

# FOREFRONT

IN THE MIX  
ON THE PULSE

PAGE 1 of 12

## TURN UP THE HEAT

HOT & SPICY FLAVOUR RANGE FOR SAUCES  
FROM NUTRICOL

SOURCE: PAUL ANDRESS, NUTRICOL LTD





## 80% OF CONSUMERS ENJOY HOT AND SPICY FOODS

THE FREQUENCY OF CONSUMPTION AND HEAT LEVELS OF HOT AND SPICY FOODS CONTINUES TO RISE.

- While choosing restaurants for hot and spicy options still ranks high, 6 out of 10 consumers now prepare hot and spicy meals when dining in
- Jalapeno, cayenne and chipotle were among the preferred pepper sources; habanero, poblano and peri peri peppers have also risen in popularity in Europe as evidenced by the rise of new product developments with these peppers in packaged foods (Innova Market Insights 2015)

# VARIETY IS THE SPICE OF LIFE

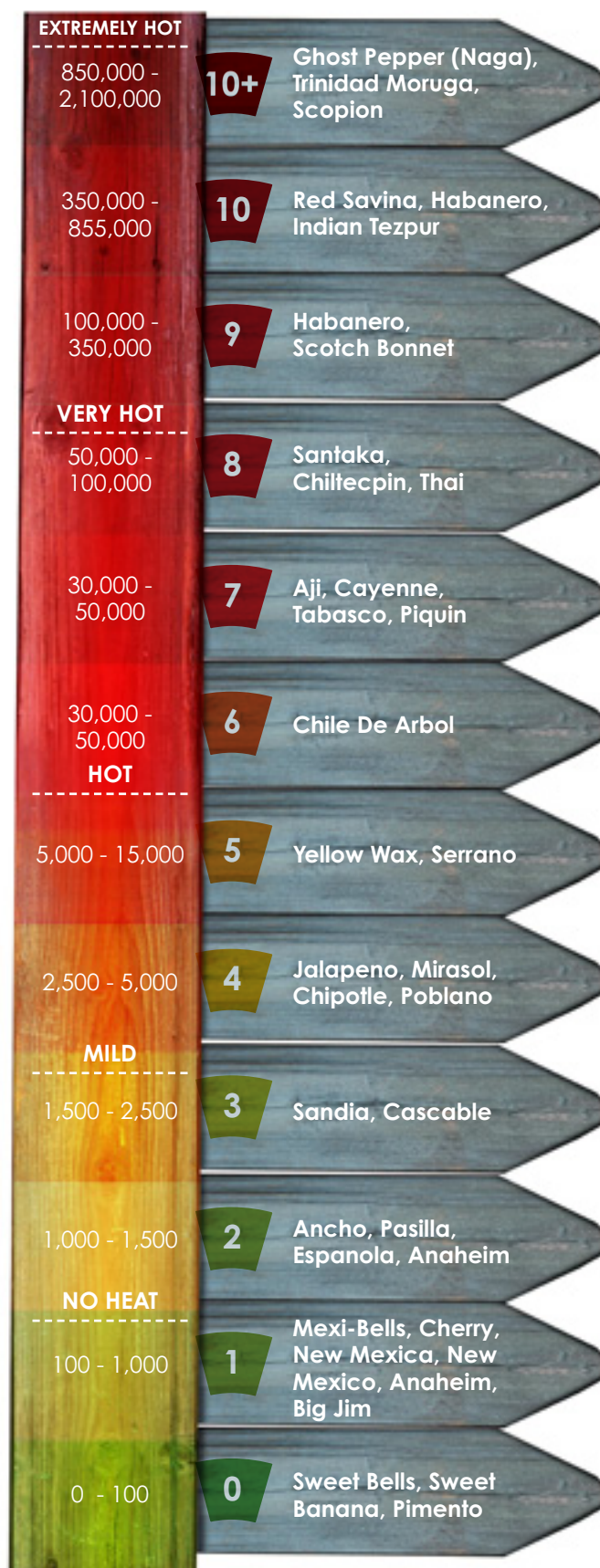
HOT AND SPICY FLAVOUR TRENDS

**THERE IS NOT ONLY A CONTINUED, STRONG CONSUMER DEMAND TO INCLUDE HOT AND SPICY FOODS AS SOME PART OF THEIR MENU PLAN, BUT A DESIRE TO EXPERIENCE HEAT LEVELS IN A VARIETY OF NEW WAYS.**

There is not only a continued, strong consumer demand to include hot and spicy foods as some part of their menu plan, but a desire to experience heat levels in a variety of new ways.

- The intensity of hot sauces and condiments keeps moving up, based on the evolution of chili heat and the heat spectrum
- Next to Tabasco and sriracha, more exotic peppers come into the spotlight for sauces, and condiments, e.g. shishito peppers, roasted Hatch peppers or Thai fingershots
- Innova data shows that the fastest growing chili peppers in EU new product launches are poblano chili, Peri Peri, habanero, espelette, chipotle and jalapeno peppers

## The scoville scale





## “SRIRACHA MANIA”

Sriracha (a South East Asian hot chilli sauce) has become the “it” ingredient among spicy menu items and products such as sauces, dips and snacks. The craze over Sriracha reached new heights, when fans of the hot sauce were in a panic because the supply of Sriracha was limited due to food safety regulations.



**Sriracha Flavoured Popcorn & Chips**  
(Popcorn Indiana; Kettle Brand; Lay's)



**Original Sriracha Varieties**  
(Flying Goose Brand)



**UV Sriracha Vodka**  
(Phillips Distilling Company)



# Market Data – Top Flavours 2010-2015

SOURCE: MINTEL GNPD

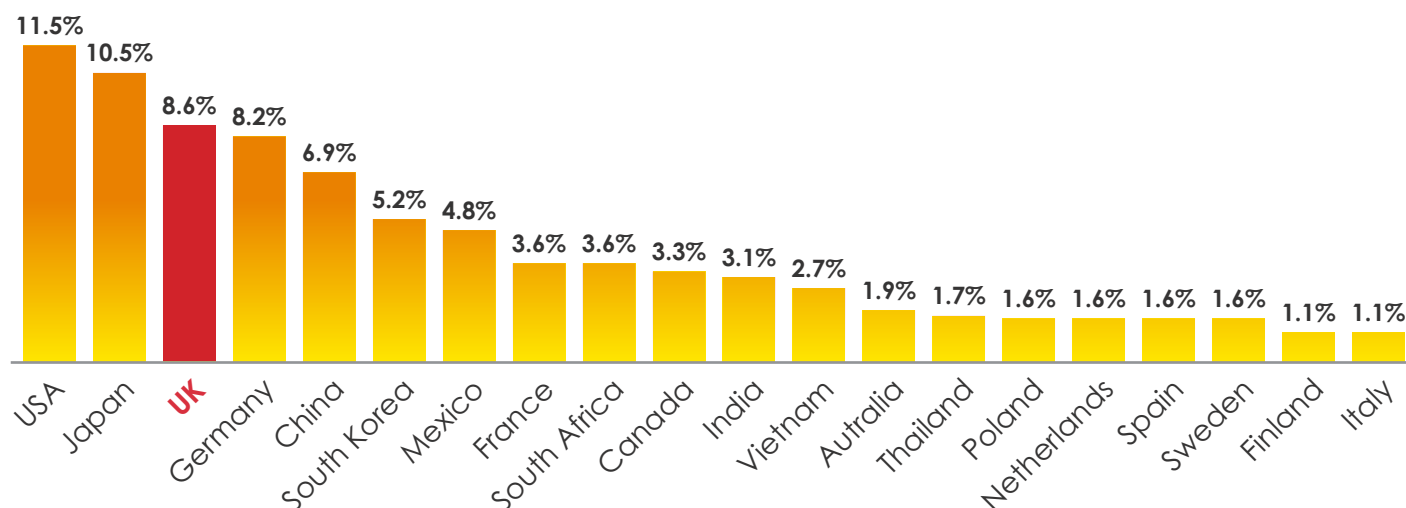
## New Product Developments for hot Sauces & Condiments



# Market Data – Top Countries 2010-2015

NEW PRODUCT DEVELOPMENTS FOR HOT SAUCES & CONDIMENTS

Top Countries  
Europe: UK,  
Germany,  
France, Poland





## MARKET INSIGHT

### GLOBAL PLAYERS

#### 2 Market Leaders in Hot Sauces: Heinz & TABASCO®

The new Heinz Ketchup blended with Sriracha flavour combines the classic taste of its ketchup with the added kick from spicy chile pepper and garlic flavours – also available: a new line of chili sauces from slightly spicy to extra hot. Heinz, global.

The TABASCO® Family of Flavors® includes seven unique and distinct flavours – with all the varieties of deliciousness from mild to wild. Tabasco, USA.



Considered putting this in the Sriracha page as requested but it would leave this page quite bear.

## MARKET INSIGHT

### HOT & SPICY VARIETIES

Great as a dipping sauce, a marinade, a cooking ingredient or as a delicious table sauce, Encona offers a range of 12 delicious sauces.

In addition to Caribbean favourites, consumers can now enjoy a variety of flavours from across the globe such as Indian Sweet Mango Chilli, Thai Chilli and Garlic, African Peri Peri, Texan Chilli BBQ and Louisiana Cajun Hot Sauce. Encona, UK.

Frank's RedHot is said to be the only hot sauce with a perfect blend of flavour and heat. The range consists of varieties such as Indian style Rajili, Buffalo Wings, Xtra Hot, Sweet Chili, Chili & Lime and Sriracha. Reckitt Benckiser, USA.



#### Hot Sauce extensions...

It's important to get the message across of an idea to add an extension product to their current hot sauce, like Franks Heinz, Encona clearly do. Most sauce customers will have a hot sauce, which will be selling well (AAK Foods v hot chilli sauce is their best seller).



## MENU INSIGHT

\*SOURCE: MINTEL'S BURGER AND CHICKEN RESTAURANTS – UK, AUGUST 2013

**Spicy flavours and seasonings have been a key menu trend across the 2014/15 period with huge growth opportunities for the upcoming years...**

>> Customising the heat intensity: 54% of UK fast food users state that they would be likely to order dishes with a choice of spice/heat levels (e. g. mild, medium, spicy, very spicy) in fast food outlets.\* <<







## TURN UP THE HEAT...

BELL'S HOT & SPICY FLAVOUR RANGE FOR SAUCES

**Discover Bell's unique and delicious flavour creations for sauces like ketchup, mayonnaise or salad-dressing and experience spicy moments of indulgence...**

- Consistent quality and intense flavours that can be used as top notes and for refining your product
- Heat intensity can be adjusted individually
- Aromatic tastes inspired by classic flavour directions and ethnic flavour trends – from mild and spicy to hot and fiery...
- Bullet about gluten free and other allergen flavours available

## BELL' S HOT & SPICY FLAVOUR RANGE FOR SAUCES

### SWEET CHILI FLAVOUR

A mixture of sweet and spicy – this blend is characterised by sweet notes of paprika and a tiny hint of hot chili.

**0496677** Sweet Chili Flavour

**Dosage:** 400g: 100 kg (Ketchup)  
600g: 100 kg (Mayonnaise)

**Declaration:** Natural Chili Flavouring with other natural Flavourings, halal conform



### CURRY MADRAS FLAVOUR

Various herbs, combined with exotic spices and a slightly hot note create an ethnic flair within any sauce product.

**0496823** Curry Madras Flavour, ws.

**Dosage:** 200g: 100 kg (Ketchup)  
200g: 100 kg (Mayonnaise)

**Declaration:** Natural Flavouring, halal conform



### HARISSA FLAVOUR

Due to it's strong piquant flavour, delivered from coriander, ginger and chili, harissa is ideally suited for rounding off any type of sauce.

**0496900** Harissa Flavour, os.

**Dosage:** 250g: 100 kg (Ketchup)  
150g: 100 kg (Mayonnaise)

**Declaration:** Natural Flavouring, halal conform



## BELL' S HOT & SPICY FLAVOUR RANGE FOR SAUCES

### LEMON & PEPPER

Zesty lemon meets spicy pepper:  
a pure delight!

**5280026** Lemon Flavour

**Dosage:** 10g: 100 kg (Ketchup)  
20g: 100 kg (Mayonnaise)

**Declaration:** Natural Lemon Flavouring with other  
natural Flavourings, halal conform

**0490571** Pepper Flavour, os.

**Dosage:** 500g: 100 kg (Ketchup)  
800g: 100 kg (Mayonnaise)

**Declaration:** Natural Pepper Flavouring with other  
natural Flavourings, halal conform



---

### CHILI & LIME FLAVOUR

The aromatic touch of slightly hot chili paired  
with the characteristic fruity and citrus-like notes  
of lime are an extraordinary taste experience.

**0497458** Chili & Lime Flavour

**Dosage:** 300g: 100 kg (Ketchup)  
600g: 100 kg (Mayonnaise)

**Declaration:** Natural Flavouring, halal conform



## BELL' S HOT & SPICY FLAVOUR RANGE FOR SAUCES

### SRIRACHA FLAVOUR

This flavour creation spices up every kind of sauce with the ultimate taste of tabasco – hot, spicy and with a hint of paprika.

**4500114** Sriracha Flavour

**Dosage:** 200g: 100 kg (Ketchup)  
400g: 100 kg (Mayonnaise)

**Declaration:** Natural Chili Flavouring with other natural Flavourings, halal conform



### CHILI, TYPE TABASCO FLAVOUR

This flavour creation spices up every kind of sauce with the ultimate taste of tabasco – hot, spicy and with a hint of paprika.

**0497595** Chili, Type Tabasco Flavour

**Dosage:** 50g: 100 kg (Ketchup)  
40g: 100 kg (Mayonnaise)

**Declaration:** Natural Flavouring, halal conform



### GET IN TOUCH:

T: 01787 478 855 M: 07771 630 486

#### Nutricol Ltd

7-8 Atlas Works, Foundry Lane, Earls Colne,  
Colchester, Essex CO6 2TE