

SPICY PICKLE

From artisanal varieties featuring exotic flavors to classic dill spears, the marketplace is brimming with diverse pickle offerings. Pickles have surged in popularity, lending their flavor to snacks, dips, and even beverages. There is also a rise of pickle appearing with hot and spicy flavors, introducing consumers to a complex tangy heat. Brands can capitalize on pickles' popularity and the desire for next-level heat with spicy pickle flavor for their innovation.

TREND SIGNALS



Pinterest Predicts 2025: Pickle Fix

"The oh-so-humble gherkin is about to be in absolutely everything. Gen X and Millennials will go all in on pickle cakes, pickle de gallo, pickle fries - and even pickle margaritas."

[Click for full article.](#)

U.S.

+19%

CANADA

+4%

projected growth of spicy pickle on menus.

Datassential Menucast, '24-'28

 Pinterest Predicts 2025

FROM OUR EXPERTS

Spicy Dill Pickle Seasoned Chips

Taking notice that spicy pickle is having a moment, the seasoning team replicated the taste experience in a snack seasoning. To create the puckering sour, briny flavors of a dill pickle, vinegar, dill, garlic, and spices were blended and balanced. Both ground red pepper and capsicum flavor were added for a spicy kick. The result is a fun-for-the-family snack that delights both dill pickle and spicy fans alike!

Spicy Pickle Beverage

For a surprising and differentiating twist to a familiar drink, Izzy Granowicz, Associate Scientist, developed a Lemonade to Spicy Pickle Hydration FlavorFlip™ Beverage. Initially your taste buds are greeted with the sweet-sour flavor of classic lemonade. Then the one-of-a-kind flavor changing technology flips the taste to spicy pickle. The dill pickle flavor leans on the sweeter side which eases the transition. However, the Optify™ heat flavor comes strong resulting in a hot tasting experience.

Contact us or [click](#) to request a **FREE SPICY PICKLE** flavor sample.

