHOT* SPICY MAYO

Made with **FRANK'S REDHOT**, the hot sauce that put Buffalo wings on the map, now in a creamy mayonnaise for the perfect blend of flavour and heat. Creamy, zesty, and packed with that signature RedHot kick that customers know & love.

## KICK YOUR DISHES UP A *NOTCH*

DIP crispy chicken wings, nuggets, potato wedges and pizza crusts



SQUEEZE over crispy loaded French fries or salad

SPREAD on burgers, sandwiches and wraps



**DIP, SQUEEZE, SPREAD**

# WHY USE FRANK'S REDHOT SPICY MAYO?

## CONSUMERS LOVE SPICY CONDIMENTS

65%

of UK consumers are adding spicy condiments to their food<sup>1</sup>

Consumers are

**LOVING**

flavoured mayo, with a 176% uplift in usage occasions since 2019<sup>2</sup>



Frank's RedHot Spicy Mayo goes hand-in-hand with American cuisine, which continues its mass market appeal in line with the consumer obsession for all things

**AMERICANA<sup>3</sup>**



57%  
...of consumers are willing to pay a premium for a named brand when eating out<sup>4</sup>

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chefs look for convenient ingredients to minimise valuable labour time and allow for consistent and delicious dishes<sup>5</sup>



Frank's holds the title of #1 Hot Sauce brand in the world\*



<sup>1</sup>Sainsburys - Summer '22 Trends Report, 2022. <sup>2</sup>Kantar Usage Panel -GB -52w.e 01st Oct 2023 vs 52w.e 06thOct 2019. <sup>3</sup>The Food People - Trend Predictions 2024/25. <sup>4</sup>Dining Alliance, 2021. <sup>5</sup>McCormick - Chef Herbs, Spices & Seasonings Survey - Toluna - 127 UK based chefs - August 2023. \*Source Euromonitor International Limited; based on custom research conducted September 2023 for volume sales (ounces/ml) in 2022 through all retail channels. Hot sauce is defined as a purely liquid spicy table sauce/condiment with vinegar as a substantial ingredient. Excludes chili pastes.