

Featuring Schwartz Sriracha Seasoning

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.



Jesse Jenkins aka @adip_food

- New star on the London food scene
- Cinematic cooking videos
- Total of nearly 70 million views on TikTok and Instagram

“Described by Jamie Oliver as one to watch in 2024!”



Featuring:

Schwartz Sriracha

A flavoursome, tangy blend of red bell and cayenne peppers, paprika, and garlic.

What's Trending?

COMPLEX HEAT

The growing consumer demand for global cuisines and fusion flavours is driving interest in innovative flavour combinations in condiments that offer up a new and more complex heat flavour profile.



NAMED CHILLIS

Specialty varieties like Scorpion, Guajillo or Hungarian Goathorn Peppers are found fresh, whole, ground or pickled in menus from emerging players, while a new wave of botana sauces and chilli oils are popping up in discerning condiment aisles nationwide^^.

DIFFERENT DAY PARTS

Complex heat continues its evolution with global peppers taking off in the most curious of places including sushi, desserts and more.



HOT AND SOUR

Ferments, pickles, and vinegars go mainstream, with 'Spiced' and 'Pickled' among the top growing adjectives on menus!



NATURALLY SOUR

The consumer pull for ferments and naturally sour ingredients is leading chefs to experiment with how they employ sour hits^^. Think sumac, sour cherry, and sea buckthorn.

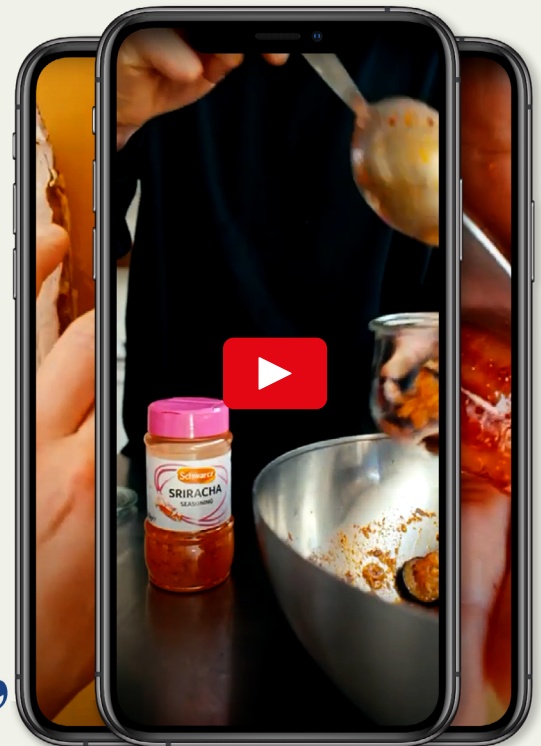


PICKLED EVERYTHING

The well-established trend for pickled cucumbers - most recently in deep fried form - has seen operators using pickle brine for dips, salad dressings and cocktails! Look out for pickled and fermented chillies, watermelon and even elderflower on menus in 2024.



See our real-life example of these trends in action as we turn to influencer chef Jesse Jenkins, who creates a sumptuous, pickled aubergine and pork belly dish.



“I always love the combination of pickled vegetables with fatty meats, it’s a perfect harmony and an easy way to elevate an otherwise simple meal. I’ve seen this style of fried/pickled aubergine in Sri Lankan and Egyptian recipes too. The Schwartz Sriracha Seasoning saves precious time and is seriously delicious with a complex heat.”

SO, WHY SCHWARTZ?

This Sriracha Seasoning is perfect for chefs looking to add a Thai-inspired flavour to their dishes, and taps into many of this quarter’s trends including Global flavours, complex heats, and its flavour works in harmony with pickled ingredients.

CONVENIENT INGREDIENT

3 in 4 chefs look for ingredients that allow them to minimise valuable labour time**

TASTE YOU TRUST

2 in 3 UK chefs look for Schwartz, with quality guaranteed from the #1 Herbs & Spices Company in the world^

PROFIT OPPORTUNITIES

Approx. £260 profit per jar*



* 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; **Chef Herbs, Spices & Seasonings Survey - Conducted by McCormick via Toluna on 127 UK-based chefs, August, 2023. ^Source Euromonitor International Limited, Herbs and Spices retail value sales. For more info visit <https://mccormick.widen.net/s/fppv7psxb/claims> ^^The Food People December 2023