



SYNERGY®

Fire & Spice

Turn up the heat with Synergy's
range of bold flavors for the
savory market



Brave and bold flavors

Influence from younger consumers and growing interest in East Asian food culture is driving an increased appetite for bolder flavors with 22% of consumers globally looking for more intense, bold flavors and 15% seeking more complex flavors.³ Chefs and social media influencers continue to push the boundaries on taste with hybrid dishes combining heat, salty, sweet and umami flavors.

7%
CAGR

Predicted growth of the global hot sauce market by 2030¹

9.8%
CAGR

Growth in North American food and beverage launches with a 'spices' flavor since 2018²

33%
YoY

Growth in sales of snacks with a hot and spicy flavor³

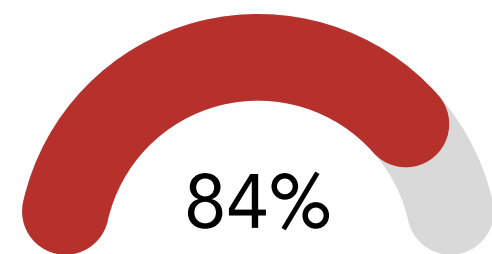
¹ Fortune Business insights

²Innova product launches

³ Innova Market Insights

Turning up the heat

Global NPD of foods with spice flavors is on the rise with more than 80% of consumers claiming to enjoy hot and spicy foods. Younger consumers are driving interest in hot flavors through social media with its prevalence of heat-based food challenges driven by shows like YouTube's 'Hot Ones.'



84%
of US consumers eat spicy food¹

49%
CAGR

Growth in global product launches with a 'sweet and spicy' flavor²



The show by First We Feast that interviews A-list celebrities while they taste increasingly spicy hot wings reached 4.4B views in 2025³

¹ The Food Institute "The Summer of Swicy"

² Innova global innovation in hot and spicy foods April 2024

³ YouTube

Swicy and Swalcy

Sweet and spicy flavors like hot honey are firmly in the mainstream. Tipped to be the next big thing is 'swalcy' - the combination of sweet, salty and spicy that are so prevalent in Asian food.



Gochujang Beef risotto,
Hello Fresh



Salami pizza with chilli-infused honey drizzle,
Franco Manca

Heat with impact

Tap into the latest flavor trends with Synergy's selection of natural flavors and culinary nuances which include profiles like Bulgogi BBQ and Peri Peri. Ranging from mild, sweet and smoky profiles to hot and spicy, our customers can tailor heat level and final flavor delivery in their products.

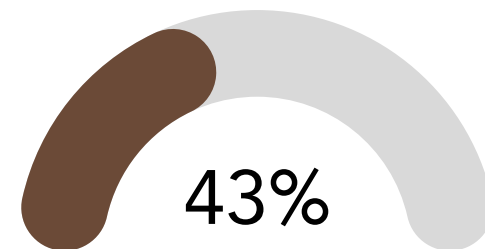


Fire up the grill

Consumers continue to seek comfort through food amidst global uncertainty and one of the most comforting cooking techniques is firing up the grill. Smoky, grilled and BBQ flavors are on the rise globally and are favored by consumers who are looking for indulgence (12%) and to feel cheerful (11%).¹

7%
CAGR

Growth in total global launches for 'smoke' and 'roasted' tomato flavors over the past 5 years



of smoke and roasted flavor innovation happens in the meat, fish and eggs category, as well as snacks

¹ Global trends in BBQ and grill flavours 2023 Innova

² Innova product launches

Grilled plants

Meat substitutes are the fastest growing category for 'smoke' and 'roasted' flavors globally with 13% CAGR in product launches.²

Leveraging fire flavors can help add familiarity and authenticity to plant-based dishes.



Sweet & Smoky BBQ 'ribs',
Green Legend



Smoky maple crispy
mushroom bagel, Mob
Kitchen

Fire and Smoke

Add a touch of chef's flair with Synergy's collection of flavors inspired by culinary nuances. Replicate fresh from the grill tastes and deliver smoky notes across a range of products including bread, ready meals and plant-based meat alternatives.

Request Samples

Hatch Pepper WONF
Jalapeno Pepper WONF
Serrano Pepper Type
Guajillo Pepper WONF
Chipotle Pepper WONF
Fire Roasted Pepper WONF
Aji Amarillo Pepper WONF
Habanero Pepper WONF

Buffalo Sauce
Sriracha
Gochujang
Spicy Kimchi
Red Thai Curry
Wasabi WONF
Mustard WONF
Horseradish WONF



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INSPIRING TASTE[™]

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Contact Synergy to find out more

synergytaste.com