

Did you Know?



Hot & Spicy flavors are growing in sales in about every category within retail products

FOODSERVICE

Spicy foods are becoming more popular at all mealtimes including Breakfast, Lunch & Dinner

Spicy Ethnic flavors have grown significantly in COP protein dishes:

Beef: Szechuan has grown 6%

Chicken: Curry has grown 14%

Pork: Szechuan +4.3%;

Mustard +4.2%

Pizza menus have seen almost double digit growth in spicy ingredients

Hot Sauces have grown on menus 83% between 2013 & 2017.

RETAIL

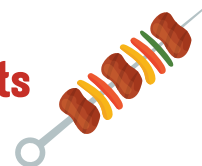
Spicy flavors have become more popular than ever with consumers across all product categories

HOT & SPICY Snack flavors



have grown **14%** since 2017.

HOT & SPICY Protein Products launched



have grown **40%** since 2016.

Within the **rice category**, consumers are increasingly interested in **more bold & spicy flavors**



such as Chinese, Mexican, Thai & Indian.

Hot Sauces have grown 14% since 2016 and is reversing the trend in the stagnant condiment category.



Spicy Romesco Chicken

A full chicken marinated with Griffith Spicy Romesco seasoning and baked. Best served with roasted potato's and grilled onions.



Hot Honey Snacks

Popular in Southern cooking, sweet honey and spicy red chilis are combined on potato chips for the perfect blend of sweet, salty & heat.



Aji Panca Roasted Vegetables

Inspired by Peruvian cuisine, roasted vegetables are seasoned with the slightly spicy yet fruity Aji Panca. Perfect with potatoes, carrots, Zucchini and even Brussel Sprouts



Salsa Serrano Dip

Green Mexican salsa with spicy Serrano peppers, fresh cilantro and other savory ingredients. This dry mix is great for dipping or as a condiment.



Other Concepts available: Contact your sales Rep