

## FLAVOR SPOTLIGHT:

# TIMUT PEPPER

After hiding in plain sight for so many years, pepper has made it to the spotlight thanks to its intensely pungency that pairs well with so many flavors. As the various types of pepper are explored, the timut pepper is getting noticed.

Timut pepper comes from Nepal and is the spice from a berry (not a true peppercorn). It has a bright grapefruit aroma and flavor that finishes with an exciting tingle. This unique profile can elevate sweet and savory applications with its citrusy notes and surprising boldness.

## TREND SIGNALS

“Timut pepper’s unique citrusy profile, culinary versatility, and emerging role in health and wellness **forecast a thriving market** driven by consumer demand.”

*ReAnIn, Global Timut Pepper Market*

**+600%**

Rise in searches for ‘**timut pepper**’  
from 2020 to 2023.

*Google Trends, Global (low base)*

“False peppers like timut and szechuan have a great citrus quality akin to grapefruit, orange and lemon peels. These are similar notes found in hops, yet timut pepper also provides a spiciness and a bit of tingle. It offers a complex flavor, while being as easy to use as regular black pepper. ”

*Gabby Quintana, Principal Research Chef*



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## ON SOCIAL MEDIA

+ **5k** Instagram posts of #timut

Click to see the posts



chocacaothe Charlotte with blueberries and timut pepper, a truly magical combination 🍷  
~  
Have you ever tried timut pepper friends?  
~  
Recipe inspired by chef @nicolas\_bacheyre and visual inspire by @nicolaspaciello 🙌  
~



foudepatisserie 🇫🇷 A new tartlet from @aureliencohen with blood orange and timut pepper.  
~  
Blood orange and timut pepper in a new tartlet by @aureliencohen.

## IN MEDIA



**Timut & Cardamom Pepper Butter.** Enjoy it with crusty bread or melt onto grilled or barbecued chicken.



**“Timut Pepper is the Best Spice You’ve Never Had”**  
June 2023

## ON THE SHELF

**30** product launches with ‘Timut Pepper’ in the title or ingredient statement between ‘20-’23. The majority of launches are from France (see examples).

Innova, Global launches



**Domaine De La Croustille**  
Potato Chips with Timut Pepper Flavor



**Ice Breaker Brewing Co**  
India Pale Ale with Lemon, Blood Orange and Timut Pepper



**Baouw Organic Nutritional**  
Puree With Sweet Potatoes, Carrot And Timut Pepper

The diversity of timut is apparent in the variety of launch categories it can be found in: seasonings, meat pates, beer, sports nutrition purees, seafood, chocolate, snacks, sorbet, spirits, and more.



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## FROM OUR BENCH

“ I set out to create a timut pepper flavor that would capture the bright grapefruit aroma and taste of this ingredient hailing from Nepal. With its tongue-tingling finish and consistently bright heat, this unique flavor is the ultimate partner for beverages, snacks, rice and noodle dishes, Indo-Chinese creations and much more. ” *Hedy Kulka, Principal Flavorist*

## FROM OUR CHEFS

### Tingly Grapefruit Fizz

To celebrate the complexity of timut pepper, Chef Gabby developed a Tingly Grapefruit Fizz (click for the recipe). The bubbly cocktail is made with grapefruit soda which helps carry tingly, spicy, citrusy, and bitter notes of the timut pepper along with crushed red pepper. An ultimate in cocktail experiences, it will warm you from the inside out.



## Chemical Flavor Compounds Found in Timut Peppercorns:

**Limonene:** citrusy, sweet, and lemon-like

**Linalool:** floral, lavender, and slightly spicy

**Terpinolene:** piney, floral, and slightly herbal

**Germacrene D:** woody, balsamic, and slightly sweet

**Alpha-phellandrene:** minty, camphor-like, and slightly citrusy



## TAKEAWAYS:

As consumers seek novel taste experience, the unique tongue-tingling, citrusy notes of the timut pepper is a choice flavor for innovation. From fancy French pastries to a simple addition to butter, timut pairs with both sweet and savory profiles and adds an unexpected touch to many applications. Think vanilla ice cream served with a dulce de leche & timut pepper variegate - the perfect balance of heat and cool. Or a raspberry gose sour beer with a touch of timut pepper – a most welcomingly crisp and pungent liquid refreshment. Ready to deliver timut to your next project? Let's chat.

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