



**All things Chilli**  
Chilli - turn up the heat!



**Seaweed**  
The tide is coming in for this tasty vegetable



**American Influence**  
We still can't get enough from Uncle sam



**Smokin!**  
Why are we going crazy for charred foods?

# FORECAST

Food Trends For Summer 2017 | Knowledge Is Power



## Foreword

We like to keep on trend with emerging flavours and concepts. We evaluate current and past trends and combine them with information from recognised sources to anticipate the next up and coming flavour sensations. This allows us to deliver to you, the customer, the best flavours and ideas for a successful launch.

2016 saw many trends appear on our shelves and in our restaurants. The last couple of years have seen producers and chefs really up their game as consumers look for more.

## Flavour Hits in 2016

More hit flavours inside

**REGIONAL USA**  
**CHARRED | SEAWEED**  
**HALAL | CUBAN**  
**CHILLIES + MORE**

# Recalling the Past | 2015/16

**USA continues to grow.** 2016 saw the growth of slow cooked and pulled joints. Major retailers released lines of American inspired meals.



**Smoked ingredients** were trending last year e.g. smoked garlic and salt to create natural smoked products.

**Chillies**, like the USA trend are on fire and we see no sign of these being put out soon.

**Brazilian** The new flavour of the year that is set to become mainstream. The Rio Olympics this year will provoke interesting authentic new flavours to tantalise the taste buds.

**Gluten free** alternatives are now the norm with product offerings across all categories both in retail and catering.



**Halal** According to the 2011 census figures, there are 2.7 million Muslims in the UK, making up 4.8% of the population this is expected to increase to 5.5M by 2030.



## SOME OF THE KEY INFLUENCES OF LAST YEAR



YOGHURT BARK AN INTERNET SENSATION, ARTISTICALLY MADE AND VIEWED AS A HEALTHY SNACK FOR KIDS.



BLENDED BURGERS, MEAT MIXED WITH MUSHROOMS, TO EXPLORE THE HEALTHY AFFECTS THIS HAS ON CONSUMERS.



ISAAC MCHALE IS MIXING OLD AND NEW TECHNIQUES AT THE CLOVE CLUB IN LONDON. THIS IS PROVING TO BE SOMETHING POPULAR - CHEF DRIVEN FAST-CASUAL RESTAURANTS

## Summer 2017

**American cuisine is still continuing to dominate the UK market and shows no sign of abating anytime soon.**

It is influencing all tiers and styles of Foodservice and Retail and is still the forerunning influence of fast food. American cuisine is finding its own identity as regional differences are highlighted and explored. MacArthur Park's tour of American regional cuisine & BBQ takes a yearlong road trip delving into America's proud food heritage.

In particular Western and Southern regional American dishes are gaining momentum and all different styles of American Barbecue are having an influence globally.



The great **American Tastes** are influencing the rise and expansion of the Artisan Type US burger joints. The gourmet burger phenomenon has been in full swing for some time, and yet the popularity of the burger doesn't appear to be wavering, as burger innovation appears to be limitless, taking on other food trends and continuously evolving to ensure it is at the top of its game. Burgers are embracing consumer choice with build-your-own options and sliders; they are taking on health with bun-less or gluten-free versions as well as leaner proteins, and have embraced the hybrid movement with crazy concoctions.

One restaurant chain that we have witnessed rapid growth is the Five Guys chain which now has 27 restaurants open across the UK. Their ethos is in their ability to offer fast food customized, encouraging the consumer to take ownership of their meal stating "If you were to eat at Five Guys once a day, it would take you 684 years to try all our different burger combinations".



**We combine all of our observations from our FRED database with other market data to predict the latest trends.**

## Key Events



**2017 London wins World Athletics Championship**



**GRILLSTOCK**  
UK best BBQ competition in which teams across the world gather for American style "low & slow" barbecue to be crowned King of the Grill (UK)

Consumers are looking to get involved they want to have a hand in the creation of their food and feel like they have made important choices for their own bodies. From build your own, to interactive menus, the freedom to co-create dishes to their own personal taste makes each individual feel as unique and special as they truly are.

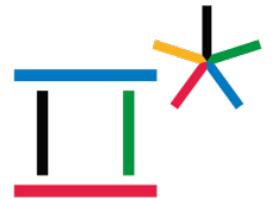
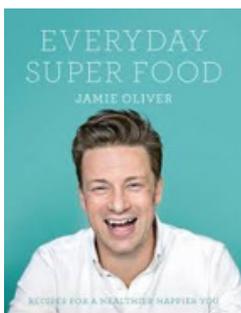
**In Jamie Oliver’s words “Pimp your ride!”**

Dining has become quite literally transparent, as open kitchens have been fully incorporated into the modern restaurant décor by removing barriers allowing the consumer to take part in the action and encouraging communications with the chef.

**Ash & Char no longer just an accident** Chefs are using charred and burnt flavour profiles to elevate their dishes. The deep smoky, charred flavours created by cooking over flame can reinvent even a classic dish. From burnt white chocolate to charred bread, we’re firmly embracing the charred flavour profile and the depth of flavour that it creates. Charcoal drinks are even getting consumers into a frenzy for their apparent health properties.



**Smoke adding an additional dimension to dishes** Smoky flavours are becoming well loved by consumers. They’re making their way into a variety of food and drink, from chocolate to ice, and not forgetting the more traditional meats, fish & cheese. Smoke is popping up in its full variety of forms, from a delicate tea smoke to a deep lingering hickory smoke.



**PyeongChang 2018**



**2018 South Korea Winter Olympics**



**CORNISH SMOKED BACK RIBS**

Kiln-smoked in Cornwall over beech woodchips and served with grilled watermelon, seasoned fries and our Chipotle BBQ beans.

**THE GREAT AMERICAN BARBECUE**



The influence of American Barbecue is still going strong however; it is the barbecuing techniques from around the world that are being showcased, from Robata grills to Tandoori Ovens. Consumers just can’t get enough of the smoked charred flavours and theatrical experience of the barbecue.

**Sofrito**, used as the basis for seasoning in many dishes, consists of onion, green pepper, garlic, oregano, and ground pepper quick-fried in olive oil. The Sofrito is what gives certain foods their distinctive flavour. It is used when cooking black beans, stews, various meat dishes, and tomato-based sauces. Meats and poultry are usually marinated in citrus juices, such as lime or sour orange juices, and then roasted over low heat until the meat is tender and literally falling off the bone. Another common staple to the Cuban diet are root vegetables such as yuca, malanga, and boniato, which are found in most Latin markets. These vegetables are flavored with a marinade, called mojo, which includes hot olive oil, lemon juice, sliced raw onions, garlic, cumin, and a little water.

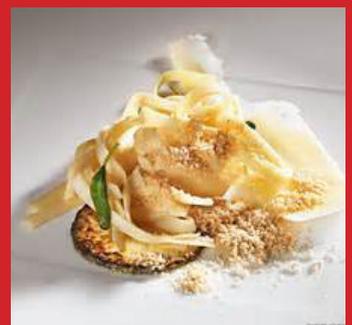


**Brazilian inspired** meal concepts are continuing to launch in our stores; Brazilian cuisine was developed from indigenous European, and African influences. It varies greatly by region, reflecting the country’s mix of native and immigrant populations. The leading chefs in Brazil are pioneering contemporary Brazilian and Amazonian ingredients and dishes, which are influencing chefs around the world. The Brazilian carnival atmosphere will continue with the Olympics, which was being held in Rio de Janeiro this year. Known for its vibrancy, laid back attitude and zest for life, the character of Brazil translates into it’s food, with simple, yet colourful and incredibly tasty dishes and street food. Think succulent steaks, zingy salsa and fruity combinations.

BRAZILIAN CHEF  
**ALEX ATALAAN**  
 INFLUENTIAL AND CREATIVE  
 CHEF MAKING  
 BIG NOISES IN 2017  
 .....



IT’S ALREADY BEEN A BUSY YEAR FOR ALEX ATALAAN: THE BRAZILIAN CHEF — KNOWN FOR HIS USE OF NATIVE BRAZILIAN INGREDIENTS AT HIS RESTAURANT D.O.M., RATED NUMBER NINE ON S.PELLEGRINO’S WORLDS 50 BEST RESTAURANTS.



### Colour me beautiful

Purples and blacks have become trendy colours for food, and will continue to be popping up in different foodstuffs. Purple potatoes are big in Peruvian restaurants such as Mommi in London where you can try their purple potato pancakes for breakfast topped with crispy pork and Ponzu. Purple maize is being used in cereals made by the Native Food Company in Santa Monica in their line called Purely Pinole. There is also purple corn, used in Back to Roots Stoneground Cereal and of course - there are Jackson's Honesy purple heirloom potato chips!



### Off the Bone

Beef bone broth is proving to be a healthy addition that can be added into a variety of foods. It contains 2 important amino acids - proline and glycine in addition to minerals and collagen. Glycine helps detoxification and helps the body produce collagen, helping with healing and the release of growth hormones. Springbone kitchen is selling a \$4 ice lolly made with beef broth, coconut milk, pomegranate juice, raspberry puree and maple sugar. They assure you that you wont taste the beef!

### Healthy Additions

There will continue to be a rise in 'adding in' products to foods due to their 'healthy' benefits. According to Google, Turmeric is the "breakout star" which according to the media helps to cure everything from cancer to depression. Searches for Turmeric have grown by over 300% in the last 5 years. Search data also showed high search levels for Erythritol, Cumin, Ginger, Kefir and Manuka Honey. The most popular search days of the week are Mondays and search numbers slowly decline through the week.



THERE HAS BEEN A GROWING TREND FOR THE SAVOURY DANISH THANKS TO BRITISH CELEBRITY CHEF PAUL HOLLYWOOD INTRODUCING US TO HIS EMMENTAL, MUSHROOM AND ONION FILLED PASTRY.



OPENTABLE.COM HAVE PUBLISHED AN ONLINE DIRECTORY OF THE CULINARY TERMS MOST CONSUMERS DONT UNDERSTAND. THE GUIDE IS TO HELP EDUCATE DINERS AND IS A WORTHY READ TO HELP WHEN NAMING AND DEVELOPING YOUR PRODUCTS. AMONG SOME OF THE SURPRISING TERMS IN THE TOP 25 WERE PIRI PIRI, PAVLOVA, TERRINE AND HARISSA CLEAR EXPLANATION IS KEY ON NEW PRODUCTS.

### Other Trends

Protein consumption is on the increase and has made the transition from niche to mainstream.

Market research firm MMR reporting that 49% of the UK population is “very aware” of the benefits of protein food. Protein is a macronutrient necessary for the proper growth and function of the human body.

The brands are offering “protein enriched” alternatives to try and meet this new trend. Mars have introduced Snickers and Mars bars packed with protein.

Arla Foods has responded to the increasing numbers of consumers seeking protein rich foods and added “Arla Protein Cottage Cheese” to their range.



### Top Trending Flavours for 2017

Gully New Yorker | Blackened Cajun | Jamaican Jerk | Korean BBQ | Smokey Texan BBQ | Katsu Curry | Middle Eastern Spice | Sriracha Smoked Chilli | Sticky Korean Chilli | Smokey Pulled Pork and Maple Cheesy Chorizo | Virginia BBQ | Bourbon BBQ | Zesty Sofrita | Carolina Reaper Devil seasoning.

The above flavour profiles can be adapted to your application, these can also be enhanced by our identified Healthy Ingredients trend; including matcha, seaweed, salt reduction, increased protein and gluten free. Contact your Area Sales Manager to request any samples.

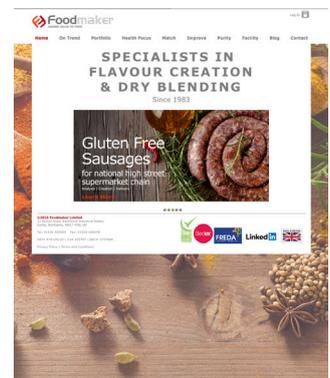


### CEREAL RESTAURANT TO HIT NYC



#### KELLOGGS

To open one of the worlds first cereal restaurants, offering a choice of Kelloggs cereals and the topping of your choice in NYC, sit in and take away options are available with deliveries planned for later in the year. Proving that cereal really is any any time of the day food.



#### FOODMAKER NEW WEBSITE

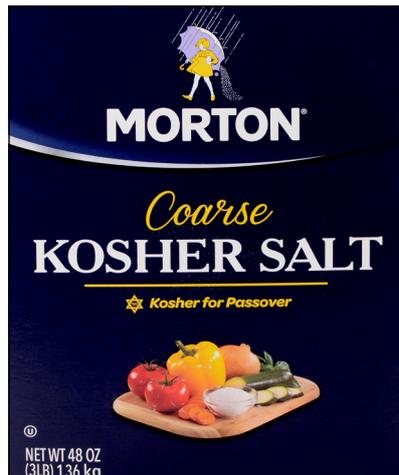
Foodmaker have launched their new modernised website, where we take you though the journey of our production from the fields across the world to the consumers dinner plate.

There is also access to our blog, sample requests, log in feature, on trend flavours of the here & now and healthy ingredients.



According to the 2011 census figures, there are 2.7 million, Muslims in the UK, making up 4.8% of the total population and this is expected to grow to 5.5m by 2030. The census figures also found that 47% of Muslims were third or fourth generation, while 33% are under the age of 15.

Source: Meat Trades Journal



Kosher Salt taking over the US Technically, the word “Kosher” has two different meanings with respect to salt. It can mean either Kosher-certified salt, or kosher-style flake salt. Rather than cubic crystals, kosher salt has a flat plate-like shape and is a larger granular size.

**Asian cuisine** offers heat and diversity of flavor, this trend focuses on flavours from the Philippines and Malaysia. Both of these regions combine spicy with tart and layer a variety of flavours, providing consumers with complex profiles they are looking for. These regions feature ingredients such as coconut, vinegar, fish sauce, turmeric and lemongrass.



**Cuban cuisine** has been influenced by Spanish, French, African, and Portuguese cultures. Traditional Cuban cooking is primarily peasant cuisine that had little concern with measurements, order and timing. A majority of the dishes are sautéed or slow-cooked over a low flame. Most Cuban cooking relies on a few basic spices, such as garlic, cumin, oregano, and bay laurel leaves.

## Around the world



### MATCHA

Seen as the ‘Super’ Tea, matcha is being praised for its impressive health benefits, for speeding up thermogenesis (how quickly the body burns calories) and how it naturally increases energy levels.

Grown in exclusive areas in Japan, it is produced to have all the goodness of green tea but at a much higher level.

Also seen most recently on Great British Bake Off.

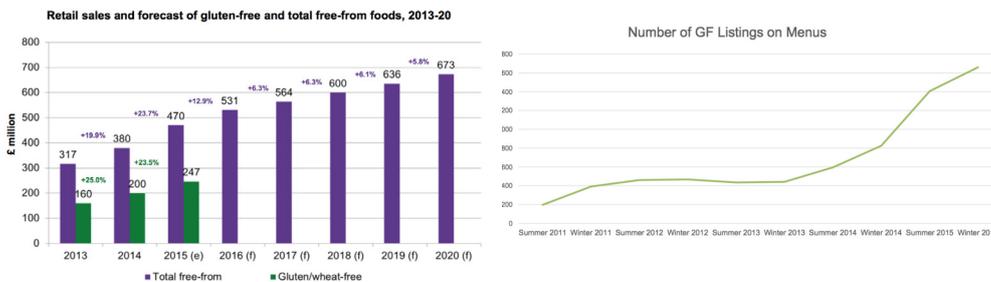
### THE GARLIC CAPITAL OF THE WORLD



It's the Southernmost city in Santa Clara County, California and home of the Gilroy Garlic Festival. This city with a population of just 48,821. McDonalds recently launched their Gilroy Garlic Fries, made to order with a pureed mix of garlic, olive oil, Parmesan cheese, Parsley and salt. These proved so popular they sold out completely in the 4 locations in California used to test them and plans are in place to launch these in all 250 locations in the Bay area.

**Seaweed is one of this years biggest trends in vegetable**, which we are seeing appearing on menus, and being incorporated into products. In the past four years, more than 29,000 products based on algae have been launched in Europe (Source Mintel). Seaweed sales have soared by 147% in Europe between 2011 and 2015. Jamie Oliver hailing it a superfood in his latest cookbook. A staple in our diet in ancient times, seaweed has become popular not just because of its delicious flavour, but because of its many health benefits; It's super-rich in iodine, a nutrient not found in many other foods, while some varieties are also high in protein and vitamins A-C. In the past 18 months Asda, Tesco & M&S have all launched seaweed based products ranging from fresh seaweed to seaweed condiments and seaweed sausages. New to the market is Seaweed and Co's - Oak smoked seaweed a fusion of two trends.

**Gluten Free.** Although there hasn't been a rise in the number of Coeliac's, there has been a rise in the number of individuals choosing to go "Gluten Free". Either a temporary diet or permanent way of life, consumers are increasingly avoiding certain allergens, therefore there is little room for sub-standard 'free from' alternatives. Mintel research shows that 12% of new food products launched in the UK in 2015 carried a gluten-free claim, up from 7% in 2011. (See Below Left) Source: Mintel Free-from Foods - UK - January 2016



A similar picture is emerging on the catering side with menu listings doubling since last year – 4x as many as in 2011 (See Above Right)

Source: Horizons Menurama Winter 2015

**The Handmade Burger Co** gained Gluten free accreditation from Coeliac UK offering 40 gluten free burger options served with gluten free chips, salads and sides, as well as Estrella Damm's Gluten Free Beer Daura.



**Halal.** Speaking at the Halal Food Authority (HFA) Halal Industry Conference, Norman Bagley, policy director at the Association of Independent Meat Suppliers (AIMS) explained that there was a huge opportunity for the entire halal sector, but that halal beef was especially on the rise. "Our halal members have seen increased throughput, but we have seen a huge increase for halal beef over the past five years."



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**CHEF COLLIN BROWN**

AN INFLUENTIAL AND CREATIVE CHEF MAKING BIG NOISES IN 2017

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**JERK RUB & GRILL**  
All kinds of meat, seafood or veggies

100g

Per 100g (as Eaten)  
ENERGY 1500KJ  
FAT 4.5%

VOTED CARIBBEAN CHEF OF THE YEAR THREE TIMES OVER, INTERNATIONALLY ACCLAIMED CHEF COLLIN BROWN IS ONE OF THE WORLD'S MOST ENTHUSIASTIC AMBASSADORS OF AUTHENTIC JAMAICAN CUISINE. THE GO-TO CHEF OF JAMAICA, CATERING TO CELEBRITIES AND ROYALTY ALIKE AS THEY HOLIDAY ON THE STUNNING ISLAND. CHEF COLLIN BROWN IS ON A MISSION TO HELP HOME COOKS MASTER THE ART OF COOKING - JAMAICAN STYLE!

'It has always been my dream to make authentic Jamaican food easy for everyone to enjoy, because the food is so wicked!'

# MARKS & SPENCER

Herby Chimichurri Chicken Kebabs  
 Creole Spice Corn Chips (Smoked Sea Salt). Kentucky Bourbon Corn Chips. Monterey Jack Corn Chips  
 Smoky Tennessee Rib Crisps  
 Chipotle Chilli & Nigella Flatbread  
 New Orleans Creole (Black Treacle)  
 Monterey Jack Cheese & Smoked Paprika Flatbread. Jamaican Salmon Skewers. Diablo Chilli Sliced Beef  
 Caribbean Style Chilli Ham & Pineapple Skewers. Sweet & Tangy Carolina Mustard Sauce. Jamaican Style Jerk Turkey Skewers. Fruity Amarillo Dressing. Pineapple, Chilli & Mint Sauce. Habanero Hot Sauce  
 Lamb & Mint Burger (Seaweed)  
 Moroccan Kebabs. Cuban Casserole  
 Black Bean Paste. BBQ Jerk Peanuts. Chimichurri Mixed Nuts  
 Jalapeno, Key Lime & Coconut Cashews. Amarillo Chilli Relish  
 Malagueta Chilli Hot Sauce  
 Ceviche Style Dip. Mole Paste (Ancho Chilli, Smoked Paprika & Chocolate Powder). Jamaican Jerk Beef Patties. Latino Rub  
 Rose & Violet Dark Chocolate

# MORRISONS

Chicken & Chorizo Kebab Skewers  
 Slow Cooked Beef with Piccalilli  
 Pork Chilli & Soy Sausages. British Beef with Pulled Bacon & Carolina Mustard Burger. British Beef Pulled Brisket & Bourbon Sauce Burgers  
 Turkish Pide Bread. Beef Chimichurri Kebab. Catalan Chicken & Chorizo. Oak Smoked Cheddar Quarter Pounders  
 British Burger with Caramelised Onion & Dijon Mustard. Pork &

Spanish Chorizo Burger. Minted Lamb & Redcurrant Quarter Pounders  
 BBQ Sharing box - Texan BBQ Brisket, Carolina BBQ, Kansas BBQ  
 Kansas City BBQ Pulled Pork Shoulder. Oak Smoked Bacon & Davidstow Cheddar Sausages  
 Dandelion & Burdock Glazed Pork Ribs. Cola Glazed Pork Ribs  
 Salt & Pepper Beef Kebab. Memphis BBQ Rack of Pork Ribs. Maple BBQ Pork Belly slices. Caribbean Jerk Pork Loin Steaks. BBQ Piri Piri Chicken Wings

**Sainsbury's**  
*You make the difference*

Smoked Chilli Pulled pork with a Tennessee BBQ paste (Juniper & Cocoa) Louisiana Pulled Pork Paste  
 Pulled Pork - Korean Spiced BBQ, BBQ smoked Chilli. Korean Spiced BBQ Pulled Pork (Smoked Water & Smoked Salt)

**TESCO**

Ready to Eat shredded chicken-Sweet Chilli, Char Sui, New York Chicken Shashlik Wrap. Korean Style Beef Wrap. Smokehouse Pulled Beef with Chipotle Dressing. Pulled Fiery Habanero Pork. Pulled Oak Smoked Bourbon Beef. Teriyaki Chicken Thigh. Buffalo Sauce. Green Sweet Chilli. Halal Tandoori Masala. Korean Chicken Wings. Bourbon BBQ Chicken Wings. Honey BBQ Sauce  
 Kansas City Classic BBQ Sauce  
 Mississippi Sweet & Smoky BBQ Sauce. Hot Habanero Chilli Pepper Sauce. Churrasco Sauce. Prik Jin Da Chilli Sauce (Thai birds eye chilli

& Roquito Chilli Pepper). Scotch Bonnet Chilli Pepper & Papaya Sauce. Brazilian inspired Pork Sausage with Feijoada Paste (A Portuguese based Stew with Pork & Beans) Black Turtle Beans & Chorizo. Ancho Burger (Quajillo Chilli used typically in Mexican cuisine). Halal Chicken Tikka (Black & Green Cardamom, Green Chilli, Black Cumin & White Aniseed)



Well done to all the contenders in the Olympics - what a great event.

Popular dishes at the Olympics included:

Picanha - BBQ'd Rump seasoned with coarse salt, and grilled over charcoal or wood to perfection.

Frango churrasco - grilled lemon & garlic chicken

Cumin & Onion marinated beef

Feijoada - hearty stew of black beans, sausages and cuts of pork.

Pastel de Palmito - Grilled bar snacks, with cheese or mince, served with an ice cold beer.

Kibe - A popular snack in Brazil. Kibe are meatball shaped deep fried "croquettes" of beef, bulgar wheat, seasoned with garlic, onions, mint and cinnamon.

## Major Retailers and Key Observations from this Summer



Hot cross bun flavour popcorn  
Hot, Hot, Hot Sweet & Sour Sauce



Chopped Frozen – Chilli, Ginger, Garlic, Coriander. Jamaican Jerk Chicken Breast Fillets. New York Deli Tuna Sandwich Fillers. Soy & Ginger Tuna. Cajun Chicken Breast Steaks. Smokin Hot Cajun Chicken. Mac & Cheese Pot Noodle. Halal Chimichurri Beef (Seaweed) Piri Piri Lamb Chops. Sweet Chilli & Mango Mini Fillets (Seaweed). Halal Green Thai Mini Fillets (Seaweed) Fireballs Chilli Dough balls Dressings – Brazilian, American BBQ, Australian BBQ  
**Sauce** – Mexican Smokey Chipotle Sauce, Moroccan Spicy Harrissa, Hot Jamaican Fire Fruity Habanero Mango Chicken. USA Selection pastry pack. Spice Rice - Singapore Aromatic, Mexican Smokey Paprika & Lime, Soup - Szechuan Hot & Sour Chicken Protein Pot – Mexican Lime Chipotle, Middle Eastern, Green Thai, Achari, Smoky Portuguese BBQ Peri Peri. Bourbon & Pineapple Bacon Belly Ribs. Nice & Spicy Boneless Cherrywood Smoked Lamb Shoulder. Mini Pork & Chorizo Pies. Mini Fillets - Cornflake Chicken, Nacho Crumb. Louisiana BBQ Chicken Wings . Laksa Chicken Drumsticks. Katsu Marinated Chicken Breast. Mens Health Kitchen

Ready Meals. Jerk Chicken Legs Hot Dog Flavour bursts (Cherrywood Smoked Pork) - Memphis BBQ Tomato Ketchup. American Style Mustard. American ready meals - Mac 'n' Cheese, Cajun, Spicy Pork Hash, Philly Cheese Steak, Louisiana Gumbo. Pizza Wraps. Buffalo Chicken Wings. Soup Supergrains - Pulled pork & Jalapeno, Fully loaded Caribbean Chicken Thighs & Drumsticks. Mild to Wild – Buffalo, Ancho Chilli & Lime. Masala Fries



Outdoor Bread Premium Sausage – Chorizo Sweet Chilli. Zesty Bean Quinoa. Rising Dough Pizza – BBQ pulled Pork, Cheese Burger Melt, Indian. Potato Dippers. Red Hot Chilli Pepper Rings. Haggis Bites



Tomato & Red Chilli Burger  
Sweet Chilli Chicken Skewers (Licorice Powder)



Blackened Spice Scottish Salmon Jasmine Tea Hot Smoked Mackerel Chargrilled Chicken Fillets & Mole Dip. British Malay Inspired Roast Chicken. Creole Spiced Sirloin Steak Green Thai Chicken Kebabs. British Ginger & Lime Chicken. Red Peppers Chicken Breast. Orange & Chill

Chicken. Chicken Breast in Ras El Hanout, Lemon & Apricot. Spicy Goan Chorisis Sausages (Smoked Onion). Piggy-in-the-middle Burger - Hickory Steak Pulled Pork. New Orleans Creole Wings. Sweet & Tangy Sauce. Scotch Bonnet Cheddar Steak Burger. Applewood BBQ Steak Burgers. Persian Spiced Chicken Burger. Moroccan Spiced Lamb Burger. Szechuan BBQ Pork Rib Rack (Szechuan Pepper) Souvlaki Pork Steaks (Greek inspired) Pulled duck Memphis BBQ Flamin Cajun Sauce. Fiery, Fruity Caribbean Chicken Soup with Mango & Chilli. Aromatic Burmese Inspired Chicken Soup with Coconut Rice

### Key Events

**National Burger Day 25th August 2016**



*Burgers gain more popularity. One group Mr Hyde has arranged for more than 925 burger restaurants to offer 20% discount.*



## The Chilli Factor

Consumer’s taste buds are getting bolder and seeking out even more spicy creations. With menus getting hotter and hotter, inspiration from global cuisines are making their mark. Addictive lip-smacking spice is in everything from honey to desserts and is being used as a condiment or even eaten whole.

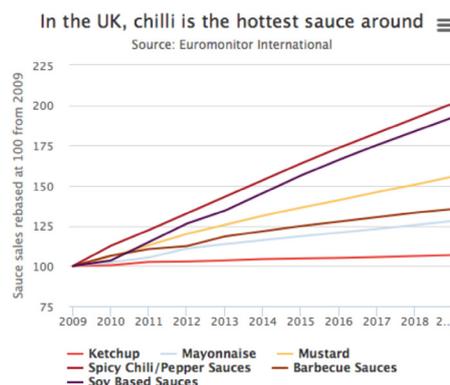
Part of the capsicum family, chillies come in many varieties and colours (from green through to yellow, orange and red) and are one of the most popular spices in the world.



Chillies can be used fresh, dried or powdered, and the level of heat varies from type to type, from sweet and mellow to blisteringly hot - as a general rule, the smaller the chilli, the hotter the taste. The substance that generates the heat is called capsaicin, which is found mainly in the pith and, to a lesser extent, the seeds. But it’s not all about heat - each type has its own distinct flavour.

Chillies that we have seen making an appearance in the food we have been eating this summer include: Amarillo, Chipotle, Diablo, Habanero, Malagueta, Ancho, Naga, Birds Eye & Roquito.

The popularity of all things spicy with regard to sauces, dressings and condiments intensified further among British consumers in 2015-16. This trend has been evident for a long time, and the acceptance of exotic foods is a prerequisite in preparing the palette for spicy flavours, where as traditional British cuisine is generally relatively bland.



## The Sriracha Effect



Sriracha Thai hot sauce made from the paste of chilli peppers, distilled vinegar, garlic, sugar and salt, which can add instant ethnic cachet to something as straightforward as a sandwich. Chefs are scouting the world for other assertive flavourings to employ in similar ways. Likely bets: Ghost from India; Sambal from Southeast Asia; Gochujang from Korea; Harissa, Sumac and Dukka from North Africa.



The Carolina Reaper is officially the Worlds Hottest Pepper as ranked by Guinness World Records. There is nothing normal about this pepper. It was bred for heat and that it is with an average SHU of over 1.5 million and peaks at 2.2 Million SHU! Just looking at it, you know its one mean pepper. It gets this insane heat from being a cross between a Pakastani Naga and a Red Habanero.

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