

FLAVOR SPOTLIGHT:

SWEET CHILI

Combinations of sweet and spicy or swicy flavors are heating up menus and product launches. An original swicy profile, sweet chili can add a bright, bold surprise to any taste experience. Traditionally found as sauce in Thai and Vietnamese cuisine, it blends red chili peppers, garlic, vinegar, and sugar to create a thick dip. As the demand for swicy flavors grow, sweet chili is going beyond condiment status and popping up in unexpected places.

TREND SIGNALS

+5%

12-month growth of Sweet Chili
Sauce on U.S. menus.

Datassential, U.S. Chains & Independents, 2024

26k

Total social media mentions
of sweet chili sauce

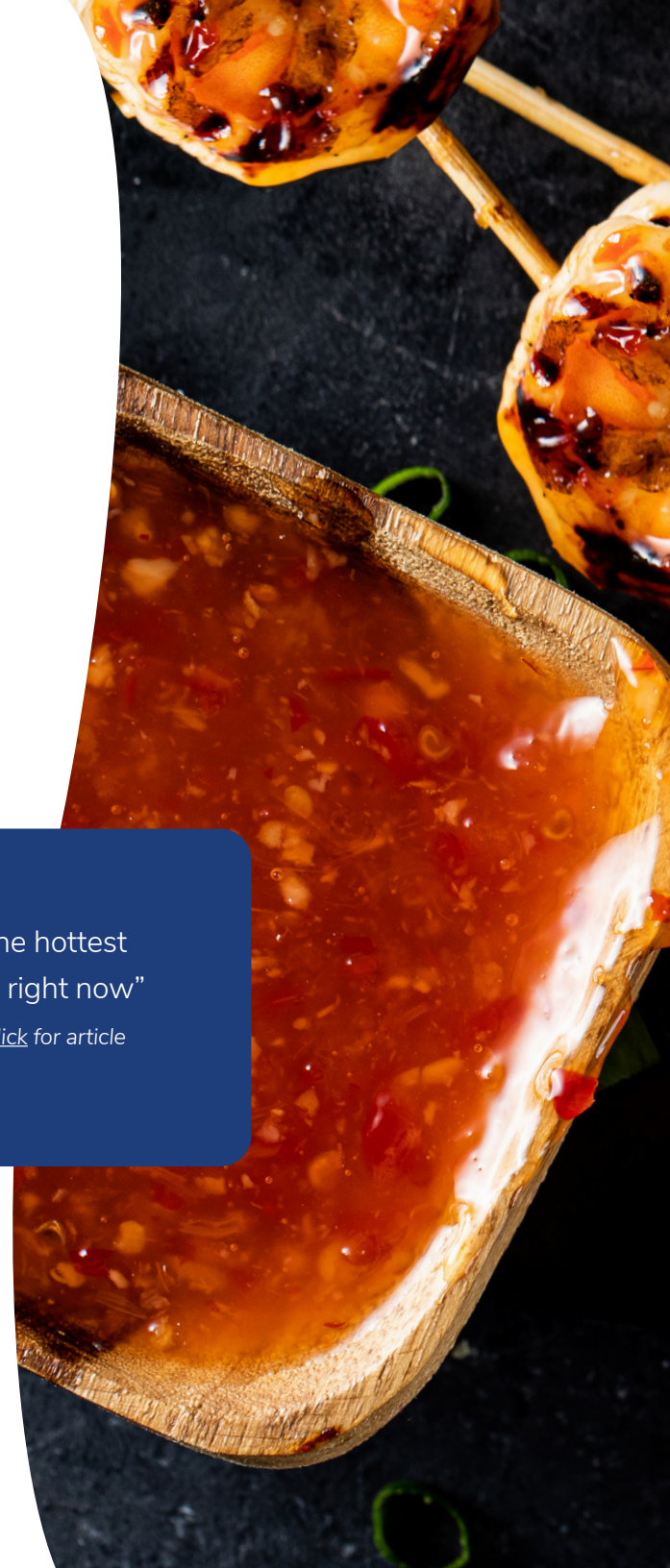
5.23.23-6.25.24, BrandWatch, U.S., English

“Swicy is the hottest
trend in food right now”

CNN 6.6.24. [Click for article](#)

“Inspired by the Thai sauce, I created a sweet chili flavor that is sweet, phenolic, and acidic with a green chili profile delivering mild heat. It would work very well in a curry or a ramen type noodle dish application!”

Andy Mohar, Principal Flavorist



SWEET CHILI

ON THE MENU

Sweet Chili Sauce can be found on **5.4%** of U.S. menus, most often featured with fried shrimp, wings and wontons. It can also be found as a pizza sauce. It has grown **+10%** on menus between '20-'24.

Datassential, US Chains & Independents



Round Table's Maui Zauï™ With Ham Pan Pizza is made with ham, crisp bacon, pineapple, red and green onions, and **polynesian sweet chili sauce**.
Photo: roundtablepizza.com



Velvet Taco's (Fast Casual) **Sweet Chile Shrimp Taco** is made with **sweet chile shrimp**, panko fried shrimp, **sweet chile sauce**, kimchee slaw, sriracha aioli, carrots, green onion, flour tortilla.
Photo: velvettaco.com



"Add the **perfect blend of heat and sweet** to your next lunch or dinner at Tims: **Sweet Chili Chicken** is the latest Loaded Wrap and Loaded Bowl flavour." Tim Hortons, 2.12.24
Photo: CNW Group/Tim Hortons

ON THE SHELF

61 product launches with 'Sweet Chili' in the title or as ingredient between '23-June '24.

Innova, US & Canada launches



PURE PROTEIN Popped Crisps with Sweet Chili Flavor
U.S. Feb 2024
Photo: pureprotein.com



BLUE DRAGON Mango Sweet Chili Sweet Chili Sauce
Canada, Feb 2024



EAT MEATI Sweet Chili Jerky
U.S., Feb 2024
Photo: meati.com

Snacks were the top launch category with a sweet chili profile, followed by sauces & seasonings and meat/fish. Sweet chili also appears in launches of spreads, ready meals, bakery items, cheese, and more. Sweet chili can be found paired with flavors such as ginger, carrot, mango, and scallion.

SWEET CHILI

FROM OUR BENCH

“A childhood favorite of mine growing up in Asia was fried cassava chips coated in a sweet chili sauce. It was made with garlic, onion, and different types of chilies. Vinegar and sugar would also be added to the sauce not only for the right flavor balance, but to create the right consistency to coat the chips. To replicate the taste experience from my youth, I created a **sweet chili seasoning to slurry coat cassava chips** as a convenient snack. First you taste sweet and slight tanginess from a vinegar flavor, then layers of heat from the capsicum flavor that builds together with a nice savory and umami background.”

Elaine Chow, Principal Scientist



FROM OUR MIXOLOGIST

For a swicy Thai-inspired blender cocktail, you must try the **Mango and Sweet Chili Chiller**. Featuring sweet mango and a hint of heat from Thai Kitchen® Sweet Red Chili Sauce, it is great for quenching thirst.

Gabby Quintana, Principal Research Chef & Culinary Mixologist



TAKEAWAYS:

As flavor boundaries blur, the combination of sweet and spicy (swicy) is delighting consumers in an array of food and drinks. Rooted in Southeast Asian cuisine, sweet chili is a prominent swicy profile that can be brought to life via seasoning and flavor solutions. If you're looking to deliver a bold, layered taste experience to your consumers, consider sweet chili!

From concept to manufacturing, we're here for you!
Contact us or click to request a **FREE** flavor sample.