

FLAVOR SPOTLIGHT:

GOCHUJANG

McFlavorsolutions

Due to increasing interest in Korean culture (K-pop!) and cuisine, consumers are exploring the fermented heat of gochujang, a Korean pepper paste made from fermented chilies and beans. Often described as having an umami kick from gochugaru, Korean chili flakes, it delivers a sweet and spicy sophisticated flavor that's a staple in Korean cuisine. Gochujang's versatility makes it great in authentic dishes like bulgogi as well as fun fusions like Korean style cheesesteaks or chicken wings!

TREND SIGNALS

U.S. CANADA
+47% +66%
projected growth of
GOCHUJANG on menus.
Datassential, '24-'28

U.S. CANADA
+52% +57%
increase in avg. monthly 'GOCHUJANG
PASTE' Google searches, '23-'24.
Google Search Data via BrightEdge



FROM OUR EXPERTS

Gochujang Base

"As a spicy lover and research chef, I was delighted to create a gochujang culinary base that was commercially available in bulk. I combined already fermented ingredients like soy sauce, black garlic, miso paste and yeast extract with Korean chili flakes to create the iconic fermented notes of gochujang. As a versatile profile, it is a great way to add authentic Korean flavor to sauces, dressings, marinades, rice dishes, soups, or even queso!"

Ron Taylor, Principal Research Chef



Contact us or [click](#) to request a **FREE** GOCHUJANG flavor or culinary base sample.