



Flavour
Forecast®

20 Years of Flavour Forecast

For 20 years, McCormick has been in constant pursuit of what's next in flavour and food trends globally.

Let's look at the topic of Heat.



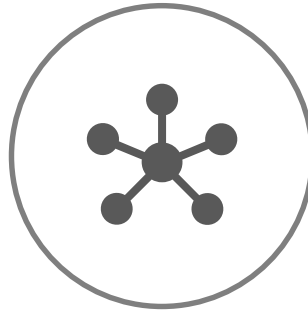


Flavour
Forecast®

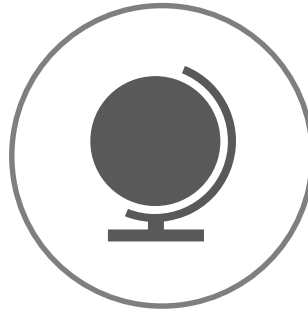
SAUCED & SPICED

Dip, sprinkle and spoon these unique spice blends and must-have sauces on just about everything.

With their rich textures and bold tastes, they make it easy to experience exotic flavours without going all-in on an entire global cuisine.



VERSATILITY



CUISINES



FLAVOUR ENHANCEMENT





Flavour
Forecast®

HEAT & ORIGINS

Chilli Obsession

Heat alone is no longer enough for consumers. They seek intense sensory experiences with unique flavour combinations.

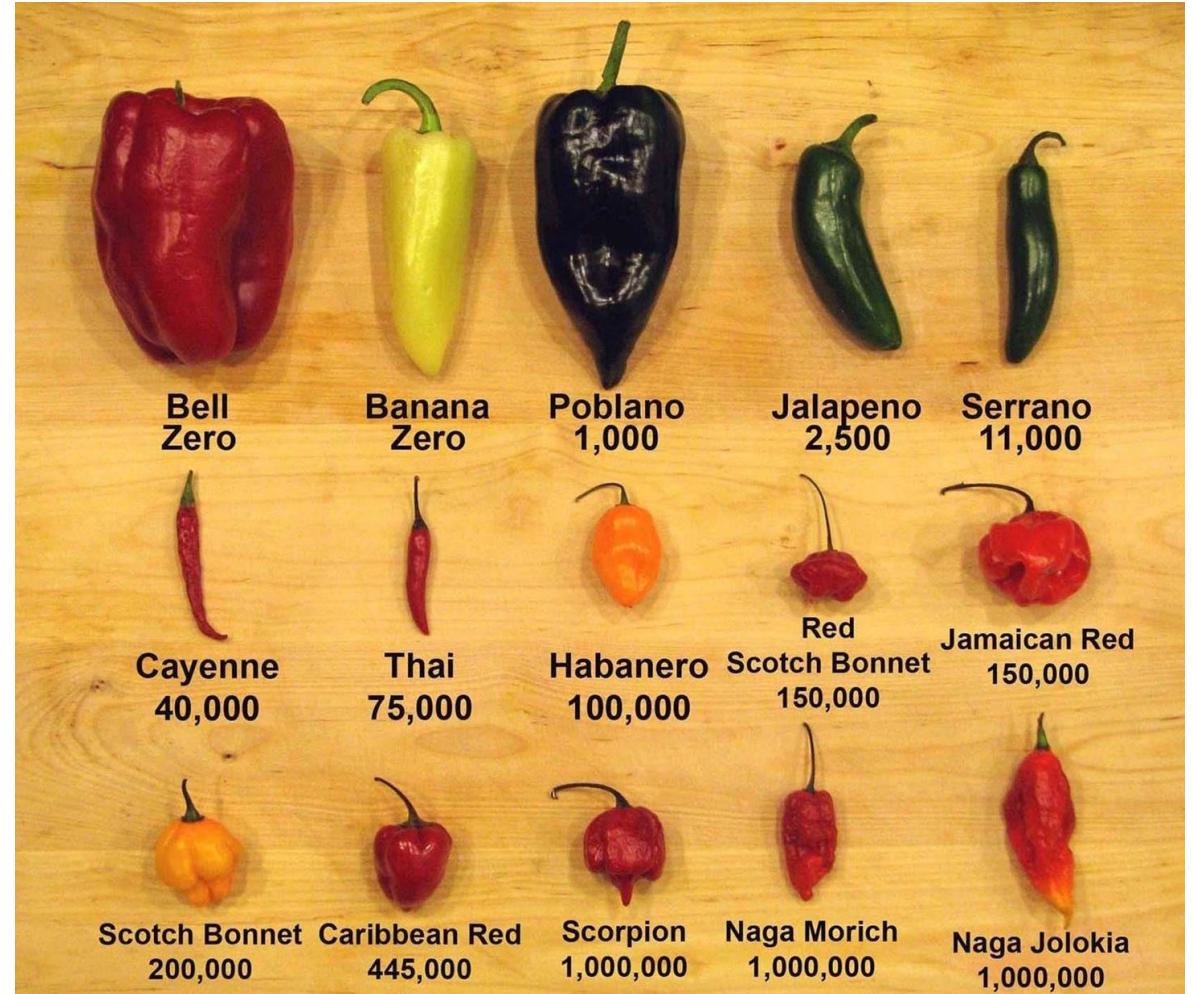


HEAT & ORIGINS: *CHILLI OBSESSION*

Heat and Spice have successfully featured in food and flavour trends in recent years.

There is an expectation of **continued growth** in the desire for chilli flavour in food.

Chilli varieties are proving important, with consumers becoming better informed about different types of chilli flavours and their heat delivery.



REGIONAL SIGNATURES OF SPICES & SPICY FOODS

<i>Global Region</i>	<i>Signature Flavour</i>	<i>Featured Chilli</i>	<i>Other Featured Flavours</i>
<i>US (Buffalo)</i>	<i>Hot Sauce</i>	<i>Cayenne</i>	<i>Vinegar</i>
<i>Southeast Asia</i>	<i>Sambal</i>	<i>Adyuma (Habanero), Bird's Eye Chili</i>	<i>Shallots</i>
<i>Mexico</i>	<i>Salsas & Moles</i>	<i>Variety, Chipotle, Guajillo, Jalapeno</i>	<i>Coriander, Onion, & Avocado</i>
<i>Korea</i>	<i>Gochujang "Samyang"</i>	<i>Korean Hot Pepper Powder</i>	<i>Rice Powder & Fermented Soybeans</i>
<i>China</i>	<i>Mala</i>	<i>Szechuan Pepper</i>	<i>Dried Shrimp, Garlic & Shallots</i>
<i>Myanmar</i>	<i>Balachaung (Relish)</i>	<i>Dries Chilies</i>	<i>Dried Shrimp, Garlic & Shallots</i>
<i>Tunisia</i>	<i>Harissa</i>	<i>Serrano</i>	<i>Garlic, Coriander, Salt & Olive Oil</i>
<i>Spain</i>	<i>Romesco</i>	<i>Bitxo Peppers (New Mexico Chiles)</i>	<i>Tomatoes, Garlic & Nuts</i>
<i>Antilles (West Indian)</i>	<i>Matouk Sauce</i>	<i>Scotch Bonnet Peppers</i>	<i>Mustard</i>
<i>Ethiopia</i>	<i>Berebere</i>	<i>Dries Chilies</i>	<i>Ginger, Cardamom & Cumin</i>
<i>Japan</i>	<i>Shichimi Togarashi</i>	<i>Sichuan Pepper/ Tien Tsin</i>	<i>Dried Orange Peel, Sesame Seeds, Dried Ginger & Seaweed</i>
<i>Southern France</i>	<i>Rouille Sauce</i>	<i>Cayenne</i>	<i>Saffron & Garlic</i>
<i>India</i>	<i>Chaat Masala</i>	<i>Dried Chilies, Guajillo Chiles</i>	<i>Cumin, Dried Mango Powder, Coriander Power, & Black Pepper</i>



Flavour
Forecast®

HEAT &
ORIGINS

MALA



SAUCED & SPICED: MALA

The word that most frequently defines Sichuan cuisine is “ma la”, joining the numbing “ma” to the heat of chilli, “la”, but the region’s cuisine is far more complex – and calling it “spicy” doesn’t do it justice.

Mala sauce consists of **Sichuan peppercorns**, **chilli** and various **spices** simmered in **oil**.

Regarded as a regional dish for both **Chongqing** and **Sichuan** cuisine, it has become one of the most popular sauces in Chinese food and spawned many regional variants.



WHY MALA?

“蜀人尚滋味,好辛香。”

“People of Shu love flavourful dishes filled with spices.”


Mala (stemming from **Sichuan Cuisine**) signifies the play on fire with flavour. The spiciness that stems from it also includes strong-tasting ingredients like **onion, garlic, leek, sweet wormwood** (native to Asia) and **mustard** which are greatly used in South East Asian regional cuisine.

Asian consumers and cooks are more attuned to elevating every day and common ingredients with a touch of **spice**. Creating an array of dishes with different ingredient combinations with a **fiery intensity**, thus making Mala the **popular trend** that it is.




MALA – TYPES OF PEPPER USED *format


There are red and green peppercorns. It's a common misconception that the red and green types are the same berry at different stages of maturity. In fact, their molecular structures are different as are the numbing quality, aroma and taste.



Huā Jiāo (literally **'flower pepper'** because of its shape) has an appearance and size, similar to that of black pepper, but with a split-open brown-red husk.



Although sharing the word "pepper" in their names, Sichuan pepper is different from black pepper in every way. They are not botanically related. They don't taste similar. Also, they need to be ground in different ways. To bring out the best flavour and not result in a gritty, sandy texture.



SICHUAN PEPPER



Red Sichuan berry Plucked from the stem and eaten, the effect of one tiny berry is nothing short of extraordinary. Waves of numbness lasting a full 10 minutes show their remarkable potency when fresh. They are also fruity and lemony, with hints of juniper and pine.



“The red pepper is hotter, a stronger flavour which works well for hot pots and dishes such as poached Sichuan beef. The green pepper is a bit lighter and goes especially well with seafood.”



It also is used in Japan, where it is called Sansho. The taste has been compared to lime zest combined with black pepper, cardamom and hot peppers.

The green Sichuan peppercorns are like a pepped-up version of Japanese sansho (sansyo as spelled on the label below). Sansho has a lemony tang instead of spicy numbing characteristics.

The Korean pepper look like large black mustard seeds. They have little flavour in comparison. There's a slight perfume but it's extremely subtle.

HOW TO COOK SICHUAN PEPPER



Classic Sichuan and Chongqing hotpots will also use the whole peppercorn in large quantities and sometimes still on the branch

Cook whole Sichuan peppercorns in a bit of oil until they have turned brown, drain the oil, then grind the Sichuan peppercorns. Grinding eliminates the raw numbing zing and gives it a more rounded aroma.



The peppers will be less potent so you can use more to add fragrance. The roasted and ground peppercorns work well in stir fried and cold dishes.

Whole Sichuan peppercorns can be added directly to dishes, especially pork, duck or lamb. Adding umami, another function – it removes the game flavors that some meats may release.



ROASTING OF SICHUAN PEPPER

SORT



Before starting the grinding process, be sure to look through the peppercorns and discard any black seeds that you find.

ROAST/TOAST



Place Sichuan peppercorns in a cold pan. Roast over medium-low heat until they start to release aroma and a little oil on the surface. Remove immediately. Overcooking results in a bitter taste.

GRIND/ POUND



Leave the roasted peppercorns to cool completely before grinding. At this point the peppercorns become brittle so very easy to grind. Use a mortar and pestle or electric blender.

SIFT



Sift the crushed pepper through a fine-mesh sieve. To remove the gritty bits from the black seeds and/or the yellow inner parts of the husks.

MALA COOKING STYLE

The use of chilli's in Sichuan cuisine hinges on its **fragrance** and **versatility**. It doesn't focus on a **homogenous** "spicy" flavour.

The style of cooking with "Mala" rarely uses fresh chilli's, but instead opts for **chilli sauces** or **dried** and **pickled chilli variants**.

Cooking on high heat, will result in **high fragrance** and **low piquancy in spices**, whilst **cooking on low heat** will result in high piquancy and low fragrance. Chillis that are fried until they become dark brown will have the most **fragrance** and **smokiness**.

Mala Xiang Guo



Mala Hot Pot





Flavour
Forecast®

HEAT & ORIGINS

SAMBAL



WHAT IS SAMBAL?

Sambal is an **Indonesian** chilli sauce or paste typically made from a mixture of a variety of chilli with secondary ingredients such as **shrimp paste, garlic, ginger, shallot, green onion, palm sugar and lime juice.**

This is native to the cuisines of Indonesia and popular in **Malaysia, Sri Lanka, Brunei and Singapore.**

It has also travelled through Indonesian population migration, to the **Netherlands and Suriname.**



SAMBAL BAWANG

One of the most simple and ubiquitous sambals in Indonesian cuisine, *sambal bawang* is straightforward to make.

Shallot, which directly translates to the word “Bawang”, and Thai (birds' eye) chilies are the main ingredients. Adding garlic will give it its distinctive aroma, guaranteed to make your taste buds dance, while the shallot adds umami to the whole mix.

Sambal bawang is usually a dipping sauce for fried chicken, tofu, tempeh. Enjoy the fiery hot sensation!



SAMBAL PETAI



Despite its notorious smell, *Parkia speciosa* or the "stink bean" is still a much-loved food in Indonesia. For those who love it (or dare to try it) the stink bean is actually an excellent ingredient for a sambal recipe.

It gives a unique, peculiar note to the overall spiciness. **Sambal petai** is used in many cooking styles, especially in stir-fry's. The crispy petai enhances texture and makes it a crowd favourite. To be cooked and fried with vegetables, chicken or fish.



SAMBAL KACANG

The main ingredients for this sambal are **roasted peanuts** and **chilli**. But many other herbs and spices are also essential in making a delicious sambal kacang with a good balance of spiciness, sweetness and savoury tastes.

Sambal kacang (peanut) sauce is used with chicken, meat and vegetables, adding flavour to grilled skewered meat, such as **satays**, poured over vegetables as **salad dressing** such as **gado-gado** or as a **dipping sauce**.



SAMBAL CABE IJO: GREEN SAMBAL

Sambal Cabe Ijo (green chili sambal) is a beloved fixture in Padang cuisine. Padang dishes like rendang or gulai are already a bit spicy, but by adding a spoonful of sambal cabe ijo the dish is complete.

This sambal is known to be **tangy**, **spicy**, **sweet**, and very **addictive**. It can be stir-fried with prawns, fish or even tossed with instant noodles.

A milder Sambal can be created using jalapeños, or a mixture of jalapeños and birds' eye chilli's as long as they're green!

