



GOCHUJANG

2018 • FLAVOR INSIGHT REPORT

Gochujang is a Korean red chili paste that is a combination of savory, sweet and spicy that is similar to miso paste. This fermented condiment is made from gochutgaru (red chili powder), sticky rice, fermented soybeans and salt. Often described as having an immediate taste of heat with the first bite, then a cool, sweetness at the end. We're seeing gochujang appear in a host of products and recipes from gochujang-braised chicken to a gochujang Chex mix snack. Let's take a look at the various forms of gochujang on the menu, in social media and in new products.

GOCHUJANG

Print & Social Media Highlights

There are several mentions of gochujang in social and print media. Here are some of the highlights.

- While scrolling through Pinterest, gochujang pins appear in a wide variety of food and beverage recipes but especially savory dishes. These pins include gochujang-glazed salmon, gochujang chicken wings, spicy cheesy gochujang spaghetti, Korean gochujang Chex mix, Korean kimchi burger with gochujang sauce.
- On Twitter are tweets mentioning gochujang, including this one by @munchies with a recipe for “gochujang glazed ham > honey-baked ham.” Also mentioned by @hellolisalin “New recipe, friends! Chilaquiles with gochujang,” with attached recipe.
- The January 2018 issue of Food & Wine features a recipe for Spicy Kimchi Tofu Stew. Taking just 30 minutes to prepare, this recipe calls for pork, kimchi, onions, shiitake mushrooms, gochujang, gochugaru, tofu, and lastly short-grain rice for serving.



Source: Pinterest



Source: Pinterest

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GOCHUJANG RECIPES
ON FOOD NETWORK

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On Food Network 2,924 recipes appear when you search for gochujang. Recipes include Korean pork chop gochujang marinade, Korean pulled pork sandwich, Korean beef tacos, ultimate Korean fried chicken, Asian oatmeal breakfast bowl and Korean calamari.



GOCHUJANG

ON THE MENU: Q3 2016-Q3 2017

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GOCHUJANG
MENTIONS ON THE
MENU

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Casual Dining is the top restaurant segment, with entrée, appetizer, and salad as the top three menu sections with the most gochujang flavored items. Beverages account for 39% of all gochujang flavored menu items.



MENU MENTIONS:

- **Duck Wing “Lollipops”** made with Korean gochujang red chili glaze and sesame seeds at Seasons 52.
- **Spicy Gochujang Bolognese Noodles** with bacon, kimchi and soft-boiled egg on the lunch menu at Danji.
- **Gochujang Barbeque Shrimp** served with radish and pickled red onion salad and citrus yogurt coulis from the Chart House.
- **Kimchi Burger** made with fried egg, American cheese, bacon and spicy gochujang mayo on a toasted egg bun at Gott’s Roadside.

GOCHUJANG, THE GAME CHANGER

In December 2017, National Restaurant Association released a list of top food trends to try in 2018. They asked nearly 700 members of the American Culinary Federation to rank a list of food items and concepts as either a “hot trend,” “yesterday’s news” or “perennial favorites.” According to their survey, ethnic condiments, like gochujang, are a hot trend, coming in at #19 on the top 20 trending list. Also on this list is sriracha, chimichurri and sambal.



GOCHUJANG

Global New Product Introductions: 2013-2017

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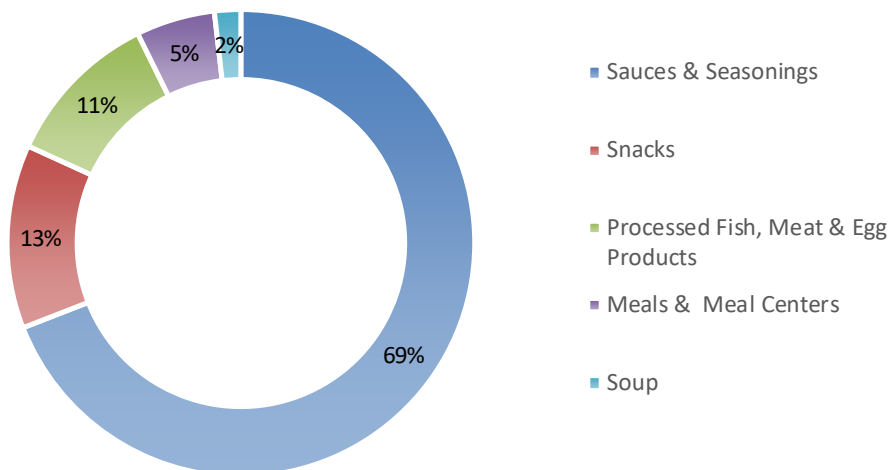
GOCHUJANG
FLAVORED
NEW PRODUCT
INTRODUCTIONS

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GLOBAL FAST FACTS:

- **ASIA PACIFIC** is the top global region for gochujang new product introductions with 62% of all new products.
- **TABLE SAUCES** are the top product sub-category globally for gochujang flavored new products.
- **CHILI PEPPER** is the top flavor paired with gochujang.

TOP 5 GOCHUJANG PRODUCT CATEGORIES



PEACOCK ROASTED & GRILLED GOCHUJANG FLAVORED CHICKEN: this microwavable entrée is made with tender Korean chicken thighs. South



WOOMTREE ROASTED SEA-FOOD GOCHUJANG: this on-the-go product can be consumed with instant rice and ramen or as a filling or side dish



CHOICE L BOILED DRIED SQUID IN GOCHUJANG SAUCE: is made with chewy dried squid and features a spicy and sweet flavor. South Korea



CJ BIBIGO GOCHUJANG HOT PEPPER SAUCE WITH VINEGAR: described as sweet, spicy and savory sauce which can be used for fish, seafood or steam vegetables. Spain

GOCHUJANG

North America New Product Introductions: 2013-2017

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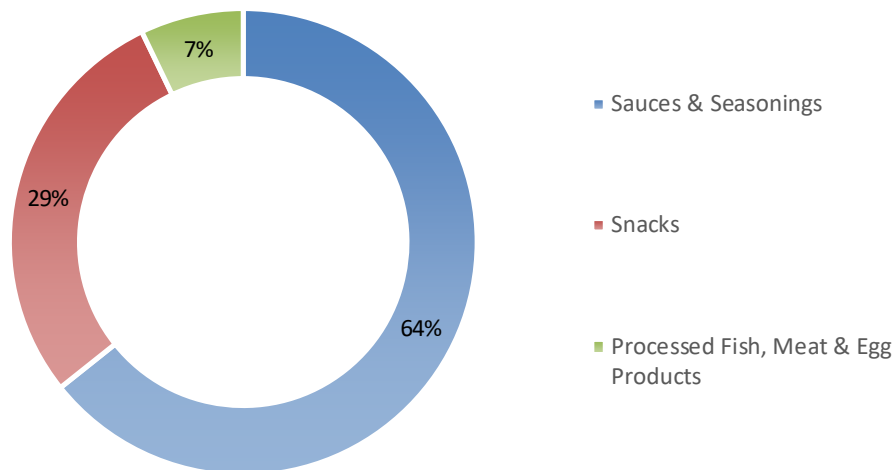
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NORTH AMERICA FAST FACTS:

- **NORTH AMERICA** accounts for 26% of all gochujang flavored new product introductions.
- **TABLE SAUCES** is the top product sub-category for gochujang flavored new products.
- **SEA SALT** is the top flavor paired with peach.

TOP 3 GOCHUJANG PRODUCT CATEGORIES



PRIVATE SELECTION GOCHUJANG INFUSED SEA SALT: this product is said to feature a pungent, spicy, savory fermented blend of chili and soy that is said to spice up meats.



SEMPIO GOCHUJANG HOT AND SWEET CHILI SAUCE: this sauce is sweet and spicy, MSG free chili sauce and is said to give Korean culinary experience. USA



CJ ANNIE CHUN'S GOCHUJANG FLAVORED ROASTED SEAWEED CRISPS: are oven-baked and seasoned with gochujang to create a snack that is crunchy, sweet and spicy. Canada



PRESIDENT'S CHOICE SWEET & SPICY GOCHUJANG CHICKEN WINGS: are described as crisp and crunchy chicken wings with a sticky sweet & spicy gochujang paste. Canada

YOU DESERVE MORE. LET'S GET STARTED.

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

Let FONA's 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." Let's mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here for you — every step of the way. Contact our sales service department at 630.578.8600 to request a flavor sample or chat us up at www.fona.com/contact-fona/



SOURCES:

Mintel GNPD
Mintel Menu Insights
Pinterest
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