



# CHEESE, SPICE & ALL THINGS NICE

**ANCHOR FOOD PROFESSIONALS  
TREND REPORT**

**March 2022**



*Serving up  
Inspiration*





# THE FOODSERVICE INDUSTRY HAS BEEN DISRUPTED IN RECENT YEARS – DRIVING 6 KEY MACRO TRENDS

## 6 KEY FOODSERVICE MACRO TRENDS



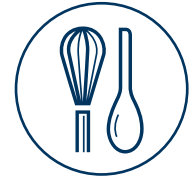
### Appetite for Innovation

Unable to move around as before, consumers look for excitement and **unique thrills from foodservice** to enrich their lives under lockdown.



### Health & Wellness

Immunity remains a priority but there are new opportunities as consumers are actively seeking consumable solutions to support mental health.



### Comfort Food & Home Baking

Comfort food has new twists, while lockdown interest in baking has brought dynamic expansion to the Home Baking commercial channel.



### Value Seeking

Foodservice is under massive pressure, consumers are under financial stress, and operators need service, solutions & support now more than ever.



### Digitally Enabled Delivery

Delivery is evolving at pace, ghost kitchens are multiplying and consumers want quality restaurant experiences inside their homes – right now.



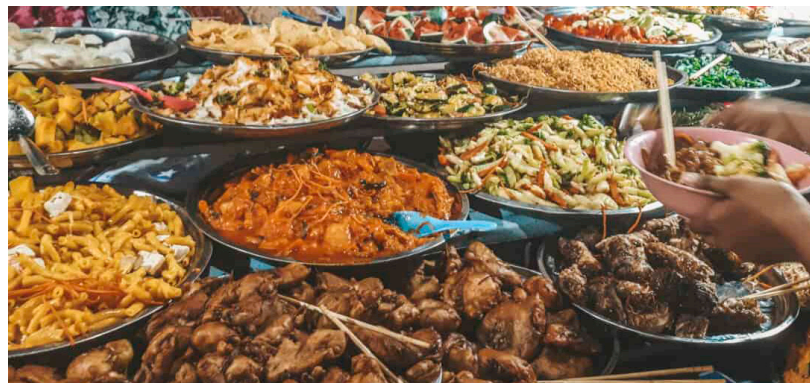
### Sustainability

Sustainability expectations are ever increasing, in foodservice and we start to see the rise of the 'Climatarian' diet – watch this space.

The pandemic is changing how consumers act, each trend offers a multitude of opportunities to connect with our customers and evolve together. This trend report will deep dive into Appetite for Innovation and the unique menu ideation opportunities it offers.

Source: Fonterra AFP: Foodservice Trends 2021 and Beyond - Trend Meta-analysis from multiple sources

**CONSUMERS ARE SEEKING UNIQUE EXCITEMENT AND EXPERIENCES FROM FOOD DURING THESE RESTRICTED TIMES - THIS EXCITEMENT CAN COME IN MANY FORMS**



**58%**

of consumers globally in 2021 agree they are looking for foods in foodservice that genuinely excite them.\*

## *Surprising Textures*

Slippery, pillowy, crunchy, syrupy – for example, the addition of fried soft-shell crab on a pizza or creamy burrata.

## *New Sensations*

Experiential, theatrical, unique elements such as spicy, numbing, popping, fizzing.

## *Flavours of the World*

Fusion, smoky, spicy, classics from abroad – with restrictions on travel, food can be used to take our minds to exotic locations.

\*Source: Fonterra AFP: Foodservice Trends 2021 and Beyond - Trend Meta-analysis from multiple sources

# CONSUMER INTEREST IN EXTREME FLAVOURS AND SPICE IS TRENDING IN CHINA<sup>+</sup>

## Consumer Needs:

- Desire for intense simulation and exciting food experiences through a flavour "adrenaline rush".
- Novelty and excitement of boldly exploring flavours.
- Emerging interest in extreme, even challenging taste profiles that meld pungent, sour, spicy, sweet flavours and smells.

## EXTREME FLAVOUR TREND: WHAT ARE CONSUMERS TOP SENSORY NEEDS?<sup>+</sup>

(% mentions within trend)

Visual Appearance (11.5%)

Abundant, colourful

Aroma / Smell (8.5%)

Rich, fragrant

Flavour / Taste (56%)

Fresh sour & spicy. Relieving greasiness

Texture (23.2%)

Tender & soft

# CONSUMER INTEREST IN SPICE IS EXPLODING

From YouTube spice eating by celebrities, harnessing excitement via experiential challenges to eat the hottest peppers such as the Ghost Pepper to mainstream uses of pepper variants showing up in places such as Tortilla Chips and KFC.

## FIRST WE FEAST – HOT ONES SERIES

Challenges celebrities each season to take on progressively hotter hot sauces, using the Scoville scale until they can take no more. The channel has 10.6M subscribers.



## CRAZY COMBOS

Such as unique twists to the use of chilis, away from the traditional to bring new excitement. Some examples include KFC's Ghost Pepper Burger or A&W Ghost Pepper Aroma Chicken.



Other examples include Flamin' Hot Cheetos Sushi Burrito with Jalapeño.

# THERE IS A HUGE VARIETY OF CHILLIES AND SPICY SAUCES TO EXCITE CONSUMERS

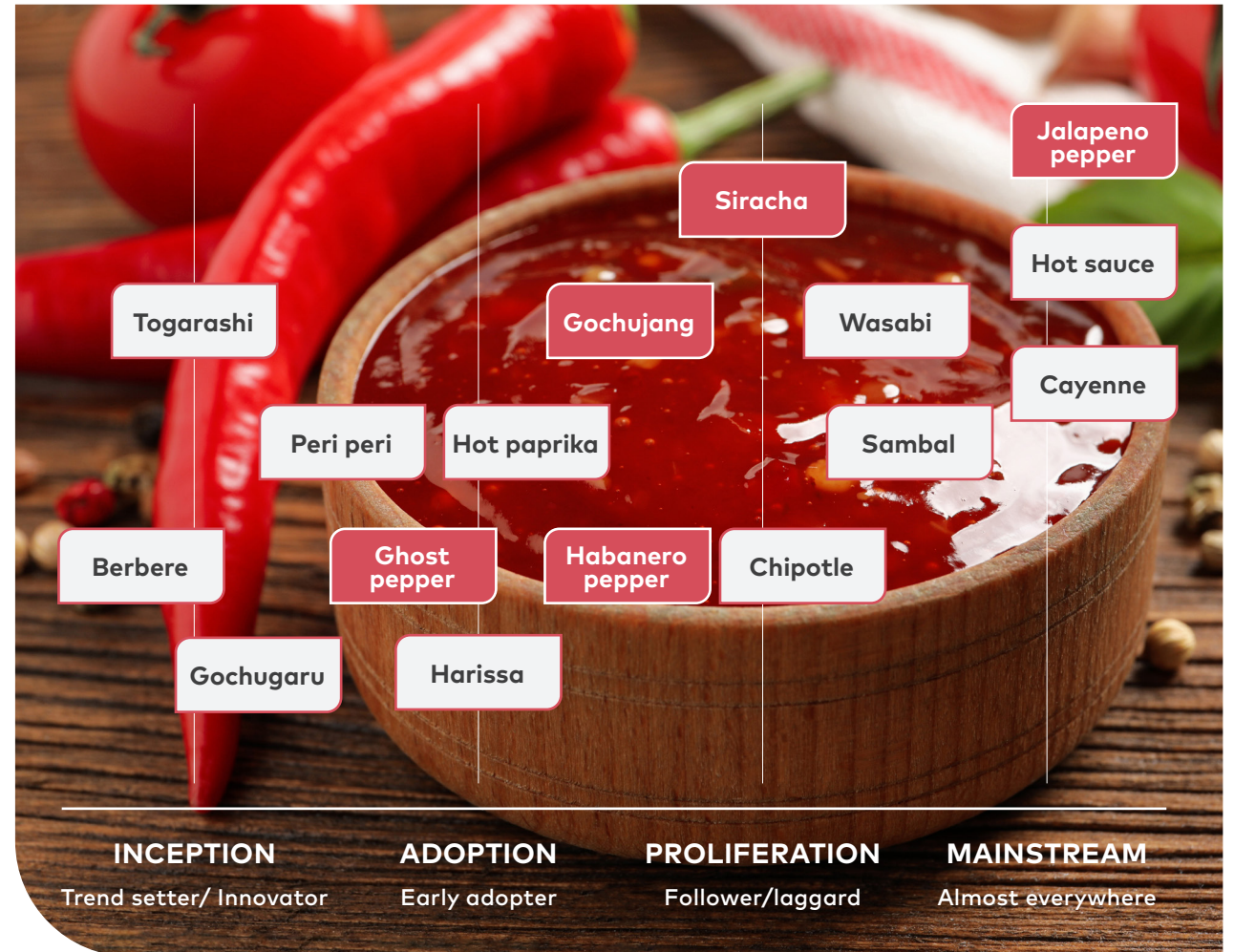
From more established prepared sauces like Sriracha or Gochujang for simplified SOPs, or new sauces that tap into chilli varieties like Ghost Pepper or Habanero to generate excitement with these hot emerging trends.

 **80%**

of consumers seeking unusual or exotic flavours rank hot and spice at the top of the list.\*

Spicy hot has been growing in popularity for years now, and peoples' palettes are adapting, building a tolerance to spice and seeking new styles and variations of spice from around the world that bring excitement or a new twist to a dish.

## Spicy Menu Adoption Cycle



Note: Each market will have somewhat different Spicy Menu Adoption Lifecycle.

\* Source: FMCG Gurus Top Trend 7 – Taste First, Think Second in 2021, Datassential MenuTrends (analysis of >100k menus globally).

# SO HOT RIGHT NOW...

Consumers are excited to try new things, these spices can help give menus a new twist and interest.



## Ghost Pepper



**Growth Since 2011**

## Habanero



**Growth from 2011 to 2021**

## Gochujang



**Growth from 2016 to 2020**

## Jalapeño



**of U.S. Menus list it in 2021**

## Siracha



**Growth in past 5 years**

### Description

An immensely hot hybrid chili originating from India. It has become internet famous via YouTube hits such as 'Hot Wings' and is a great novelty draw to attract diners.

While this chilli is hot, it also has a sweet and fruity flavour and lends itself well to blend with fruit such as mango and pineapple.

A combination of savoury, sweet and spicy that is similar to miso paste. It has an immediate taste of heat with the first bite, then a cool, sweetness at the end.

Green jalapeños tend to have a bright, fresh, grassy flavour. They can even have a slight bitterness to their taste.

Generally it's spicy, tangy-sweet with a kick of garlic. It's smooth consistency makes Siracha a versatile sauce that can be easily added to sandwiches, soups and other dishes.

### Approx. Heat level

850,000 – 1,000,000 Scoville Heat Units.

100,000 - 350,000 Scoville Heat Units.

Depends on recipe.

2,500 - 8,000 Scoville Heat Units.

Depends on recipe.

### Common pairings

Pairing with salt or vinegar helps tone down the heat so the bright flavour of the chili can come through. Pairs with tropical, acidic ingredients, including pineapple, papaya and guava.

Blends with fruit such as mango and pineapple. This pepper complements recipes with ingredients such as onion, chicken, jerk spice, BBQ wings.

Korean cuisine e.g. bibimbap, global mashups – burgers, sandwiches, tacos. Sea salt is the top flavour paired with Gochujang.

Popper pepper, salads, fresh salsas, sandwiches, vegetable medleys.

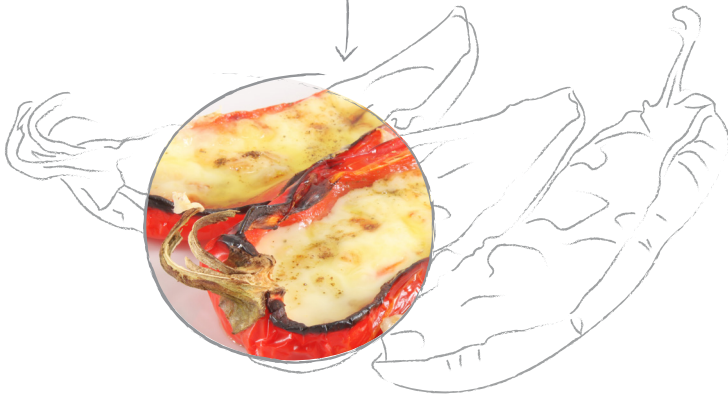
Commonly paired with seafood, or with omelets. It can be used to add a punch to on-trend plant-based concepts or it can be integrated into loaded fries or savoury bowls.

# BALANCE IS EVERYTHING WHEN IT COMES TO SPICY FOODS

Cheese plays a similar role to sweetness or tanginess in helping to temper and balance the heat that spices brings with it, and cuisines from around the world have developed over the years to do this in various ways:

## Chilli & Cheese

Traditionally found in Mexican, Korean, Italian and Bhutanese cuisine.



## Chilli & Sweetness

Traditionally found in most Southeast Asian cuisines including Thai, Cambodian, Vietnamese and Malay.



## Chilli & Sour

Traditionally found in most Southeast Asian and South American cuisines.



## Chilli & Cooling Herbs

*e.g. Mint, Basil*

Traditionally found in Peruvian, Thai, Vietnamese and Jamaican.





# THE MILD & CREAMY TASTE OF MOZZARELLA COMPLEMENTS SPICY FOODS BEAUTIFULLY

Mozzarella's unique functional features add interesting new layers of texture to elevate popular dining applications, giving consumers the taste adventures and new sensations excitement they are seeking.



## *Baked / grilled topping*

On top of proteins like chicken or vegetables; on baked rice or pasta.

### **Why mozzarella?**

It's the ideal melting cheese when grilled or baked.

### **Why Anchor Extra Stretch+ Mozzarella Cheese?**

Highly consistent performance delivers even melting with a more tender texture that holds for longer.



## *Filling*

In corn dogs, dumplings, Korean pancakes or even stir fry.

### **Why mozzarella?**

The smooth stretchy texture enhances and adds a whole new layer of consumer enjoyment.

### **Why Anchor Extra Stretch+ Mozzarella Cheese?**

Not only does it have outstanding stretch to add excitement and theatre, the excellent melt results in a beautiful smooth texture.



## *Sauces & dips*

Korean BBQ, fondues, pour over sauces.

### **Why mozzarella?**

It's the original stretchy melting cheese that adds body and texture to sauces.

### **Why Anchor Extra Stretch+ Mozzarella Cheese?**

Excellent consistency and even melting properties, while the outstanding stretch that holds for longer elevates and brings the theatre and fun.



# Let's create something special together

TO FIND OUT MORE ABOUT WORKING WITH US, PLEASE FEEL FREE TO GET IN TOUCH WITH THE ANCHOR FOOD PROFESSIONALS TEAM AT: [ANCHORFOODPROFESSIONALS.COM](https://www.anchorfoodprofessionals.com)