

FLAVOR SPOTLIGHT:

TAMARIND



Native to Africa, India, and the Middle East, tamarind has also been lending its highly acidic, tangy-sweet flavor to Latin, Caribbean, and Mexican cuisines for centuries. Today, this plump, pod-like fruit is jet-setting across the world, feeding a global curiosity for what's next in food, drink, and flavor.

Tamarind's well-rounded, full-flavored profile holds its own as both the star and supporting act, depending on how it is used. From creating brightness in meal applications like Pad Thai, to craveable sweetness in chutney, tamarind can bring a welcome versatility to your flavor innovation.

TREND SIGNALS

122m views + 8k

TikTok posts of **#tamarind** in the last 3 years.

[Click to see the posts.](#)

+40%

Rise in searches for **'what does tamarind taste like'** over the past 12 months. *Google Trends, US*

5.8%

Expected CAGR growth of the global **tamarind extract** market 2022-2032. *Future Market Insights*



“As a child, I had only known tamarind to be solely used in the Filipino Sour Soup Sinigang. As an adult I have learned to appreciate tamarind as such a unique and versatile ingredient, elevating and changing flavor profiles. From dipping sauces, BBQ, soups, noodles, drinks and sweets, this fruit can pack quite a punch in flavor.”

Brian Javier, PD Scientist, US



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ON THE MENU

Tamarind is found on **8%** of US menus & projected to grow **+10%** between '23-'27.

Datassential, US Chains & Independents

Top Menu Items Featuring Tamarind

Sauce	Pad Thai
Rice	Margarita
Potato	Salad
Yogurt	Samosa
Cocktail	Juice

Top Flavors Found with Tamarind

Lime	Mango
Mint	Ginger
Cilantro	Coconut
Tequila	Curry
Garlic	Herb



Panera Bread, January 2023
CHICKEN TIKKA MASA
Finished with **tamarind**, coconut milk and classic Indian spices.



Popeye's, November 2023
HONEY BBQ WINGS
Tangy tamarind, sweet honey and smoky molasses flavors.

ON THE SHELF

67 US product launches with tamarind featured in the title or description between '21-'23 (thru Nov).

Innova, US & Canada launches



August 2023
BONBUZ Bad Enough Already Pineapple **Tamarind** and Chilli Functional Fizz Drink



April 2023
CRISPY GREEN PINA PICANTE Spicy Dried Pineapple With Coconut Chili and **Tamarind**

Ranking of Product Launch Categories with Tamarind in Title or Description

Sauces & Seasonings (16)	Sports Nutrition (2)
Alcoholic Beverages (13)	Desserts & Ice Cream (1)
Snacks (12)	Fruit & Vegetables (1)
Soft Drinks (12)	Hot Drinks (1)
Ready Meals & Side Dishes (7)	Soup (1)

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FROM OUR BENCH

Chili Tamarind Seasoning on Popcorn

Tamarind with chili is an iconic Mexican pairing, often found with beverages and candies. Luz Ramirez, Sr. PD Scientist from Mexico created a seasoning inspired by this pairing for popcorn. Made with Natural Tamarind Flavor, Guajillo Type Flavor, and a Juicy Flavor Enhancer, it is tangy, sweet, fruity, and slightly hot. These flavors are great for other snacks, baked goods, sauces, condiments, grains and more.



FROM OUR CHEFS

Tamarind Lemon Pepper Lemonade

This drink is described as a sweet-tart lemonade with subtle finishing bite from black pepper. Click to check this recipe and more created by our global culinary team, including Loaded Air Fryer Kale Chips and Sinigang Chicken Wings.



“ I have seen many playful, cross-cuisine usages of tamarind. A true flavor powerhouse, it’s a natural flavor enhancer with its sour powers and sweetness. It can easily elevate any dish or indulgence. ”

Hadar Cohen Aviram, Executive Chef, US

TAKEAWAYS:

With innovative new uses, to elevating dishes and drinks with its craveable tartness and effortlessly cutting through richness and heat, there is no slowing this fun fruit down. Due to its versatility, tamarind can seamlessly deliver unique flavor to a variety of applications, from sweet to savory. It’s sour-notes can add brightness and balance to drinks and desserts, while adding a unique twist to sauces, sides and meals. Pair it with bold profiles like chilies for a sweet heat combination for snacks or confections. Tamarind is an exceptional flavor that works well with sweet, spicy, and salty, so consider it for your next innovation!

From concept to manufacturing, we’re here for you!
Contact us or click to request a **FREE** flavor sample.