

Jalapeño



Top hot pepper mentions in 2016
(across Top 500 menus)



1. Jalapeño

2. Banana Pepper
3. Cayenne Pepper
4. Serrano Pepper
5. Ghost Pepper
6. Habanero Pepper

Scotch Bonnet and Hatch pepper are not yet present across Top 500 menus



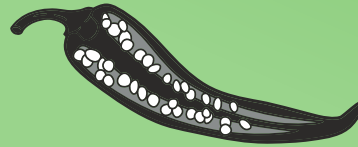
Burgers featuring jalapeño command a 9% higher price point than those not featuring jalapeños

Fastest-growing jalapeño descriptors since 2015
(across Top 500 menus)



- 1. Smoked (+44%)**
2. Fresh (+28%)
3. Roasted (+13%)
4. Pickled (+5%)

Top jalapeño descriptors since 2015
(across Top 500 menus)



- 1. Fresh**
2. Pickled
3. Roasted
4. Smoked
5. Grilled

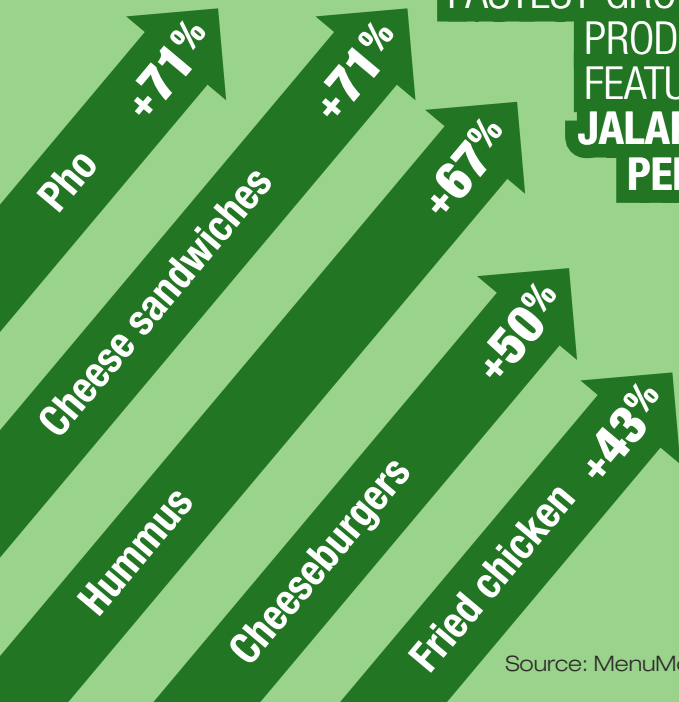


The spicy trend remains in full swing, with over 1/2 of consumers showing continued interest in very spicy offerings. Younger consumers, particularly Millennials, are the primary drivers of this trend, as nearly 6-out-of-10 Millennial consumers prefer very spicy foods (vs. mild/moderate spiciness). Spicy flavor preferences are also aligned with the increasing presence of Latin cuisine across both commercial and retail menus.

Some of the drivers of this trend are:

- ✓ Spicy foods can take mainstream spiciness to the next level, which appeals to Millennials and adventurous diners
- ✓ Shock value and novelty
- ✓ Offers another layer of customization (varied heat levels) to the dish, an attractive attribute to the increasingly-influential Millennial diner.
- ✓ Directly appeals to Hispanic consumers, the largest minority population in the U.S.

FASTEST-GROWING PRODUCTS FEATURING JALAPEÑO PEPPER



53% of consumers call out jalapeño as their **most preferred hot pepper**