

## SRIRACHA BY THE NUMBERS



photo courtesy of seriouseats.com

According to Gourmet Food, Sriracha is a hot chili sauce named after the coastal city of Si Racha, in the Chonburi Province of Eastern Thailand. The general recipe for sriracha includes ground chiles, vinegar, garlic, sugar, and salt, and was first developed to serve with seafood.

In the US, the Huy Fong brand is the best known sriracha chili sauce available. Thicker and less sweet than a typical Thai sriracha, it makes an excellent multi-purpose condiment.

Globally, sriracha is commonly used as a condiment served with fresh fish, seafood, grilled meats and tofu dishes. In North America, sriracha is used as an ingredient to add flavor to a wide range of food products. It is also mixed into dipping sauces, spreads, marinades and vinaigrettes.

### Sriracha in the Media

While perusing Pinterest, sriracha pins were spotted with a good variety of food and beverage recipes—from the ultimate sriracha burger and stir-fried sriracha shrimp to more thirst quenching beverages like the strawberry sriracha margarita, sriracha bloody mary and a sriracha-lada cocktail.

A quick Twitter search provides tweets mentioning sriracha as “amazingly spicy” as well as mentions of “sriracha will rock your world.” Tweets also include recipes for a variety of offerings including: BBQ chicken wings, egg sandwiches, oatmeal, gravy and guacamole including sriracha. One tweet by Allrecipes.com even includes a grilled tofu skewers with a sriracha sauce recipe for “#MeatlessMondays.”

On Food.com more than 303 recipes appear if you search for sriracha. Recipe examples include primarily sauces and chicken, but other recipes include soups, noodles, brussel sprouts, and breads. Meats account for 35% of the total sriracha recipes available on Food.com.

## We are spotting sriracha everywhere!

There are several mentions of sriracha in print media including:

- Martha Stewart magazine features “Have You Tried Sriracha Sauce?” in their Everyday Food section. It includes what it is, where to buy, how to store, and how to use sriracha. It also includes recipes such as how to make Sriracha-Ginger Dipping Sauce to go with Shrimp Pot Stickers.
- Food & Wine magazine includes a Sriracha-Ranch Foam recipe in a recent issue. The Sriracha-ranch (or “Sri-rancha”) foam makes the perfect topping for a fried chicken cutlet sandwich.
- Cooking Light magazine features a Sriracha Sauce recipe in their July 2013 issue. The recipe says, “Start with canola mayonnaise. Add Sriracha, cilantro, and vinegar to mayo; stir until blended.”
- Southern Living magazine includes a Sriracha Rémoulade recipe. This low-fat sauce can be stirred together in 10 minutes. Chill 1 hour, and store in an airtight container in the fridge up to 3 days.
- New York Post featured an article covering the three oddball chip flavor finalists in Lay’s nationwide contest to find the next new flavor. The southeast Asian-inspired Sriracha flavored chips were the runaway favorite of the Post’s staff. The panelists noted the flavor as “a journey that starts surprisingly sweet and ends with a slow burn.”
- In a recent Bon Appétit magazine article, sriracha was noted as a “Chile-laced sauce used as a secret ingredient in many kitchens.” This article also lists 25 ways on how to use sriracha.
- Bon Appétit magazine also features whiskey-sriracha candies. The candies were noted as tasting “similar to red hot cinnamon candies, but with more intensity, and a little more darkness and depth.”

Blogs are even spotlighting sriracha as an ingredient with several mentions of sriracha in food and cocktail recipes.

- Fava Beans And Shrimp Tacos with Mustard Sriracha Aioli, *Playful Cooking*
- Sriracha Cocktail, *Reader Food & Drink*
- Honey Sriracha Chicken, *TailGate Fan*
- Sriracha Pecan Brittle Brownie, *Southern Souffle*



Martha Stewart



Food & Wine



New York Post



Southern Living

## SRIRACHA ON THE MENU Q4 2008-Q4 2012

- Korean Steak Tacos with Sriracha Sauce, *TGI Friday's*
- Berserker Burger with Sriracha Onion Straws, *Red Robin*
- Sirarcha Chicken, *Pei Wei Asian Diner*
- Spicy Korean Barbecue Pizza tossed in Sriracha Vinaigrette, *California Pizza Kitchen*

Trend watchers speculate that changing demographics, a younger generation's penchant for gastronomic adventure and more people developing a taste for it are driving the popularity of spicy food in the United States.

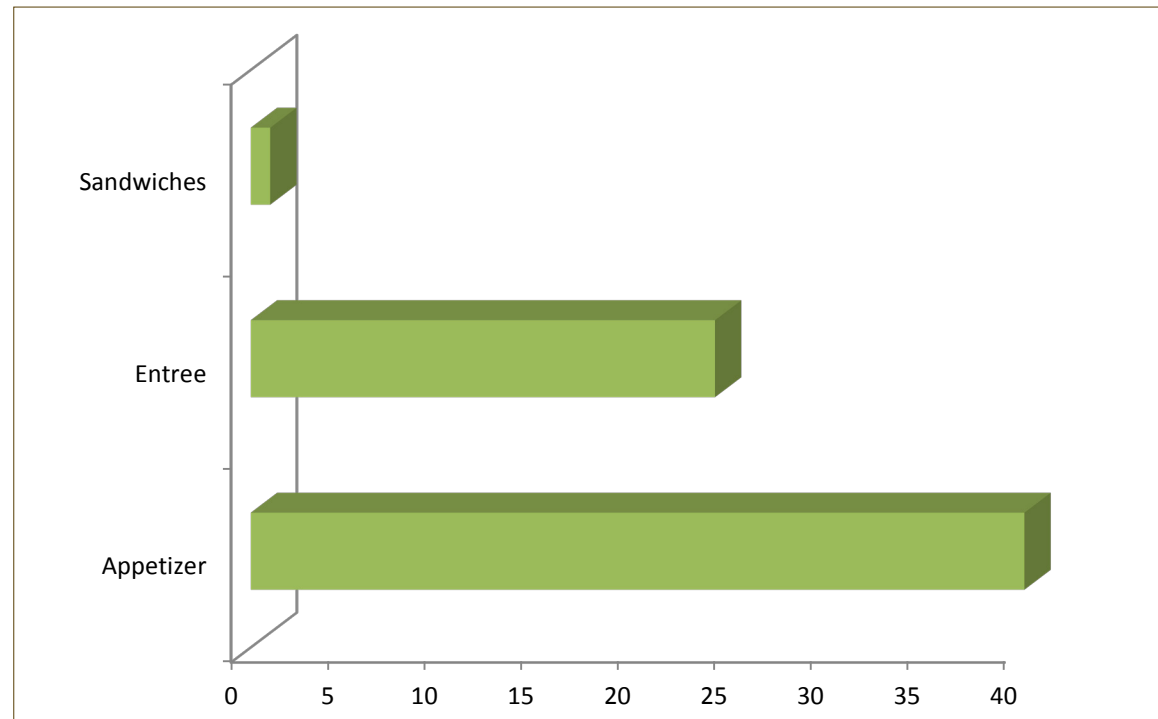
On restaurant menus, descriptions of spicy food have also grown. Research firm Datassential tracks more than 120 terms for spicy food on chain and independent restaurant menus. Of those terms, more than 70 grew in popularity between 2008 and 2012, including Thai chile, roasted poblano and chipotle. The fastest-growing descriptors are Southeast Asian Sriracha, Chinese chili oil and North African harissa.

Source: *Nation's Restaurant News*

**65**  
MENTIONS

**21%**  
INCREASE IN  
SRIRACHA FLAVORED  
MENU ITEMS

### SRIRACHA ON THE MENU: TOP MENU SECTIONS



## SRIRACHA NEW PRODUCT INTRODUCTIONS, GLOBAL PRODUCTS OF NOTE

**71**  
NEW PRODUCTS



L&D Sriracha Garlic Chilli Sauce: Vietnam



Lee Kum Kee Sriracha Chili Sauce: Hong Kong



Heinz Chilli Sauce Sriracha: Thailand

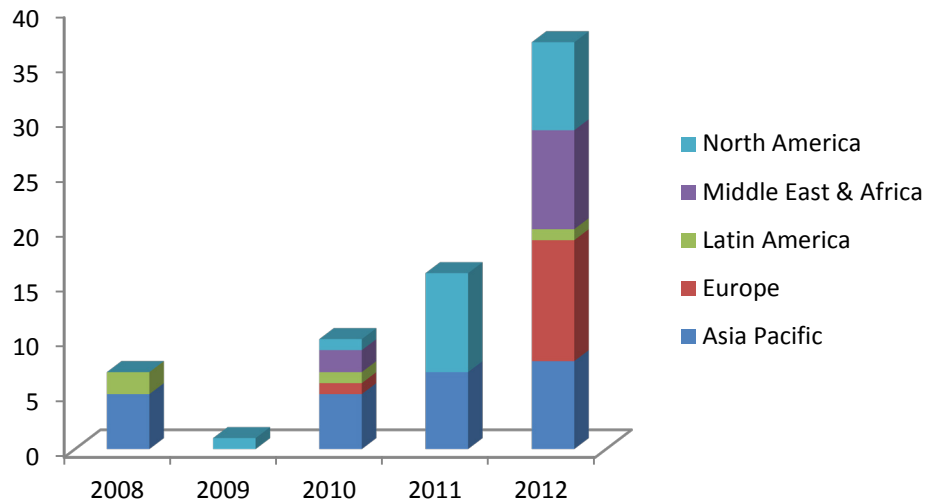


Lingham's Sriracha Extra Hot Chilli Sauce: Australia

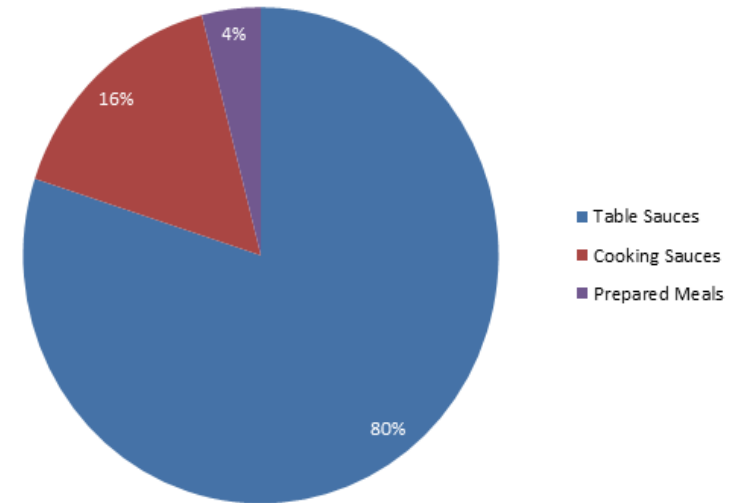


Qua-Quality Sriracha Chilli Sauce: Venezuela

## SRIRACHA NEW PRODUCT INTRODUCTIONS, GLOBAL 2008-2012



## SRIRACHA NEW PRODUCT INTRODUCTION, GLOBAL 2008-2012 BY TOP SUB-CATEGORY



An 131.25% increase in overall sriracha new product introductions from 2011-2012.

## SRIRACHA NEW PRODUCT INTRODUCTIONS, NORTH AMERICA PRODUCTS OF NOTE

**19**  
NEW PRODUCTS



J&D's and The Oatmeal  
Sriracha Rooster Sauce  
Popcorn



Kikkoman Sriracha Hot Chili Sauce



Rick's Picks Hotties Spicy  
Sriracha Pickle Chips

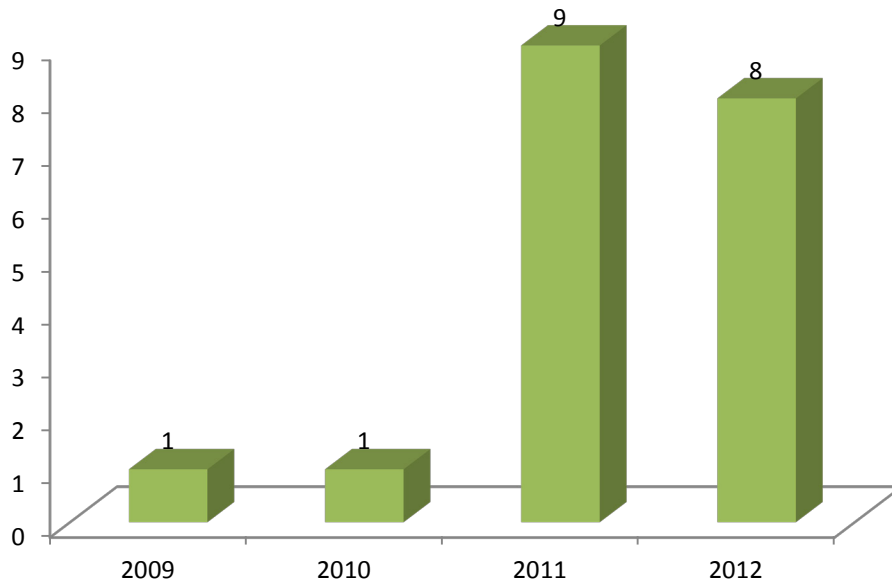


The Real Deal Real Sriracha  
Veggie Chips

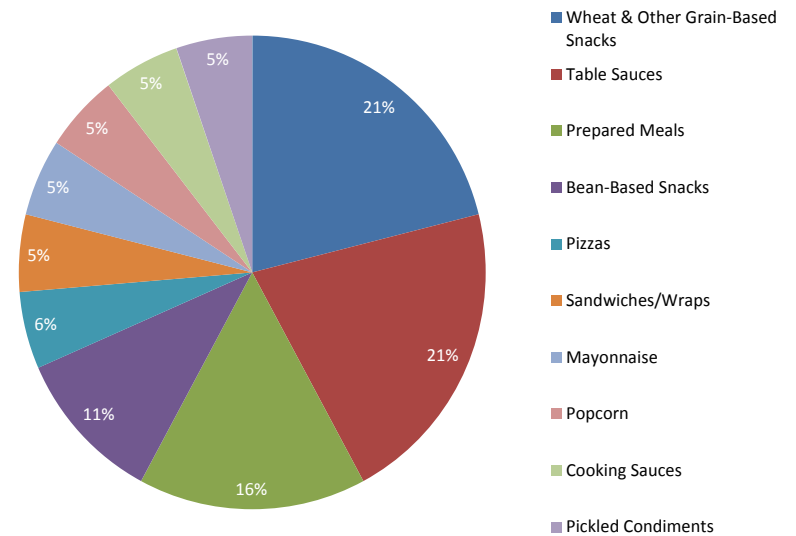


Pretzel Pete Pearls Thai  
Sriracha

## SRIRACHA NEW PRODUCT INTRODUCTIONS, NORTH AMERICA 2008-2012



## SRIRACHA NEW PRODUCT INTRODUCTIONS 2008-2012 BY TOP SUB-CATEGORY



Wasabi is the top flavor paired with Sriracha

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## **SOURCES:**

*Mintel GNPD*

*Mintel Menu Insights*

*Google Blog*

*Pinterest*

*Twitter*

*Food.com*

*Gourmetfood.about.com*

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## **FONA CAN HELP!**

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution. From concept to manufacturing, we're here every step of the way. Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit [www.fona.com](http://www.fona.com).