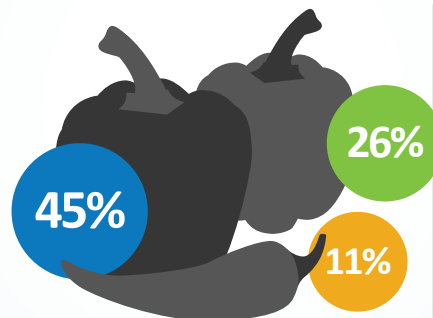


# Thinking About Peppering Up Your Portfolio?

Knowing the emerging flavors U.S. consumers are clamoring for is an excellent way to innovate – or renovate – to keep consumers engaged and stay ahead of competitors. One of the flavor profiles making news is peppers, from sriracha's hold on spice-loving consumers to interest in the hotter-than-hot ghost pepper. **See what we see...**

The **most popular types of peppers** used in the home are:

1. **Green Bell Peppers 45%**
2. **Red Bell Peppers 26%**
3. **Jalapeno Peppers 11%**



People are **4.5 times more likely to use peppers in the home** than they are to use a hot sauce/pepper sauce.



When it comes to pantry spices, black pepper is used almost 3 times more often than fresh peppers, but...



**fresh peppers are used about 30% more often than pepper-based spices** like red pepper/cayenne, chili powder, and paprika.

Ingredient orders placed by **restaurant operators** can reveal emerging trends...



The **most popular** types of peppers ordered by restaurant operators are **green bell peppers**, with **jalapeno peppers coming in second**.

In restaurants, one of the fastest-growing pepper varieties is the piquante pepper, a sweet, slightly spicy South African pepper often known by its trademarked brand name, "**Peppadew.**" **Dollar sales of this pepper are +24% versus year ago.**

You can take advantage of unique views of restaurant and retail trends to shape your food and beverage strategies. SupplyTrack® tracks restaurant operator orders from broadline distributors, and our National Eating Trends® service tracks the ingredients U.S. consumers use in the home. Combined with our analysts' deep industry expertise, it's how to get a winning advantage.

Source: The NPD Group/National Eating Trends® and SupplyTrack®

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