

VOICE OF THE EXPERT:

# WHAT'S THE HYPE ON HEAT?

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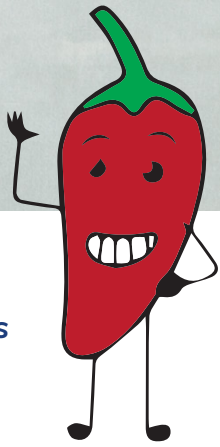
Tastes are evolving as consumers become more adventurous with trying different interpretations of spicy foods. This creates opportunities to deliver the experience of heat to a variety of applications. Since spicy can be complex and personal, there are several ways to tailor a spicy profile for your specific brand or target audience.

Consumers are eager to explore various types of chilies and their nuanced flavor. There is recognition that beyond heat, chilies can also deliver sour, sweet, smoky – and sometimes even fruity elements. Also, with heat appearing in unexpected places like sweet and drinks, it is being balanced and contrasted with other flavors—sweet, sour, and creamy/cool to create multi-sensorial taste experiences. Consider these types of profiles for your innovation!

**"I LOVE SPICY (HOT) FOOD"**  
% that agree\*...

<b>68%</b>	Gen Z	<b>57%</b>	Gen X
<b>63%</b>	Millennials	<b>50%</b>	Baby Boomers

**“SPICY HAS LONG BEEN A PART OF MEALS AND SNACKING, BUT CONSUMERS HAVE GOTTEN MORE ADVENTUROUS AND EXPERIMENTAL.”**



**Allow your consumers to experience heat and all its complexity! Here are some of my favorite profiles that deliver heat:**



**EXPLORING THE NUANCES OF CHILIES**

- Carolina Reaper (Extreme Heat, Citrus)
- Hatch Green Chili (Earthy, Green, Heat)
- Chipotle (Smoky, Hot)
- Aji Amarillo (Fruity, Hot)

**HEAT + SWEET (SWICY)**

- Hot Honey
- Pineapple Habanero
- Maple Black Pepper
- Spicy Caramel
- Spiced Ginger Apple
- Sweet Corn & Serrano



**HEAT + SOUR**

- Poblano Lime
- Chamoy (Chili, Lime, Apricot)
- Spicy Margarita
- Ginger Mandarin



**HEAT + CREAMY/COOL**

- Thai Chili Coconut
- Hot Buffalo & Blue Cheese
- Cheddar Horseradish
- Jalapeno, Cucumber, & Dill

**Ready to deliver a heat experience to your innovation?**  
Reach out to discuss or request a flavor sample.

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