

FLAVOR SPOTLIGHT:

THAI CURRY

 Flavor solutions

To deliver authentic, global flavor to your innovation, consider exploring Thai curries as they showcase the best of Thai cuisine—complex, harmonious layers of heat, sweet, and umami, plus offer vibrant hues. Thai cooks use three main kinds of curry paste. Yellow is the mildest, colored by cumin, while red is spicier, consisting of red chilies. Green Curry Paste, made with green chilies and lemongrass, is perfect for soups, stir fries or curried dishes. And while these curries are best known for adding flavor and fragrance to Thai dishes, like pad Thai noodles and satays, they can be used for so much more, including dips and fusion sauces.

FLAVOR SPOTTED



**CALBEE Thai Red Curry
Flavored Potato Chips**

Canada, Feb 2025



**TRADER JOE'S Roti
With Thai Red Curry**

U.S., Feb 2025

BUFFALO WILD WINGS

Thai Curry Sauce

Available as a side sauce
or bottled to-go.



FROM OUR EXPERTS



“ There are different varieties of curry around the world, even within the same cuisine. We crafted three culinary bases to showcase the rich, complex curries of Thailand. Each is comprised of chilies, garlic, shallots, lemongrass, galangal, and other unique ingredients. Authentic dishes like Thai beef panang, vegetarian Thai yellow curry and chicken massaman can be developed. Also use to deliver a fusion of Thai flavor to applications like soups, dressings, dips and more. ”

Ron Taylor, Principal Research Chef

Thai Curry is at the PROLIFERATION stage of the Menu Adoption Cycle. Meeting mainstream appeal, it can be found at casual restaurants, QSR chains, and mainline grocers.

Datassential



Contact us or [click](#) to request a **FREE THAI CURRY** flavor or culinary base sample.