



SYNERGY[®]
FLAVOR TONALITIES
spices & seeds

OVERVIEW

spices & seeds

Spices and seeds provide color, flavor and texture to food that enriches the experience and have become an integral part of global cuisines. From the warmth of cinnamon in Middle Eastern sweets to the fiery kick of chili peppers in Latin American dishes, each spice and seed brings its own unique flavor profile.

In addition to being a treat for the tastebuds, spices and seeds often have historical and medicinal significance, highlighting centuries-old trade routes and traditional healing practices.

MAIN CHARACTERISTICS

Flavor



Aroma



Texture



Color



MOST POPULAR

spice & seed profiles



CHILI

24,121



GINGER

10,804



CINNAMON

7,224



CURRY

6,006

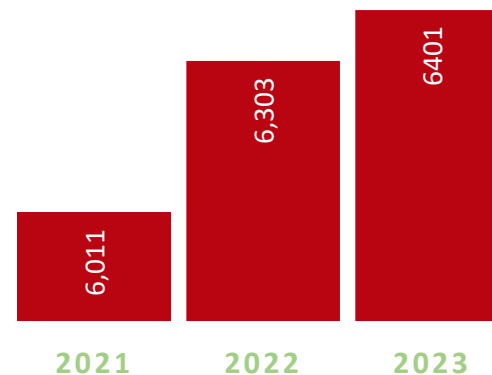
Launches – Last 3 Years Food & Beverage, US

Source: Innova Market Insights

chili

Chili peppers are vibrant and versatile ingredients that have become a staple in cuisines around the world.

In food, the peppers are used for depth, spice and sweetness. In beverages, chili peppers are being creatively added to cocktails and non-alcoholic drinks for an added kick or tangy element.



YEAR OVER YEAR LAUNCHES

Source: Innova Market Insights

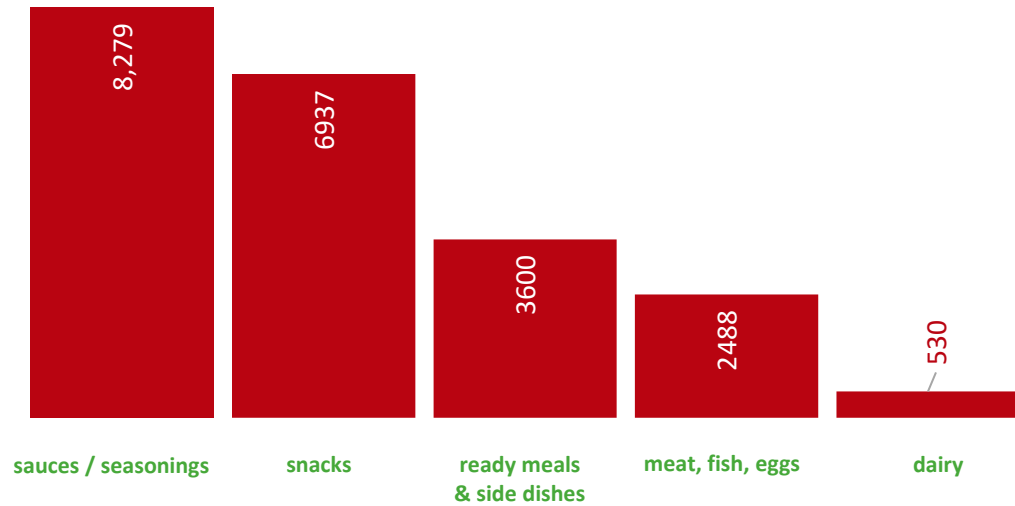




chili

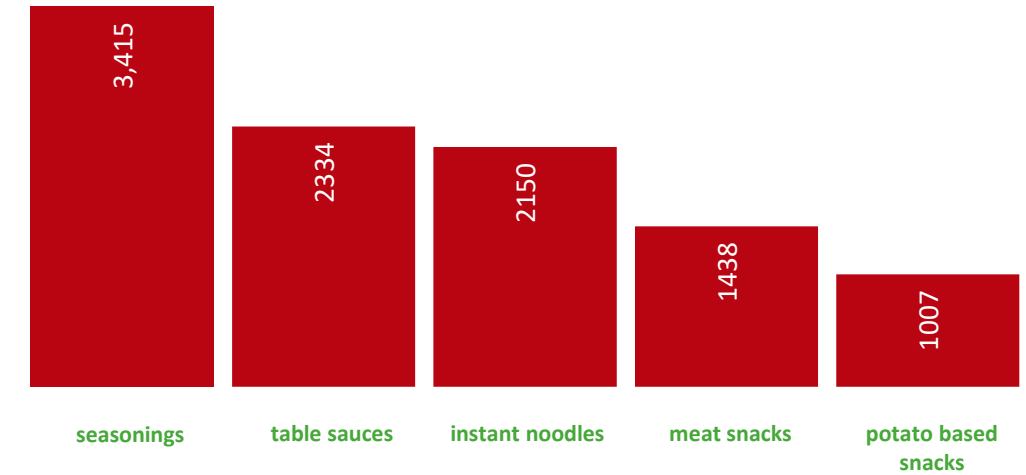
TOP 5 CATEGORIES

Source: Innova Market Insights



TOP 5 SUB-CATEGORIES

Source: Innova Market Insights



TOP 3 ONLINE RECIPES IN 2024 BY TASTEWISE



Jalapeño Poppers



Chili Cheese Fries



Chipotle Chicken



chili

TOP FLAVOR BLENDS

Number of launches – US, Last 3 years



Garlic

1273



Chicken

874



Lime

814



Red Tomato

666



Cheese

641



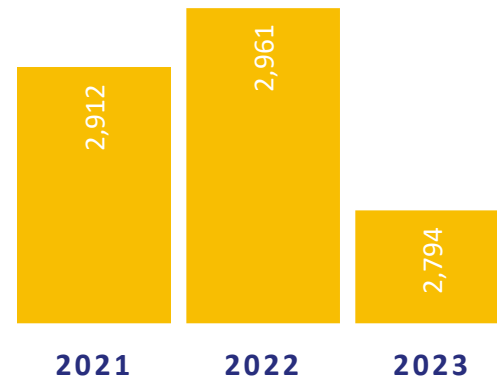
Beef

468

ginger

Known for its bold flavor and versatility in both food and beverage, ginger adds a warm, zesty flavor in everything from savory dishes to cookies. Its pungent, aromatic profile enhances marinades, sauces and dressings, making it a staple in global cuisine.

In beverages, ginger shines in teas, juices, cocktails and kombuchas, often linked to potential health benefits like digestion and anti-inflammatory properties.



YEAR OVER YEAR LAUNCHES

Source: Innova Market Insights



ginger

TOP 5 CATEGORIES

Source: Innova Market Insights



TOP 5 SUB-CATEGORIES

Source: Innova Market Insights



TOP 3 ONLINE RECIPES IN 2024 BY TASTEWISE



Candied Ginger



Ginger Pork



Ginger Cookie



ginger

TOP FLAVOR BLENDS

Number of launches – US, Last 3 years



Lemon

1719



Turmeric

792



Red Apple

565



Orange

563



Garlic

488



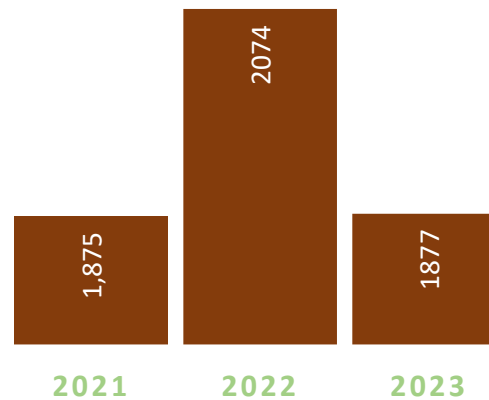
Honey

421

cinnamon

Cinnamon is sweet and slightly spicy, complementing a wide range of dishes from baked goods like cinnamon rolls and pies to savory meals such as stews and curries. In beverage, cinnamon enhances everything from spiced teas and coffee to seasonal favorites like mulled cider.

Known for its rich aroma, cinnamon elevates flavor but also has potential antioxidant properties and digestive support, making it a popular wellness ingredient.



YEAR OVER YEAR LAUNCHES

Source: Innova Market Insights

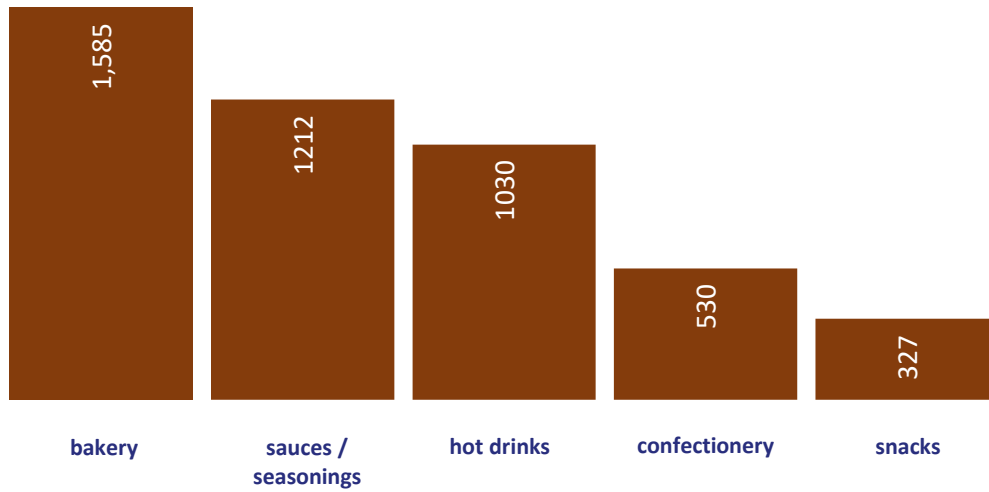




cinnamon

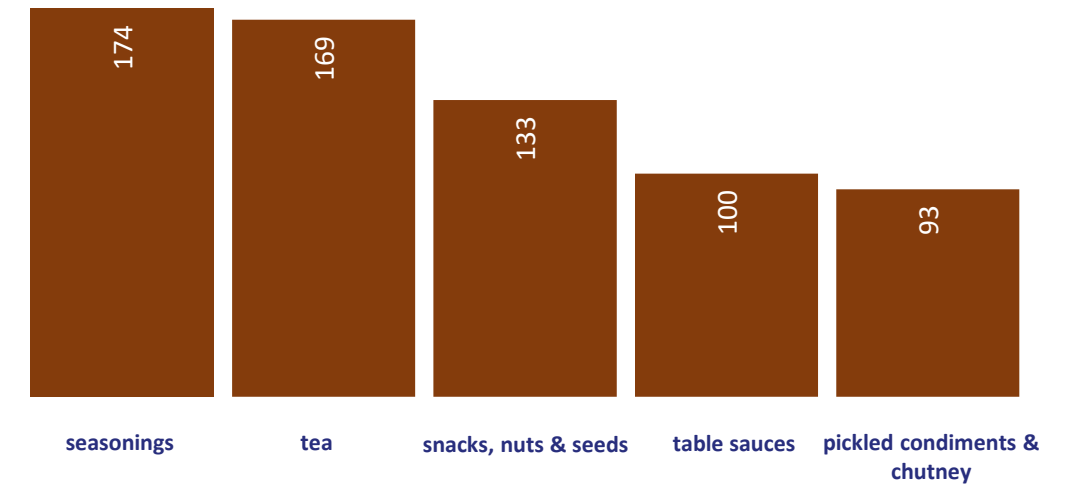
TOP CATEGORIES

Source: Innova Market Insights



TOP SUB-CATEGORIES

Source: Innova Market Insights



TOP 3 ONLINE RECIPES IN 2024 BY TASTEWISE



Cinnamon Bun



Cinnamon Raisin Bread



Streusel



cinnamon

TOP FLAVOR BLENDS

Number of launches – US, Last 3 years



Red Apple

421



Ginger

413



Clove

336



Vanilla

286



Orange

241



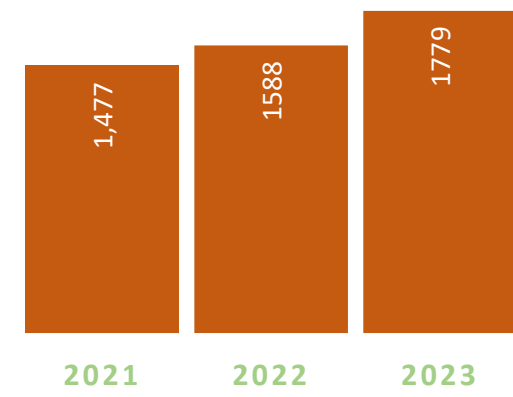
Raisin

188

curry

Rooted in Indian and Southeast Asian cuisines, curry offers a diverse range of flavor profiles from mild and aromatic to intensely spicy. Its ability to enhance dishes like stews, soups and rice make it a staple in savory dishes.

Curry has made its way into beverages in recent years, especially in the health-conscious market, where turmeric-based drinks incorporate mild curry flavors.



YEAR OVER YEAR LAUNCHES

Source: Innova Market Insights

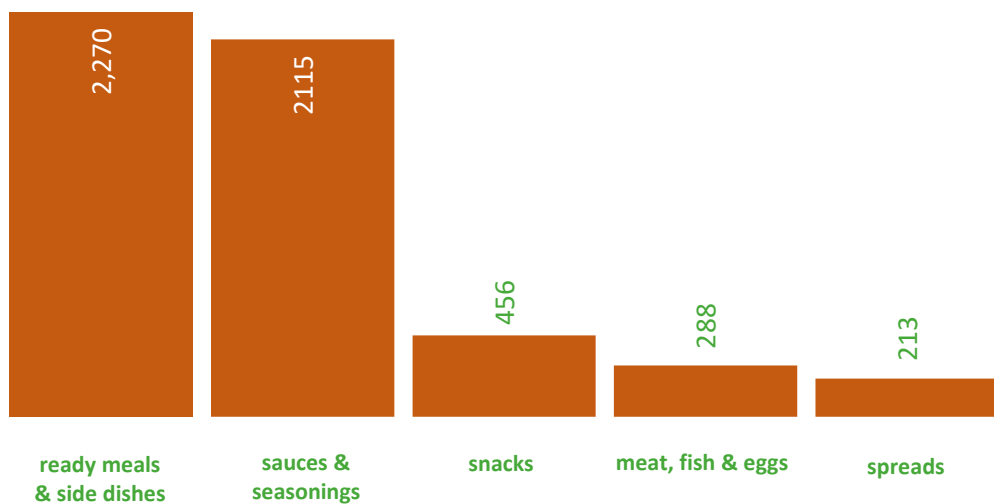




curry

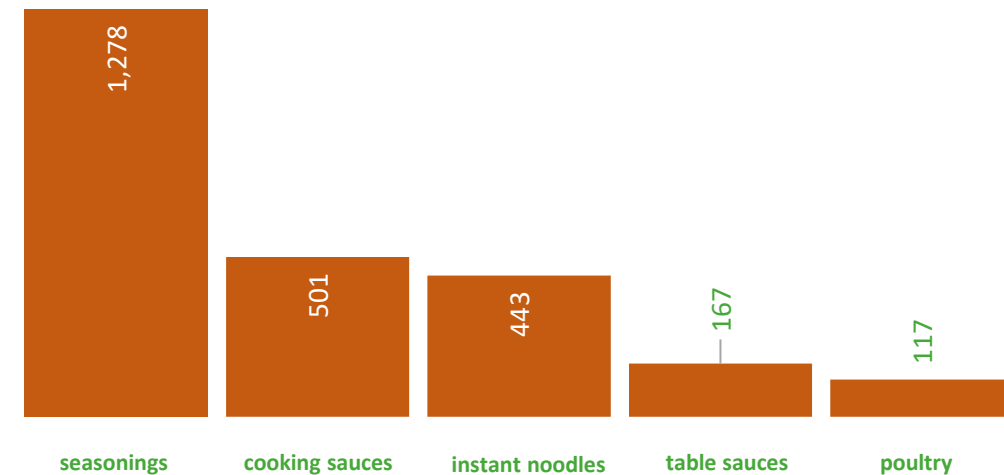
TOP 5 CATEGORIES

Source: Innova Market Insights



TOP 5 SUB-CATEGORIES

Source: Innova Market Insights



TOP 3 ONLINE RECIPES IN 2024 BY TASTEWISE



Coconut Curry



Thai Curry



Jamaican Chicken Curry



curry

TOP FLAVOR PAIRINGS

Number of launches – US, Last 3 years



Chicken

772



Beef

261



Vegetable 162



Chili

153



Mango 134



Thai

133

FLAVOR TO WATCH

A horizontal bar composed of four segments in shades of blue and green, positioned below the main title.

hawaiij

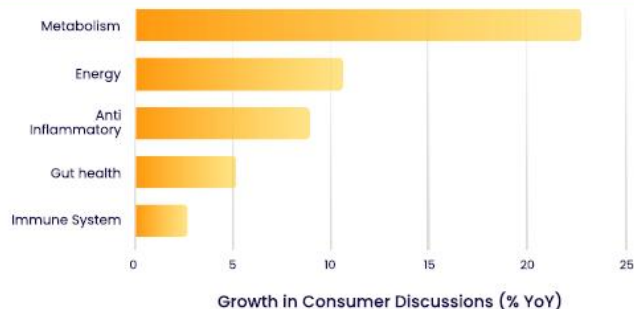
Global cuisines continue to pique consumers' interest because of the unique flavors and ingredients that deliver a sense of adventure and connection. In fact, 63% of consumers said this year that they are open to trying new cuisines, according to Innova Market Insights. In 2025, Tastewise predicts Hawaiij, a Middle Eastern staple will dominate American kitchens.



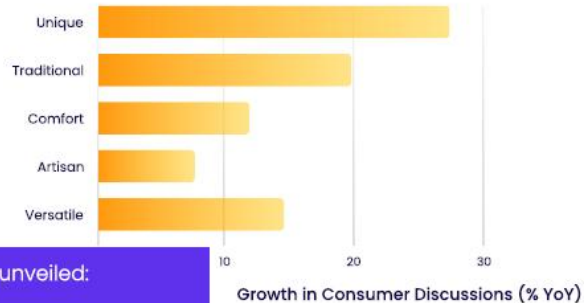
hawaij

Hawaij is the new pumpkin spice: The flavor trend taking over American palates

Interest in functional health claims for spices over time



Interest in experiential claims for spices over time



Versatility unveiled:
Hawaij



Ginger, cinnamon, cardamom, cloves



Traditional and comfort-driven spice experiences are seeing significant traction, signaling a balance between innovation and familiarity in spice choices. At the same time, consumers increasingly look to spices to stimulate the metabolic, energy, anti-inflammatory, gut health, and immunity benefits of what they eat and drink.

Enter: Yemeni spices, up

+39.7% YoY

in consumer interest.

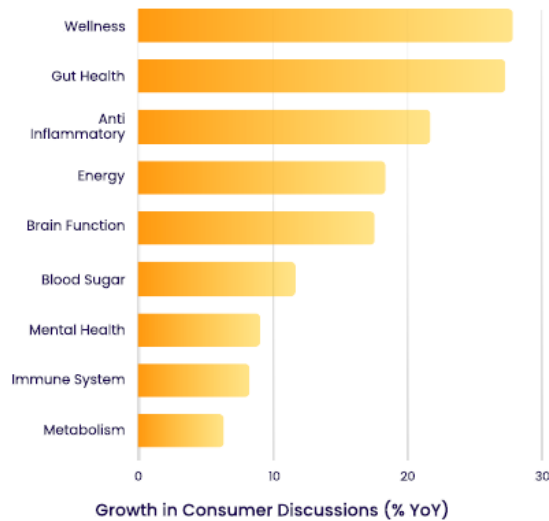
Hawaij, warm, healthy, comforting with traditional Yemeni roots and versatile variations for coffee and soup, will be 2025's darling.



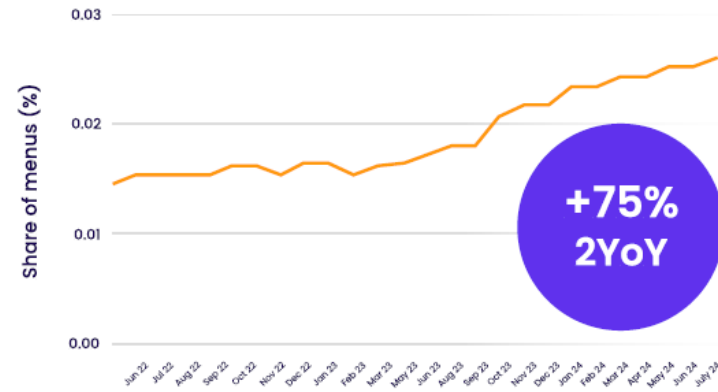
hawaij

Spice meets wellness: Why hawaij is poised to transform coffee for U.S. consumers at home and away-from-home

Interest in established and trending functional health claims for coffee, over time



Menu mentions of Yemeni coffee

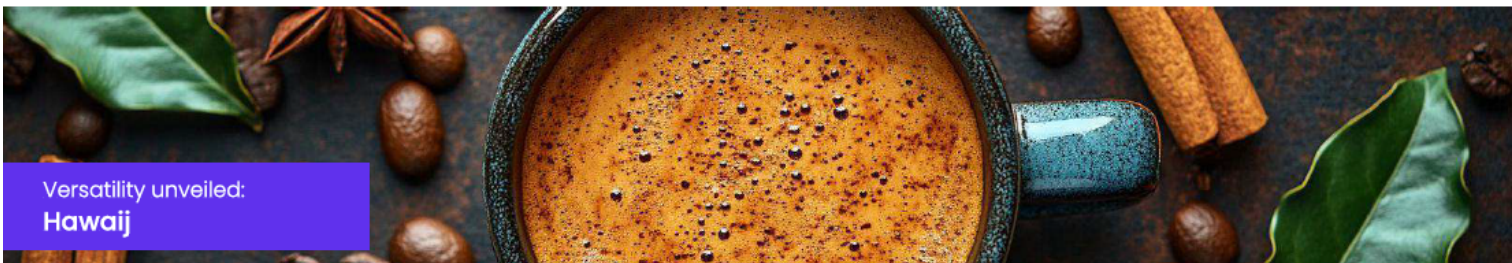


Best of both worlds: hawaij for coffee combines popular, comforting flavors in a unique way (cinnamon and ginger account for **6.7%** and **4.4%** of American spice consumption), and its functional health benefits – antioxidants, digestion, immunity, anti-inflammation and more – align with trending health demands in both spices *and* coffee. A win win.

Take advantage of versatile hawaij in foodservice *and* home cooking. Call out hawaij’s Yemeni roots, and offer it alongside traditional Yemeni coffee varieties to capture growing menu trends, where Yemeni coffee is on the rise

75% 2YoY

At home, enliven an oversaturated pumpkin spice recipe landscape (recipes for PSL dropped 8% in the last 2 years, indicating fatigue!) with creative recipes for hawaij lattes, hot chocolates, cocktails, granolas, and more. Spice it up!



Versatility unveiled:
Hawaij




hawajj



Hawajj in the glass: Emerging mainstream applications

@sanajaverikadri



❤️ 2,230

BTS of making a spice blend with my fam!! I think we can all agree that @nadir.nahdi is THE BEST food culture storyteller of our time. I feel so damn lucky that he put his whole heart and that wild creative genius brain into creating this DELICIOUS Hawajj Masala with us 🥰 ... When I started @diasporaco 7 years ago, I knew that we were investing in South Asia's BEST spice farmers, but we were also investing in telling stories of food, culture, migration and politics through each spice and its origins... we're telling the story of how spices and cuisine has travelled between Indonesia, South Asia and Yemen for thousands of years...

@busynbrooklyn



❤️ 302

I don't know what I'm loving more these days, my HAWAJJ GINGERBREAD ICED LATTE or the ice inside!! I'm legit obsessed with this GE nugget ice machine with a side tank that I got at @yudinsappliances! On sale now! Makes a great Chanukah gift! GINGERBREAD ICED LATTE 2 shots espresso 3/4 tsp TK Hawajj for coffee (link in profile) 1 tbsp silan (or to taste) 1 tbsp brown sugar Ice 1/2 cup milk of choice #partner #coffee #latte #icecoffee #icelatte #gingerbread

Family-Friends-Food




Hawajj Spiced Hot Chocolate
An indulgent hot drink flavoured with hawajj P'cofe

🗨️ 48

Easy spiced hot chocolate mix with hawajj for coffee spices - warming cloves, fragrant cardamom & lip-tingling ginger. Just add hot milk!

Jaime Geller



🗨️ 29

Homemade pumpkin chai hawajj latte: Skip the line at the local coffee shop and make your own pumpkin-chai latte with real pumpkin!

Versatility unveiled:
Hawajj



hawajj

Capture the trend with ideas from Tastewise's AI-driven Content Agency:

Concept



Positioning

Hawajj Gourmet - The Foodie's Spice Blend



Foodies, gourmet

Foodies are always on the lookout for new and exciting flavors to incorporate into their dishes. The unique blend of spices in Hawajj would be a great addition to their culinary adventures. With a YoY growth of 19.68% and a relevance of 1.40X more than average, the claim 'gourmet' is a perfect fit for this audience. Hawajj can be marketed as a gourmet spice blend that can elevate any dish, appealing to the sophisticated palate of foodies. This spice blend can be used in a variety of dishes, offering a gourmet culinary experience that foodies would appreciate.

Recipe

AI Recipe

Hawajj Coffee Cake

This is a delightful coffee cake that incorporates the warm, aromatic flavors of Hawajj spice blend. The cake is moist and fluffy, with a rich coffee flavor that is perfectly complemented by the sweet and spicy notes of the Hawajj. It's a perfect treat for breakfast or dessert, and pairs wonderfully with a cup of coffee or tea.

Serving size
This recipe makes one 9-inch cake, which should serve 8-10 people.

Directions
The total cooking time is approximately 90 minutes, with 30 minutes of active cooking and 60 minutes of baking time.

Difficulty
medium

Yield/Engagement
1480



Versatility unveiled:
Hawajj





FLAVOR TONALITIES

CONTACT US

For Additional Insight and Information

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