



Cheesy Heat with a Side of Fruit Flavor

Young consumers are changing the face of new product development. With adventurous palates and a focus on making every meal an experience, consumers are craving more than just salty snacks. They want savory, spicy, cheesy, tangy, tarty and a global perspective. They want the familiar (cheddar cheese) mixed with the exotic (peri peri). Simply put, they want fun.

And for Gen Z and Millennials, fun also comes in the form of spice. Here's the proof, according to insights from Innova Market Insights:

- **Chili** remains the most popular spice used in snack seasonings globally, with a 25% penetration in 2023.
- **Peri Peri Chili** has the highest CAGR for snack seasonings, with a 26% increase from 2019 to 2023.
- Global growth for **cumin** is +10% CAGR (2019-2023). The top four categories for cumin flavor innovation are sauces and seasonings, bakery, dairy and snacks.

SPICY HEAT IS UNDOUBTEDLY POPULAR WITH TODAY'S CONSUMERS, BUT YOU CAN'T JUST BRING THE HEAT TO CONSUMERS. A MEMORABLE SEASONING MUST BE BALANCED AND DELIVER CHEESINESS AS WELL AS A BRIGHT, FRUITY KICK.

Bluegrass Ingredients specializes in creating fun seasoning blends that mix **dairy seasonings**, **citrus powders** and spicy flavors to create layered, complex and unforgettable seasonings for snacks, sauces, dips and more. Here are five fun flavor combinations our **Agile Kitchen™ team** has been working on.



FLAVOR PROFILE



APPLICATIONS



TREND TIE-IN



PERI PERI RANCH WITH A CITRUS ZING

Ranch + Lime powder + Peri Peri

Creamy, cool ranch meets a burst of lime and the flavorful heat of peri peri.



Cool ranch gets a zesty lime kick and a red-chili burn



Popcorn, potato chips, tortilla chips, corn puffs



Ranch reinvention with spicy, global fusions

NASHVILLE HOT NACHO WITH A LEMON TWIST

Nacho cheese + Lemon powder + Cayenne

Inspired by the fiery heat of Nashville hot chicken, this blend brings together bold nacho cheese, bright lemon and a slow-building spice kick.



Bold nacho base, tangy citrus brightness and dry heat from cayenne



Crackers, baked extruded snacks, sauces



Nashville hot boom, spicy citrus mashups

CHEDDAR JACK TAJÍN

Cheddar Jack + Chili-lime blend

Think Mexican street corn in a seasoning: zesty, cheesy and addictive. Ideal for extruded corn snacks or coated nuts.



Tangy, spicy and umami-rich, like a Mexican street corn snack



Puff snacks, snack nuts, coatings for extruded corn



Street food inspiration, Hispanic flavor influence



FLAVOR PROFILE



APPLICATIONS



TREND TIE-IN



SOUR CREAM CITRUS CUMIN SIZZLE

Sour Cream seasoning + Orange powder + Smoked chipotle + Cumin

A smoky, creamy blend with a sweet citrus top note and a spicy, lingering finish. A great fit for savory snack mixes or cracker seasonings.



Creamy and smoky with a slightly sweet citrus twist



Pretzels, veggie chips, dairy-based dips



Smoky flavors plus nostalgia with a citrus surprise

ZESTY LIME CHEDDAR + HABANERO

Cheddar + Lime powder + Habanero seasoning

Bright, bold, and blazing hot. This one's for snack brands pushing the limits of spice with a sharp, citrusy twist.



Intense, sharp cheddar rounded by tart lime and fiery habanero



Popcorn, snack crackers, cheese puffs



Flavor stacking + "extreme" heat lovers

Whether you're formulating a new snack, sauce or dip, combining citrus fruit powders with cheese and heat can create unexpected results. Bluegrass Ingredients is ready to help you explore these trending profiles with customized blends and expert guidance from our flavor team. Let's innovate together and bring the next big flavor to life.



Interested in samples or ideation support?
Contact us today to schedule a flavor session.

