

FLAVOR SPOTLIGHT:

SHAWARMA

Middle Eastern cuisine – including street food and casual grilled dishes – continue to fuel consumers' quest for modern, inventive dishes influenced by ethnic flavors. Shawarma is a popular meat preparation in which meat is cooked on a spit, then thinly sliced. Often enjoyed in a handheld wrap, it offers both flavor and function as it can be enjoyed on the go. Shawarma seasoning is traditionally used to flavor the meats; however, it has so much more potential as it's a warm blend of cumin, black pepper, allspice, cinnamon, ginger, turmeric, and coriander.

TREND SIGNALS

+23%

Expected growth on U.S. menus from 2024 to 2028.

Datassential, U.S. Chains & Independents

55k

Total social media mentions of shawarma

6.27.23-7.30.24, BrandWatch, U.S., English

Consumer familiarity with SHAWARMA indicates that it is ON FIRE.*

“Meat slow roasted on a spit is my favorite way to cook! There is something special about the blend of spices used in Shawarma that makes it stand out from other roasted meats. These bold spices, including cumin, allspice and turmeric are popping up in snacks, soups, meals and more.”

Ron Taylor, Principal Research Chef



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ON THE MENU



The new (April 2024) Mediterranean Chicken Greens with Grains @ Panera Bread contains a sprinkle of **shawarma seasoning**. Photo: Panera Bread



Classic Shawarma Wrap @ Mezah (QSR chain) contains mixed greens, **chicken shawarma**, turkish salad, classic hummus, tzatsiki dip, pickled onions, harissa dressing. Photo: mezeh.com

RECIPES



@JessicaHolmesTV (California Cooking) **Oven-Roasted Chicken Shawarma** on X received 5.6K views. 4.26.24, ktla.com



Prevention's Whipped Cottage Cheese With Cauliflower **"Shawarma"**. By Tina Martinez. 4.18.24

ON THE SHELF

23 product launches with 'Shawarma' in the name or description between '22-June '24.

Innova, US & Canada launches



NEW YORK SHUK Shawarma BBQ, Marinade and Sauce
U.S. Sept 2023



PLANT UP Plant Based Shawarma Bites
Canada, May 2024



LIL GOURMETS Organic Pumpkin and Navy Bean Shawarma for Babies from 6 Months to 6 Years
U.S. Feb 2024



TRADER JOES Chicken Shawarma Bowl
U.S. Dec 2023

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FROM OUR BENCH

Chef Ron developed a shawarma flavor base that features a fragrant blend of warm spices. Great for many applications, including:

- Dips and hummus
- Condiments and sauces
- Soups and meals
- Protein marinade

FROM OUR CHEFS

To explore a sweeter application for shawarma, check out this [spiced date cake recipe](#). Made with a warm, aromatic shawarma spice blend, this moist date cake is complemented with caramel sauce and vanilla whipped cream.

McCormick Consumer Culinary



TAKEAWAYS:

If you're looking to showcase the flavor of the Middle East in your innovation, look no further than the profile of shawarma. It is perfect for adding a fragrant touch to protein (both meat and plant-based) as well as meal applications like sauces and grain bowls. Deliver unexpected spiced notes to bakery, granola and other sweet applications. Or go for a street-food vibe for your snacks- think shawarma seasoned pita chips!

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