

# Sweet Heat for Frozen Treats

Heat in ice cream is a hot topic! The blend of sweet and spicy (known as 'swicy') is growing and the media is taking note as consumers gravitate towards profiles that are the best of both worlds. Frozen treats with an added heat dimension invite trial and create buzz. Check out inspiration for your next innovative product.



76%

of frozen novelty and ice cream consumers agree trying unique flavors is a fun experience.\*

\*Mintel Ice Cream & Frozen Novelties US 2024 Report,

59%

of millennials want to see more spicy and sweet flavors for frozen desserts.\*\*

\*\*Proprietary McCormick Flavor Solutions Sweet Cravings Study, '24

'Swicy' treats are heating up as the summer's surprising big food trend: 'This isn't a fad!'

*New York Post, June 3, 2024*

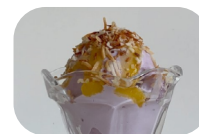
## SCOOP SHOP INSPIRATION



**Jeni's Fly By Jing (Jeni's, Columbus, OH):** Sichuan Chili Crisp ice cream topping that adds tingly heat to any ice cream scoop. July '24  
jenis.com



**Devil's Breath Carolina Reaper Pepper Ice Cream (The Ice Cream Store: Rehoboth Beach, DE):** Vanilla-based ice cream mixed with cinnamon and pepper mash. Requires a waiver. July '24  
rehobothbeachicecream.com/



**Horoscoop Leo (Cloud City Ice Cream: Portland, OR):** Royal purple ube base with a drizzle of spicy mango sauce and a sprinkle of toasted coconut flakes. Aug '24  
instagram.com/cloudcityicecream

## FROM THE FREEZER CASE



**Marco's: Aztec Chocolate**  
Chocolate ice cream base with cinnamon and spicy chilies. March '24



**Bomb Pop Extremes: Fire Cherry**  
Starts with a punch of fiery heat, then gradually cools off for a sweet and fruity cherry finish. April '24



**Tajin Lime Flavored Sorbet with Chili Lime Seasoning**  
Aug '24

## FROM OUR BENCH



"Adventurous eaters are always on the hunt for thrilling flavor combinations and what could be more thrilling than a delicious piece of sweet fruit covered in spicy, peppery heat! That was the inspiration for the **Hot Honey Mango Sorbet** I crafted with mango and hot honey flavors."

-Rob Bowen, Sr Scientist

Other Culinary inspired **SWEET HEAT** frozen dessert flavor ideas:

- Pineapple Jalapeno
- Hot & Spicy Chocolate
- Spicy Cayenne Apple Butter
- Chili Lime Margarita
- Hot Cinnamon Coffee Cake