

Featuring Cholula Hot Sauce

Our bi-monthly run-down of trending flavours and styles making waves in foodservice and hospitality. We've examined the latest insight from our friends at Lumina Intelligence and The Food People to give operators a tangible understanding of how to translate these trends into real life.



@ArtustBBQ

- Bonafide BBQ enthusiast
- Reviewer & Content Creator
- 12.3K Views
- 22K Followers



Featuring Cholula

"The hot sauce of choice this summer"

What's Trending?

CUSTOMISATION

Pub and bar operators are currently embracing the customisation trend*, offering add-on sauces, seasonings, and toppings for tailor-made offerings that cater to individual tastes and dietary needs.



HOW TO CUSTOMISE

The options are endless! With a variety of sauces and seasonings on offer, operators can enhance menus by including add-ons that enable consumers to select their favourite toppings or choose their ideal spice level and flavour.

HEALTHY

With top food-to-go trends highlighting vegan, healthier eating, and high-protein dishes, the customisation trend meets growing consumer demand for healthier options while also providing a unique dining experience.



CONVENIENCE

Convenience is key! With QSR holding the top share of dinner occasions at 48.7%***, operators are focusing on easy-to-prepare dishes perfect for grab-and-go consumers



HIGH QUALITY

Consumers are increasingly quality conscious, and with 73% of consumers willing to pay more for higher quality**, operators can use brand loyalty to increase price points.

VALUE FOR MONEY

Kebab dishes featuring meats like steak are becoming increasingly popular. They're convenient, customisable, and can feel gourmet, making them an ideal choice, especially as they align with the growing consumer need for 'value for money' and 'cheap and cheerful' dining options.



We challenged BBQ buff @ArtustBBQ to bring these trends to life, hitting the brief head on with his Cholula Peri-Peri chicken & Grill Mates Montreal Steak skewers with pub menus in mind.



“When it comes to customisable dishes, skewers are the perfect way to go! Great as a starter or scaled up for a main, you can get creative with seasonings and sauces to create something different every time. They are a brilliant addition to menus as they're quick to cook, cost effective and versatile.”



#1 Mexican Hot Sauce IN THE WORLD*

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



PROFIT IN EVERY POT

Approx. **£570** PROFIT per jar^^

Spice up your menu options with simple menu upsells:

*Lumina, Trends-to-watch, December 2023 **Lumina, Food-to-go: A future focus, March 2024 ^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. ^^Survey conducted across 1,079 UK consumers to understand how much more they would be willing to pay for dish with the seasoning, vs the equivalent without the McCormick product. Calculations based on set recipe, and average wholesaler selling prices as on 20/07/2023.



@McCormickForChefsUK