



Spicy & 'Swicy' Chilli

Spicy flavour profiles, while hardly a new thing, are experiencing a definite moment in the culinary spotlight right now. Our taste for global cuisines such as Korean, Indian and Mexican have opened the door to more nuance and experimentation when it comes to spicy foods. Superhot chilli peppers such as Ghost Peppers, Scorpion Peppers and the Carolina Reaper are becoming more mainstream, driven by growing consumer interest in extreme sensory experiences.

Since 2023, we've seen the rise of 'swicy' food - a portmanteau that combines sweet and spicy. Swicy food is garnering attention from foodies around the globe right now, and restaurants and brands alike are jumping on the bandwagon.

- Sweet & spicy pairings on menus are up 38% from 2022. (Lionel Hitchen, 2024)
- 48% of US consumers have tried sweets with chilli. (Mintel, 2024)
- Chilli flavours are most commonly seen in sauces, seasonings and snacks in Australia. (Mintel, 2024)
- The popularity of Korean cuisine has helped the growth of 'swicy' flavour profiles. (The Food People, 2023)

On the Shelves



Cartel Food, Poblano Pulled Pork Enchilada Bake. Pork braised with poblano chillies with a medium spice level. (NZ)



Coca-Cola Spiced, the first new permanent offering to the North American portfolio in over 3 years. (USA)



Pringles, Sizzlin' Chipotle Sour Cream Flavour Potato Crisps. Said to be the perfect 'smoky-sweet savoury flavour'. (AU)



Community Gardens, The Detroit Ghost Pepper Hot Sauce. Thick, smoky and sweet hot sauce with the punch of habanero and ghost peppers. (AU)



On the Menu



The famous gochujang (spicy Korean chilli paste) caramel cookies from NY Times columnist Eric Kim which went viral in 2023. (USA)



Hot honey and spicy nduja pizza for a double hit of heat, from Orto in Belfast. (Ireland)



Starbucks is launching three new Spicy Lemonade Refreshers in dragonfruit, pineapple and strawberry flavours. It has also launched a spicy cold foam. (USA)



Shake Shack's new 'Swicy Selection' Menu launched in early 2024. It includes a bulgogi beef inspired burger, Korean BBQ spice fries and a gochujang-glazed sandwich. (USA)

Many of the highest trending cuisines for Australia and New Zealand are well suited to the use of chilli - Middle Eastern, American, Mexican, Korean and Japanese for example.

Consumers are certainly interested in spicy and 'swicy' items - whether it's while dining out or at home. With ANZ being one of the top markets for NPD using chilli flavours (2021-2023), now is a great time to freshen up your products with a spicy twist. Some of the trendiest chilli variants right now include the Poblano chilli, the Guajillo chilli and the Habanero chilli. Use one of these flavours with a well-loved savoury or sweet flavour for the ultimate combo!



HW Hawkins Watts Offerings

- ✓ Various chilli oleoresins and flavours, including chipotle, jalapeno, guajillo, habanero and more!
- ✓ Complementary Flavours and Colours
- ✓ Yeast Extracts
- ✓ Hydrocolloid Solutions
- ✓ Health & Nutrition Ingredients

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