

Featuring Cholula

Our bi-monthly spotlight on the flavours making waves in foodservice and hospitality is here! We've explored the latest trends, with expert insights from Lumina Intelligence and The Food People, to help operators bring these red-hot flavours straight into their kitchens.



@karancooks

- Co-founder & Creative Director of the Sri Lankan and South Indian restaurant group, Hoppers (@hopperslondon)
- Author of 'Hoppers: The Cookbook'
- 621K Followers



Featuring Cholula

Packed with carefully selected árbol & piquín peppers, this perfectly balanced hot sauce is a great way to tap into the heat trend.

What's Trending?

AUTHENTICITY

Dishes with a true sense of authenticity are on the rise, with restaurant and pub menus looking beyond typical classifications¹. A switch that's likely in reflection to the increasing popularity of authentic dine-out spots such as the Venezuelan Arepa & Co, the recently opened Scottish café The Shoap and of course Hoppers.

Credit: Hoppers, 2024



ASIAN

Operators are seeking innovative dishes that align with consumer trends towards Asian-inspired, healthy, and exciting options¹. Asian cuisine and spicy food are currently leading the food-to-go trends², with Sri Lankan dishes being particularly "hot" for 2024¹.



CULTURAL FUSION

Whilst authenticity remains key, we are also seeing a reinvention of regional-traditional cooking, with ingredient combinations paying homage to diverse cultural backgrounds, whilst elevating flavour profiles.



SRI LANKAN

Sri Lankan cuisine has surged in popularity, with Hoppers leading the trend. Now with three locations, Hoppers showcases a range of traditional dishes such as Kottu and Prawn Kari. Hoppers' growth, and emergence of other Sri Lankan restaurants like Kolamba, reflect the consumer demand for the unique flavours of Sri Lanka.



TAMARIND

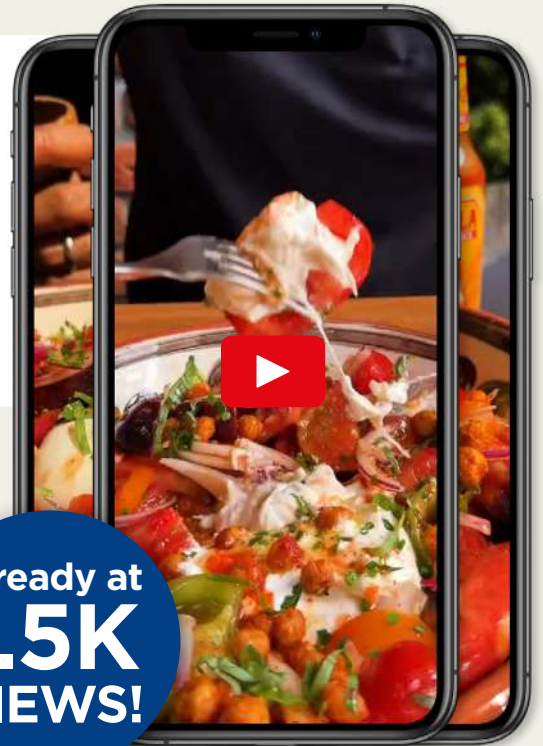
These trends align perfectly with our 2024 Flavour of the Year: Tamarind. Also spotted by Diageo as a key trend, Tamarind and similar flavours are driving tropical-based food experiences, delivering bursts of flavour³. Stand-out flavours and ingredients like Tamarind are revolutionising menus with its acidic, tangy-sweet flavour.

VERSAILITY OF TAMARIND

The Food People highlight Tamarind's versatility in global cuisines, delivering a sour kick to stews, dips, and dressings⁴. Paired with chilli and umami, it brings a bold twist to traditional dishes, while enhancing glazes and dressings with flavourful complexity. Chefs are using Tamarind to balance sweetness, cut through smoke, and add depth to savoury dishes - making it a key player in the growing sour flavour trend.



Karan Gokani brings this trend to life with bold, non-traditional recipes featuring Tamarind. Discover his 'spiked' Tamarind dressing, made with Cholula Hot Sauce, tamarind pulp, and a zesty blend of spices.



Already at
1.5K
VIEWS!

“ This recipe is inspired by chaats from India. These are common street side snacks packed with flavour, texture, and spice. There's a yoghurt chaat that's made with tamarind chutney, herbs, crisps, and onions. I tried to distil these flavours into a more accessible western dish. This fresh tomato and burrata salad gets a tangy smokiness from tamarind and a kick from some Cholula hot sauce - a perfect combination. - Karan. ”

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IN THE WORLD*

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Available in a variety of flavours in front and back of house formats, for the perfect customisation choice



*Source Euromonitor International Limited; based on custom research conducted August 2023 for value sales in 2022 through all retail channels. Mexican hot sauce defined as spicy table sauce/condiment that are manufactured in Mexico. ¹Lumina, Trends-to-watch, December 2023. ²Lumina, Food-to-go: A future focus, March 2024. ³Diageo, Flavour Forecast, June 2024. ⁴The Food People, Food-to-go trends, 2024.