

## FLAVOR SPOTLIGHT:

# CAROLINA REAPER

From grocery stores to upscale dining, heat is everywhere. Fueled by awareness and availability, it's consumed for fun, delight and even as a dare. One of the world's hottest peppers, the Carolina Reaper has a Scoville Heat Unit over 1 million! Developed by pepper grower Ed Currie, the Carolina Reaper is a hybrid of a Naja Viper pepper and a red habanero. Like the thrill of a haunted house, the Carolina Reaper delivers frighteningly bold levels of heat with a surprising sweetness. Appearing in product launches and on menus, the Carolina Reaper is HOT for flavor innovation!

## TREND SIGNALS

**+29k** posts of  
**#carolinareaper** on TikTok.

*As of April 2024*

**+81k**  
average searches per month for  
**'carolina reaper' and 'carolina  
reaper pepper'**.

*Google Trends, US, Jan 2023 – Jan 2024*

"The Carolina Reaper is gaining ground as spice lovers are enticed to take on a very hot challenge and restaurateurs are finding ways to incorporate the pepper..."

*Nation's Restaurant News, Oct. 2023*

## The Excitement of a Dare!

Thrill seeking consumers and media publications are sharing their experience of trying the Carolina Reaper. Click below to check out some of our favorites:



GUINNESS WORLD RECORDS  
**Spicy Showdown: Carolina  
Reaper Ultimate Chili  
Challenge**

INSIDER FOOD | **We Tried  
The Reaper Taco, Made  
With The World's Hottest  
Pepper | Can We Finish It?**

EPICURIUS | **Pepper X' Creator  
Ed Currie Tastes The Hottest  
Peppers From 11 Countries**



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## ON THE MENU

Carolina Reaper has grown **+167%** on US menus between '19-'23 and has a **VERY STRONG** 4-year prognosis.

Datassential,  
US Chains & Independents

### Menu Items Featuring Carolina Reaper

- Wings
- Dip
- Pizza
- Sandwich
- Burger
- Condiment/
- Fried Veggie Topping



Buffalo Wild Wings, New June 2023  
**BLAZIN' KNOCKOUT SAUCE**

A fiery sauce made with nine different hot peppers including **Carolina Reaper**.



Supreme Pizza Bar (Seattle, WA)  
**THE REAPER PIZZA**

Featuring spicy coppa, ricotta, ghost chili, **Carolina Reaper chili**  
(Photo: Sy Bean / Seattle Refined)

## ON THE SHELF

**36** product launches with Carolina Reaper featured in the title or description between '20-'23.

Innova, US & Canada launches



**HERRS Carolina Reaper**  
Flavored Extra Hot Cheese Curls. US



**MANIC MONKEY BAR**  
Insane Dark Chocolate with Caramel Peanuts Espresso Beans Ghost Pepper and **Carolina Reaper**. US



**JELLY BELLY Bean Boozled Jelly Beans Fiery Five** Candy with sriracha, jalapeno, cayenne, habanero and **Carolina reaper** flavors. Canada

Table sauces had the most launches with Carolina Reaper as a profile; however, it also appeared in savory snacks, meat snacks, chocolate, sugar confectionary, beer, cheese, coffee and more!

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## FROM OUR BENCH

“Carolina Reaper, the fiery champion of chillies, boasts an intensity that rivals the sun itself. Its infernal heat ignites the palate, leaving a trail of smoldering spice in its wake. Yet, amidst its scorching flames, lies a depth of flavor reminiscent of sun-kissed tomatoes, sweet bell peppers, and a hint of fruity tang akin to ripe mangoes. Like a symphony of heat and flavor, the Carolina Reaper dances on the taste buds, daring the adventurous to embrace its fiery embrace. A spice both revered and feared, it adds a devilish charm to any dish, elevating it to a realm of unparalleled intensity and complexity.”

*Thomas Kountz, Clean Flavor Chemist*



## TAKEAWAYS:

When developing a product for an audience that's craving extreme heat, the Carolina Reaper is a HOT pick! Snack time is an obvious get for thrill seekers looking for big heat, so foods like tortilla chips are a definite match for the Carolina Reaper. We're seeing spicy flavors across the board though, and developers can find opportunity when dialing up the heat in anything from mealtime applications, confectionary, dairy or drinks! Try pairing the profile with creamy flavors like ranch for a contrasting cool or complement the heat with sweet and sour flavors like honey or lime for added complexity.

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