

# SWEET + HEAT

We're exploring the "Plus Sweet" trend from this year's Flavor Forecast! Read on for trends, flavor inspiration and more.



## SWEET SPICY

According to Mintel, consumers cannot get enough of spicy flavors. There has been a **138% increase** in spicy flavors in bakery menus this year. Adding peppers such as jalapeno, habanero, and chipotle to bakery items has enhanced the flavor experience.

**New York Bakery Jalapeno & Cheddar Snack Sticks** is said to have a bold flavor with sharp cheddar, zippy Jalapeno peppers and a kick of cayenne. USA, Jan. 2022 | Mintel GNPD



**49%** of consumers responded that they would buy this product, outperforming its subcategory.

**Trader Joe's Strawberry & Jalapeño Crisps** contains a thin, crispy, sweet and spicy flavor. Canada, July 2022 | Mintel GNPD



**Wegmans Food You Feel Good About Ginger Snap Cookies** contain real ginger and molasses adding a sweet spice. USA, Nov. 2021 | Mintel GNPD



**59%** of consumers responded that they would buy this product, outperforming its subcategory.

## WARMING SPICES

Consumers are seeking products that add a warming kick to their bakery items. Adding spices such as ginger, cinnamon, and cardamom add a distinctive flavor to sweet products.

**Boon Vanilla Cardamom Stroopwafel** are baked with gluten-free ingredients, vanilla notes and a hint of spice. Canada, July 2021 | Amazon



Click here for the full insight on Plus Sweet!



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## TRENDING SWEET + HEAT FLAVOR INSPIRATION

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- Jalapeno Cheddar
- Strawberry Jalapeno
- Cucumber Jalapeno
- Jalapeno Margarita
- Chipotle Cream
- Chipotle Sriracha Sweet Potato
- Chocolate Peppercorn
- Mexican Hot Chocolate
- Cholula Dark Chocolate
- Cholula Sweet Cinnamon
- Red Hot Cinnamon Apple
- Plum Wasabi
- Mango Cinnamon
- Ginger Maple Honey
- Ginger Chai
- Ginger Carrot Curry
- Dragon Fruit Ginger
- Ginger Cardamom
- Vanilla Cardamom
- Mango Coconut Cardamom
- Chili Lime Mango
- Pineapple Chili
- Clove Orange

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## NEED DETAILS? LET'S GET STARTED!

We can help you translate this trend into bright new ideas for your brand. From concept to manufacturing we're here for you, every step of the way.

Feel free to reach out to us via email to request a free flavor sample, talk flavor, innovation, or anything in between.



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