



CHILE PEPPER

2021 • FLAVOR INSIGHT REPORT

There are more than 200 different varieties of chiles and over 100 of them originate from Mexico. Sometimes spelled “chili,” they vary in length and size and their heat quotient varies from mildly warm to mouth-blistering hot—with the general rule, the larger the chile the milder it is. It’s no surprise that seasonings is the top product sub-category within chile pepper flavored new product introductions globally, but the options are endless for adding heat to any product category. Let’s take a closer look at various forms of chile pepper on the menu, in social media, and in new products.

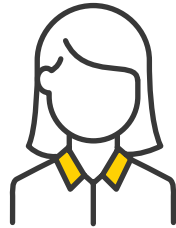
CHILE PEPPER

Social Listening Summary

We conducted a social listening analysis on chile pepper covering the previous 12 months. An overview is provided below.



Mentions in the
Past Year



55%
Female

Key Consumer Voice

POPULAR POSTS



Twitter: [@boulderlocavore](#) posted a recipe for a **Sweet Chile Sauce** "Sweet Chili Sauce is the perfect combination of sweet, spicy and tangy flavors. Fast and easy to make with fresh chile peppers. This sauce is perfect for dipping, as a relish or recipe ingredient. Truly irresistibly good!"



Twitter: [@bobbyflay](#) the Food Network Chef posted a recipe for sausage and onions and he added **chile peppers**. "Sausages & Onions. Fire up your grill. Break out your cast iron pan. I sliced white onions & chile peppers, seasoned w s+p & pinch of sugar, put pan on grill & cooked till soft."

2,590

CHILE PEPPER
RECIPES ON
FOODNETWORK.COM

On Foodnetwork.com, 2,590 recipes appear when you search for chile pepper. Recipes include pork chops with red chile pepper sauce, chile con queso, chile rellenos and a chile pepper swiss meringue butter cream. The site also features a chile pepper cheat sheet to navigate the heat intensity for the types of chile peppers.

Like It Hot? Good For You!

According to an article in the March issue of Food Network Magazine, there is new research suggesting that people who eat chile peppers may live longer. The American Heart Association is now touting research with the benefits of chile peppers being very beneficial for consumer's diets.



CHILE PEPPER

ON THE MENU: Q2 2019-Q3 2020

2,038

CHILE PEPPER
MENTIONS ON
THE MENU

Casual dining is the top restaurant segment, with entrée and appetizer as the top menu sections with the most chile pepper flavored items. Entrées account for 50% of all chile pepper flavored menu items.

MENU MENTIONS:

- Fine Dining: Shrimp & Melon with **Chile Lime** Vinaigrette at Osteria Mozza in Los Angeles, CA
- Casual Dining: **Garlic Chili** Green Beans at Mikimotos Asian Grill and Sushi Bar in Wilmington, DE
- Quick Service: **Chocolate Chili** Cupcake with a hint of chili powder, topped with vegan chocolate and a chili buttercream at Yummy Cupcakes in Encinatas, CA

Source: Mintel Menu Insights



Spicing Things Up in New Ways Featured in EatingWell Magazine

In the December 2020 issue of EatingWell magazine, they highlight food trends they think will be big in 2021. Spicing Things Up in New Ways is trend #1. They mention spotting hot honey and spicy cocktails as well as consumers are looking for new way to spice up pantry staples such as frozen and canned vegetables. A report from Instacart is also showing sales of spicy pepper sauces like piri piri are up 725% year over year.

CHILE PEPPER

Global New Product Introductions: 2015-2020

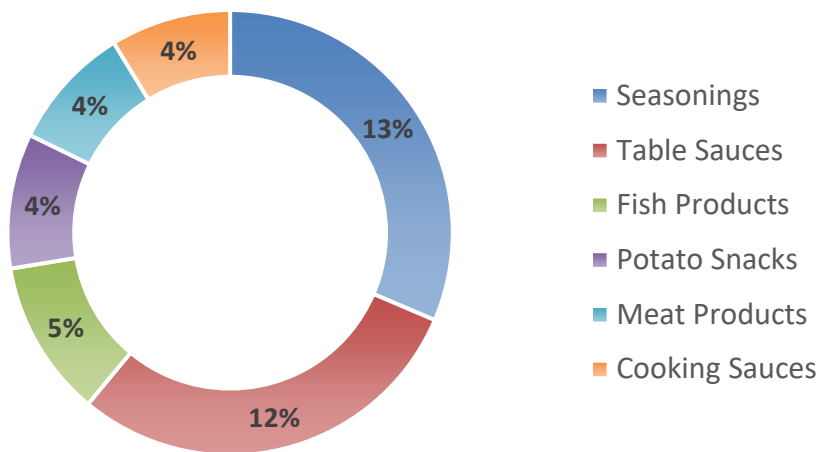
10,654

CHILE PEPPER FLAVORED
NEW PRODUCT
INTRODUCTIONS

GLOBAL FAST FACTS:

- **EUROPE** is the top global region for chile pepper new product introductions with 42% of all new products.
- **SEASONINGS** is the top product sub-category globally for chile pepper flavored new products.
- **GARLIC** is the top flavor paired with chile pepper globally.

TOP CHILE PEPPER PRODUCT CATEGORIES



Arnott's Tim Tam Dark Choc Chili Flavored Biscuits: The limited-edition biscuits are made with irresistible real chocolate and paired with chili. 52% of consumers stated they would likely or definitely buy this product. | Australia



Jumbo Lekker Veggie 100% Plant-Based Chili Burger: A pre-cooked, beans, vegetable and wheat protein-based burger with a breaded quinoa layer and chili, and with added iron and vitamin B12. | Netherlands



Olé Tortillas Chili and Lemon Flavored Michelada Corn Snack: The product is high in fat and salt and low sugar. The ingredients are from Ecuadorian family run farms, including Manabí-origin corn. | Ecuador

CHILE PEPPER

North America New Product Introductions: 2015-2020

921

CHILE PEPPER FLAVORED
NEW PRODUCT
INTRODUCTIONS

NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 9% of all chile pepper flavored new product introductions.
- **SEASONINGS** is the top product sub-category in North America for chile pepper flavored new products.
- **CHEESE** is the top flavor paired with chile pepper in North America.

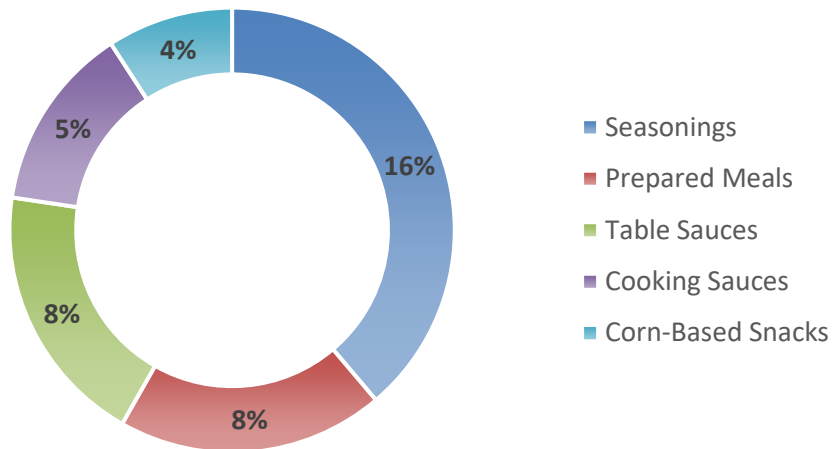


Signature Select Pitted Green Snack Olives with Olive Oil, Chili Pepper & Thyme: Described as a grab-and-go snack without the mess. 41% of consumers stated they would likely or definitely buy this product. | USA



Snak Club Tajin Chili & Lime Peach Rings: This product is described as a gummy peach ring candy seasoned with mild Tajín Clásico chili lime seasoning. 52% of consumers stated they would likely or definitely buy this product. | USA

TOP CHILE PEPPER PRODUCT CATEGORIES



Lay's Flavor Icons Chile Relleno Flavored Potato Chips: A limited-edition product inspired by the Cocina Azul restaurant in Albuquerque, New Mexico, USA. 52% of consumers stated they would likely or definitely buy this product. | USA

THE TAKEAWAYS

Chili pepper is showing consistent growth over the past 5 years with new products appearing across the globe. We are also spotting growth in chile pepper flavored menu items with casual dining as the top restaurant segment and entrées accounting for 50% of all chile pepper flavored menu items. Chile peppers are being used in many traditional ways such as flavoring snacks but also adding a kick to sweets and baked goods as well with flavor combinations creating a balance of sweet and heat. The question is—is chile pepper on your Flavor Radar?



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/

SOURCES:

Mintel GNPD

Mintel Menu Insights

Mintel Purchase Intelligence

Foodnetwork.com

Food Network Magazine

EatingWell Magazine

NetBase

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