

# DELIVERING TROPICAL VIBES

OPPORTUNITIES IN THE FOOD  
AND BEVERAGE SPACE

## TREND REPORT BITE



From mini vacations to little moments of indulgence, people want more “vacation vibes” in their daily lives to combat an “always-on” mentality. Through culinary delights and novel taste experiences, people find themselves transported to distant locales or reminiscent of past beach getaways. Whether savoring a sweet-heat salsa, indulging in the bold flavors of Caribbean curries, or embracing exotic fruit flavors, there are many ways to take your consumers’ taste buds on a sensory adventure, evoking visions of sun-drenched shores and blissful moments of relaxation.

THEMES: Tropical Fruits • Tropical Chilies • Tropical Tastes



“Tropical ingredients appeal to diners on several levels: **vibrant colors, bold flavors and tantalizing aromas...**”

*Flavor & the Menu, Tropical Flavors Break Bounds, March 2024, Leigh Kunkel. [Link to article.](#)*

# TROPICAL FRUITS



The abundance of fruit is often what comes to mind when you think of Tropical flavors. From familiar favorites like pineapple and coconut to unique varieties like mamey and jackfruit, tropical fruits offer distinct profiles beyond simply sweet. Deliver “island vibes” as well as fresh appeal to your innovations with tropical fruit flavors.

### FROM OUR CHEFS: MANGO STICKY RICE PUNCH

Inspired by Mango Sticky Rice, this fruity cocktail stars mango nectar with sticky rice, coconut cream, lime juice, and vanilla for an ultra sippable drink full of body and luxurious richness. [Click here](#) for the recipe.

### FROM OUR BENCH: PASSIONFRUIT ORANGE GUAVA SMOOTHIE COOLING GUMMY

To transport your tastebuds to the tropics while enjoying a healthcare product, Beth Julian, Principal Scientist, developed a gummy that brings to life the taste of a refreshing fruit smoothie. Passion fruit, guava, and orange flavors are combined with Optify™ cooling technology which hides off-notes from potential actives (like vitamins and minerals).

### Tropical Fruits to Explore

- Coconut
- Dragon Fruit
- Guava
- Jackfruit
- Mamey
- Mango
- Papaya
- Passionfruit
- Pineapple
- Plantain
- Pomelo
- Soursop (Anona)



### TREND SPOTTED



**+4.5%**  
2022 to 2027 CAGR of  
global guava market.  
Industry Arc



WINTERLONG BREWING CO SECRET DESTROYER PASSIONFRUIT AND GUAVA SOUR BEER Described as Tropical and tart. Canada, Nov 2024

FRUTERO SOURSOP ICE CREAM  
US, Sept 2024





# TROPICAL CHILIES

Due to the favorable climate, capsicums (peppers) originate from the Tropical zone of the Americas. Indigenous to the West Indies, Central and South America, and Mexico, chilies are integral to the cuisines of these regions. For example, the spicy kick in many traditional Caribbean sauces, stews and curries comes from the peppers grown on many of its islands.

## Chilies to Explore

- Aji Amarillo
- Aji Dulce
- Aji Panca
- Bird's Eye Chili
- Cubanelle
- Habanero
- Scotch Bonnet



## FROM OUR BENCH: SCOTCH BONNET PEACH PIE COOKIE

For a hot spin on a classic fruit pie, Elaine Chow, Principal Scientist, fused the flavors of peach pie and scotch bonnet chile in a cookie application. A scotch bonnet extract is combined with a peach flavor, a butter flavor, and a baked sweet spice flavor, resulting in a spicy, sweet brown treat!

## FROM OUR BENCH: TROPICAL HEAT VINAIGRETTE

To showcase the unique spicy, sweet flavors of the Tropics, Rob Bowen, Senior Scientist, developed a vinaigrette that features scotch bonnet extract with pineapple and mamey fruit flavors. Mamey, also known as sapote, offers a sweet dessert taste. Paired with tangy pineapple and hot scotch bonnet, this vinaigrette delivers layers of sweet-heat to slaw, salads and more.



## TREND SPOTTED



SCOTCH BONNET STINGER WINGS @ HUDSON GRILLE (Atlanta, GA)

BOWL AND BASKET SPECIALTY CARIBBEAN JERK MARINADE FEATURING HABANEROS along with allspice, ripe tomato and molasses.  
U.S. Jan 2024



SCOTCH BONNET PEPPER HOT SAUCE recipe from 'Jessica in the Kitchen' June 5, 2024. [link](#) to recipe

# TROPICAL TASTES

The Tropics are defined as the region of the world between the Tropic of Cancer and the Tropic of Capricorn (23.5° North and 23.5° South latitudes). Due to close proximity to the equator, the Tropics are known for their hot climate and rich biodiversity. Countries are found in Central America, the Caribbean and South Asia are within this region. Though similar climates, each has distinct cultures and cuisines. Deliver “vacation vibes” to your innovations by exploring the unique profiles found throughout within the cuisines.



## FROM OUR BENCH: CARIBBEAN JERK CHIK'N EMPANADAS

A plant-based spin on popular Jamaican jerk, this demo features a vegan chicken flavor. Combined with a Caribbean jerk flavor, charred pineapple flavor and aji amarillo extract, these tasty empanadas offer a punch of bold, moderate heat.

## Signature Profiles in Tropical Cusines

### Brazil

- Caipirinha (Brazil's national cocktail, made with cachaça, sugar and lime)
- Tempero Baiano (Bahian seasoning blend containing oregano, parsley, varieties of pepper & cumin)
- Churrasco (meats grilled over an open fire)

### Peru

- Lomo Saltado (stir-fried beef with chilies)
- Huancaína Sauce (spicy cheese sauce)
- Leche de Tigre (citrus based marinade for ceviche)

### Jamaica

- Jerk (meat seasoning/ marinade that includes chilies, allspice and thyme)
- Sorrel (hibiscus, often enjoyed in a drink)
- Curry (made with scotch bonnet peppers)

## TREND SPOTTED



**+38%**

**4-year growth of Jamaican Jerk on menus.**

*US Menus, 2024 Datassential*

**JAMAICAN JERK TURKEY SUB @ FIREHOUSE SUBS** smoked turkey breast, pepper jack, lettuce, tomato, onion, mayo, sweet mustard sauce, and caribbean seasoning.



**WINTER CAIPIRINHA @ BARTACO**

Cachaça 51 + pomegranate + limes + sugar.

*LTO, Feb 2024*



**NY Times Cooking**

**LOMO SALTADO RECIPE FROM NY TIMES COOKING**

“Lomo saltado might be the most well-known and beloved example of Chifa cuisine, a hybrid of Peruvian and Chinese culinary traditions.”

*By Christian Reynoso, July 2024*

# THE TAKEAWAYS

Delivering ‘tropical vibes’ in your innovations can satisfy consumers’ need for an ‘everyday escape’. Take their taste buds on a paradise adventure fueled by warm-weather flavors in sweet and savory applications. Not sure where to start? Allow us to navigate the voyage by exploring the flavors of tropical fruits and chilies. Or allow our culinary team to share authentic and fusion profiles from cuisines close to the equator to inspire your innovation.

## 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 this consumer trend.

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.



### FROM OUR CHEFS:

#### **BANANA GUAVA COCONUT BREAD PUDDING**

Tender brioche absorbs a rich, flavorful coconut milk custard full of tropical flare – including warming spices and both banana and vanilla extracts. Sliced bananas join the soak before dollops of sweet, concentrated guava paste dot the top ... soon to be melted and turn sticky-sweet in the oven. Served with a warm guava caramel sauce. [Click here](#) for the recipe.

**Hungry for more? Click to check out all of the ‘Tropical Vibes’ recipes.**



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