

# 3 Tips for Working with FIERY FLAVOR PROFILES

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Flavors featuring spice and heat are on the rise, not only in temperature but also in popularity among consumers. Versatile and varying from mildly spicy to smoldering hot, spicy flavors can pair nicely with profiles from salt to sweet, citrus, florals and more. And while they're common in popular global cuisines today, their kick of flavor fares well in regional dishes alike. Let's take a look at 3 technical tips that will help your product development when working with spicy flavor profiles.

## 1 CHOOSE THE RIGHT HEAT FOR YOUR TARGETED PROFILE:

Choosing the right spice for your desired profile can be a critical step in your product development. If the spice impact delivers in the eating experience at the wrong time or is too spicy, it can overpower the flavor delivery. For example, if you're trying to execute a cinnamon roll profile you will want to pair the baked notes with a sweet brown and barksy bakers type cinnamon rather than a red-hot type of cinnamon. The bakers type cinnamon will complement the buttery dough and icing notes while enhancing the perception of the brown sugar filling. On the other hand, a red-hot type of cinnamon would bring out more of the spicy and fruity notes driving, the final profile in a more candied direction.

## 2 A LITTLE SPICE GOES A LONG WAY:

Keep in mind that heat typically builds over the eating experience. When working with your flavor house, you might consider a two-flavor system approach to achieve the right level of spicy heat. For example, if you are developing a jalapeno popper potato chip, the first is a characterizing flavor would build in the green pepper, cheese and bacon notes. This allows

you to achieve the complexity of the flavor profile without becoming overpowered by spicy heat. The second flavor would be the spice portion building in the capsaicin that allows you to manipulate the amount of heat in the final product. By using a two-flavor system, you're able to use different solubility forms to control when the heat hits. Typically, water-soluble flavors hit early, oil-soluble flavors hit mid-to-late, and dry flavors hit the latest and build backend.

## 3 DON'T FORGET ABOUT BASE & EQUILIBRATION:

As your product equilibrates, the spicy notes can mellow over time becoming less spikey and intense. Remember to consider possible impact loss that's often dependent on base and type of application. For example, if you are developing a Mexican Hot Cocoa Cookie you might add the flavor as well as ground cinnamon and cayenne pepper into the base dough. The combination of the spices inherent when combined with the flavor might seem unbalanced on day zero but over time become your desired profile.

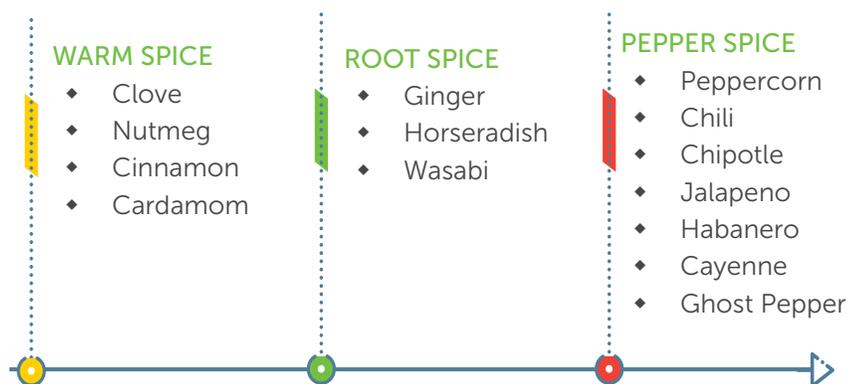


It's also important to consider if you are adding spicy notes in multiple locations in the applications such as adding a coating, drizzle, or chip to the cookie. The fat in the coating can coat the tongue causing the spice impact to come across as muted. In beverage formulas if your base is carbonated it will have the perception of more heat intensity because you'll get heat on your palate and in your nose.

## Will firey flavor profiles work for your brand?

We've noted few flavor profile examples and products of note to kickstart your flavor inspiration. The spice spectrum below can also help distinguish a few different types of spice. Let's take a look.

### SPICE SPECTRUM



### SPICY FLAVOR PROFILE IDEAS

- ◆ Maple Peppercorn
- ◆ Hibiscus Peppercorn
- ◆ Chocolate Chipotle
- ◆ Cucumber Jalapeno
- ◆ Pineapple Chili
- ◆ Prickly Pear Cayenne
- ◆ Lemon Ginger
- ◆ Plum Wasabi
- ◆ Cinnamon Harissa
- ◆ Ranch Jalapeno

### PRODUCTS OF NOTE:



#### PAQUI ONE CHIP CHALLENGE

Made with the Carolina Reaper pepper, the Paqui One Chip challenge has trended on social media as consumers taste tested the scorching chip.

Photo Source: Amazon



#### OUTSHINE MANGO & TAJIN BAR

feature a mango fruit bar dipped in Tajin Chili Lime seasoning and contain real fruit and fruit juice.

45% of consumers responded that they likely or definitely would buy this product.



#### FLYING EMBERS SWEET & HEAT

SELTZER PACK features flavors of Watermelon Chili, Guava Jalapeño and Pineapple Cayenne. Each seltzer has a 5.0% ABV.

Photo Source: Drizzly

### NEED DETAILS?

FONA can help guide you through these steps to get you to the perfect flavor profile for your product. Let's talk flavors, innovation and anything in between.



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