



# CHIMICHURRI

## 2019 • FLAVOR INSIGHT REPORT

This traditional condiment originates from Central & South America. It is made with parsley, oregano, garlic, vinegar, olive oil, and chili flakes, with no cooking necessary. This green sauce has seen an increase in social media mentions by over 30% in the last 10 months alone. Menu mentions are up 83% since 2015, prompting publications such as Nation's Restaurant News to declare that the flavor has moved into the mainstream. Chimichurri is used mostly as an accessory item but has the potential and complexity to be a featured flavor. Let's take a closer look at the uses of chimichurri on menus, social media mentions and global new products.

# CHIMICHURRI OVERVIEW

## Social Listening Summary

Check out FONA's social listening analysis on chimichurri, covering the past 3 years. Chimichurri enjoys 82% positive perception.



Mentions per minute



71%  
Female

Key Consumer Voice

Popular Hashtags: #steak #empanadas #homemade #choripan



### KEY CONSUMER INTERESTS

- 1.) Food & Drink
- 2.) Cooking
- 3.) Desserts & Baking

### TOP POSTS

**Twitter:** @trendingmenu "3 sauce trends emerging in 2019: Chimichurri, Romesco and Coulis"

**Instagram:** @getflavor "Customize chimichurri and bring the vibrant flavor of this fresh sauce to unexpected places with add-ins like ginger, hot sauce or mint."

### CONSUMER PERCEPTION

When compared to other sauces such as salsa, romesco and coulis, chimichurri is rated higher in the attributes of **unique and premium** by consumers.



182

CHIMICHURRI RECIPES  
ON GENIUS KITCHEN



On Genius Kitchen, formerly food.com, 182 recipes appear when you search chimichurri. Recipes include items such as casseroles, kebabs, flank steaks, mint sauce and bread.

## SAUCE BEAUTY PRODUCTS

Sauce Beauty company released a new product in November 2018 called Chimichurri Mint Tingle Intense Repair Shampoo. This product is infused with mint and peppermint oils as well as cilantro and parsley. This company has released an entire line of edible beauty products based on different sauces such as a guacamole face mask, hot sauce heat protectant spray and creamy house dressing conditioner.



# CHIMICHURRI

On the Menu Q4 2017-Q4 2018

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CHIMICHURRI  
MENTIONS ON THE MENU

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Casual dining is the top restaurant segment and entrée is the top menu section, accounting for 49% of all chimichurri-flavored menu items. Nation's Restaurant News says chimichurri menu mentions have increased 83% in the last four years.

MENU MENTIONS: How to Eat Chimichurri

- **With Fries:** The Stand restaurant in Northridge, CA serves chimichurri as a dipping sauce with Porchetta fries and include green apple, onion slaw and cheese. This is considered to be a meal item.
- **Alongside Empanadas:** 5411 Empanadas Truck in Chicago serves corn and beef empanadas with a side of chimichurri sauce as one of its signature menu items.
- **On Top of Steak:** Agave Azul restaurant in Orlando, FL, serves chimichurri steak as an upscale authentic dish in the entrée section of their menu.
- **In a Sandwich:** The Picnic Basket sandwich shop in New York offers a variety of sandwiches such as pressed chicken or grilled halloumi with chimichurri sauce as a recommended condiment choice.

Source: Mintel Menu Insights



**WATCH:** FONA's gold standard team recently showed customers how to make chimichurri, and we caught it on tape. Click to [watch](#).



# CHIMICHURRI

Global New Product Introductions: 2017-2019

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CHIMICHURRI FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

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## GLOBAL FAST FACTS:

- **LATIN AMERICA** is the top global region for chimichurri new product introductions.
- **TABLE SAUCES** is the top product sub-category globally.
- **BEEF** is the top flavor paired with chimichurri.

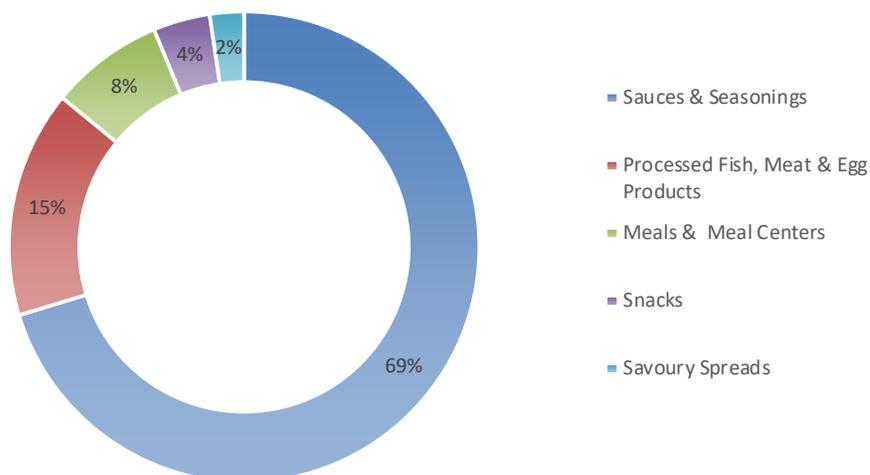


**THE CRIOLLO GOURMET PREMIUM SAUSAGES:** The Meat Preachers Zamora brand has just released this product that is handmade from an original recipe. These are Kiwi-style sausages with 100% New Zealand lamb and a natural casing. This is sold with chimichurri sauce included in the packaging. | New Zealand



**CHIMICHURRI AIOLI:** This product is produced by the Sprig brand and said to be inspired by the original Spanish egg-free sauce made with olive oil, garlic and the addition of chimichurri. This vegetarian product contains only natural colors and flavors. | India

## TOP GLOBAL NEW PRODUCT CATEGORIES



**HIMALAYA SALT WITH CHIMICHURRI:** Tempemar Sal do Himalaia com Chimichurri is now available. This product is gluten-free and retails in a 250g pack. | Brazil

# CHIMICHURRI

North America New Product Introductions: 2017-2019

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CHIMICHURRI FLAVORED  
NEW PRODUCT  
INTRODUCTIONS

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## NORTH AMERICA FAST FACTS:

- The **U.S.** accounts for 15% of all chimichurri-flavored new product introductions.
- **TABLE SAUCES** is the top sub-category in North America for chimichurri new products.
- **BEEF** is the most common flavor paired with chimichurri in North America.



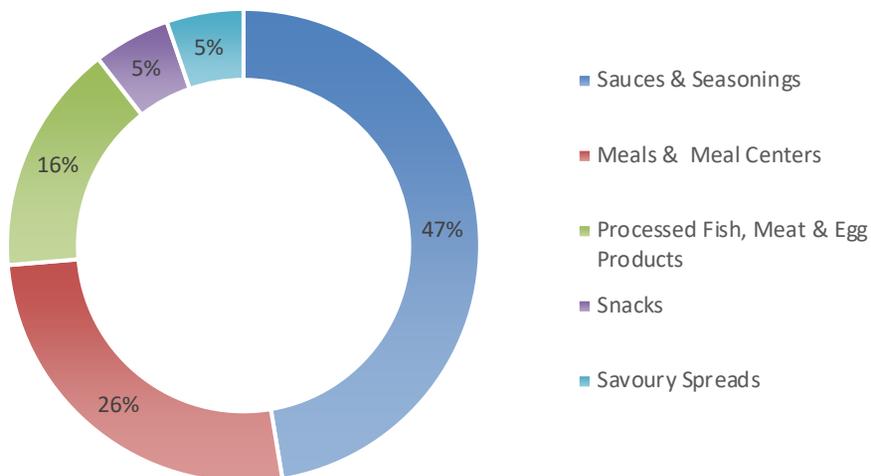
## SKIRT STEAK WITH CHIMICHURRI:

The Butcher Shop at Sprouts One Pan Meal Skirt Steak with Chimichurri can be cooked on the grill or in the oven. The microwavable product retails in a 2.37lb package with cooking instructions included. | USA



**CHIMICHURRI KEFIR DIP:** Simply Simple Chimichurri Kefir Dip is free from GMO, gluten, cholesterol, trans fat, artificial flavors and colors. This product retails at Whole Foods Market and is developed by A&M Gourmet Foods company. | USA

## TOP NORTH AMERICA NEW PRODUCT CATEGORIES



## CHIMICHURRI WAGYU BEEF JERKY:

This product from Perky Jerky is USDA inspected and is a soy free blend including coconut aminos, coconut sugar, herbs and spices. | USA

# THE TAKEAWAYS

While chimichurri is a traditional flavor that was formulated specifically as a sauce, it possesses the depth of flavor to be applied to many different mediums and types of new products. Consumer perception shows that chimichurri flavor is viewed as more unique and premium than other sauces. As the taste enters the mainstream, there is opportunity to develop this flavor into products in the same way that other sauces or condiments like barbecue or salsa have been used. Is chimichurri right for your next new product?

## YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical 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. Let's 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 for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at [www.fona.com/contact-fona/](http://www.fona.com/contact-fona/)



### SOURCES:

Mintel GNPD  
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Mintel Purchase Intelligence  
Genius Kitchen  
Infegy  
Food Network  
Getflavor.com  
Nation's Restaurant News