

FLAVOR SPOTLIGHT:

GHOST PEPPER

 **Flavor**solutions

Fueled by awareness and curiosity, many consumers seek out extra hot flavors for a “dare you” experience. Ghost pepper, one of the world’s hottest chilies hailing from Northeast India, has a Scoville Heat Unit over 1,000 ... which is very hot! Like the thrill of a haunted house, the ghost pepper delivers frighteningly bold levels of heat, great for spicy seekers. The delicious, biting heat that lingers on the tongue from ghost pepper is great for snacks like tortilla chips and crackers, sauce and meals, and even confectionary!

TREND SIGNALS

U.S. CANADA
+23% +67%

projected growth of GHOST
PEPPER on menus.
Datassential, '24-'28

U.S.
+394%

increase in avg. monthly Ghost Pepper
Seed Google searches, '23-'24.
Google Search Data via BrightEdge

FROM OUR EXPERTS

Ghost Pepper Seasoned Tortilla Chips

To create a snack with frighteningly bold levels of heat and flavor, Luz Ramirez, Sr Scientist, developed a seasoning that captures the taste of the ghost pepper. Ingredients like vinegar, onion and garlic balance out the high heat experience from the intensity of FlavorCap Capsicum.

“Ghost pepper’s flavor is an electrifying blend of intense heat and smoky notes. Its fiery essence, infused with a scorching kick, offers a taste that dances between the blistering spiciness of fresh chili peppers and the deep, smoky undertones. Subtle hints of fruitiness and a touch of earthiness add layers of complexity, creating a unique and thrilling experience that ignites the taste buds.”

Thomas Kountz, Clean Flavor Chemist II

Contact us or [click](#) to request a **FREE GHOST PEPPER** flavor or extract sample.

