

TROPICAL FLAVOR ESCAPES



TREND REPORT BITE

The infusion of passion (fruit) and the allure of island flavors are on the rise, fueled by a growing appreciation for the tropical taste experience. Enthusiasts now actively seek out exotic regional flavors inspired by the culinary influences of places like the Bajas, the Caribbean and the Pacific Islands. These flavors promise an authentic journey beyond the commonplace coconut, mango and pineapple flavor profiles widely embraced today. In introducing these unique and exotic flavors, the aim is to transport consumers through an experiential eating adventure. Let's see where your brand can find opportunity in this space.

PROFILES OF INTEREST:

1. Simple & Vibrant
2. Island Sweet Sauces
3. Fruit-Infused
4. Curried Effect



Barbados' iconic chain restaurant, Chefette hosted a pop-up event in NYC in June 2023.

Caribbean Food Brands Gain Momentum In The US

"... there is undoubtedly a significant market for Caribbean food in North America..."

Daphne Ewing-Chow, Forbes, Jun 16, 2023- [Click for full article.](#)

Simple & Vibrant

The introduction of island flavor alone brings a multisensorial dimension to food and drink. As a fusion of fresh ingredients and bold flavors, Caribbean cuisine has remarkable simplicity of ingredients. Take a humble meat like chicken, elevate it with a vibrant jerk seasoning, and it transforms into an extraordinary flavor experience. In this culinary philosophy, less is indeed more. Vibrant island flavors prove that even a small amount can go a long way in creating an impactful and memorable taste adventure.

JAMAICAN JERK ON MENUS

Jamaican Jerk is expected to grow +24% on U.S. menus over the next 4 years. *Datassential, 2023*

It is often applied to wings, salads, pizzas, and sandwiches. Top flavor pairings include garlic, ranch and mango.



PRODUCTS OF NOTE

EVOLVE SO SEEDY WHAT A JERK! ORGANIC SEASONED PUMPKIN SEEDS feature smoked paprika and turmeric. | U.S.



RICANTE TROPICAL TAMARINDO CARIBBEAN JERK EVERYTHING SAUCE is said to feature fresh, clean ingredients combined together and can be used for marinades, glazing, tortilla chips, burritos, salads, cereal and more. | U.S.

Island Sweet Sauces

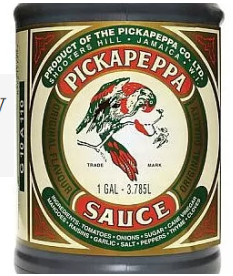
Transport your consumers to the islands with an infusion of hot and sweet sauces, seamlessly incorporated into meals and sides. These authentic flavors, exemplified by the popularity of Jamaica's Pickapeppa sauce, boast many variants including mango, ginger and jerk seasonings—each a testament to the rich tapestry of island-fare. These tropical islands have perfected the art of balancing fruity flavor and heat, creating a harmonious culinary experience.

Tasting Table.

Pickapeppa Is The Sweet And Tangy Jamaican Sauce You Should Know

"Its tropical profile has a tasty balance of sweet, peppery, and tangy," *Julie Holland, Aug 2023.*

[Click for the full article.](#)



PRODUCTS OF NOTE

PRESIDENT'S CHOICE CARIBBEAN PEPPERPOT COOKING SAUCE is sweet with spicy heat. | Canada



GOURMET WAREHOUSE CARIBBEAN BBQ SAUCE is described as a unique blend of bold island flavors, Latin spices with a hint of citrus creating a sweet, savory flavor with a little bite. | U.S.

Fruit-Infused

Unlocking a tropical treasure trove, many fruits have flavor cues that seamlessly complement both sweet and savory applications. The magic lies in pairing acidic, tangy, and sweet fruits with new ingredients, creating a delightful element of surprise. In the Caribbean and Pacific isles, unique fruits like guava, lychee, and breadfruit introduce vibrant flavor notes. Elevate fruit to superstar status, making it a standout flavor in meals, sides, snacks and drinks. This strategic approach builds a foundation of familiarity while embracing the exotic nature of these delightful profiles.

Ranking of Fruits Found on U.S. Caribbean Restaurant Menus

1. Orange, 2. Plantain, 3. Pineapple, 4. Coconut,
5. Lime, 6. Mango, 7. Lemon, 8. Guava, 9. Strawberry,
10. Banana, 11. Passion Fruit, 12. Apple

Datassential, US Chains & Independents, 2023, Cuisine: Caribbean, 4,550 menu items



PRODUCTS OF NOTE

CONCHITA GUAVA BARBECUE SAUCE is made with real guava and delivers a 'taste of the tropics' with its sweet and tangy flavor. | U.S.



CARIBÉ PASSION ORANGE GUAVA COLD PRESSED JUICE BLEND is described as tropical deliciousness. The juice blend with 78% juice is said to include added tart acerola cherry juice from the Caribbean for a nutritional kick, including 300% DV vitamin C per bottle. | U.S.

Curried Effect

Exuding rich aromas and robust flavors, island curries boast a full-bodied profile, typically featuring poultry or fish, vegetables, and rice. What sets these curries apart is their distinctive use of a higher concentration of sweet spices and Scotch bonnet pepper, diverging from chili peppers commonly found in Asian- or Indian-based curries. Jamaican curry, a standout in tropical curry has even started finding its place on menus in North America. It's essential to make sure to set tropical curries apart from their Asian and Indian counterparts, with their unique flavor and sensorial elements.

NY Times Cooking Jamaican Curry Chicken & Potatoes Recipe

"Getting its flavor and heat from a combination of mild Jamaican curry powder and Scotch bonnet pepper, it's not as hot as some Indian or Thai curries," -Chef Millie Peartree.



NY Times Cooking



PRODUCTS OF NOTE

GREAT VALUE CARIBBEAN CURRY COOKING SAUCE is inspired by the Caribbean. | Canada



NAKSHA CURRIED GOAT OR VEG ISLAND CURRY WITH RICE AND BEANS KIT is described as warmly spiced, brightly coloured, and thickened with a pop of coconut milk, it captures the lively spirit of Jamaica in a single beautiful dish. | U.K.

THE TAKEAWAYS

Infusing the vibrant flavors from the Tropics in your innovations holds the power to create a delightful experience reminiscent of an exotic getaway. This trend not only embraces the emotions of playfulness and joy, but also delivers flavors not typically found locally. Consider artfully displaying the vibrancy of bold spice blends like jerk, sweet sauces, Tropical fruits, and Island curries to engage multiple senses, creating a more immersive experience. No matter your application, let's collaborate to create taste solutions that allow your consumers to explore the magic of the islands!

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor and seasoning partner ready to turn these trends into the tangible.

Let McCormick Flavor Solutions 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, seasoning and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on consumer trends.

From concept to manufacturing, we're here for you — every step of the way. Contact your sales representative or [click here to chat us up.](#)



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