

BRINGING HEAT TO LIFE

Brian Javier, PD Scientist

“DIFFERENT COMPOUNDS IN FAMILIAR INGREDIENTS
CAN DELIVER DIFFERENT SENSATIONS OF HEAT.”



Consumers are becoming well-versed in the nuances of heat and are ready for even more exploration. As a developer, this creates opportunities to leverage the various compounds found in food ingredients to create pleasing ‘hot’ profiles for your brand target. These compounds can create sensations such as nasal pungency, numbing, heat, and even pain, depending on the source and level. For taste complexity, flavor notes like salty, sour or umami can enhance or complement those sensations. Learn more about these compounds and the type of heat experience they can deliver:

CAPSICUMS/CHILIES



The active compound found in chili peppers (genus *Capsicum* of the botanical family Solanaceae), capsaicinoids cause a burning sensation and spicy heat.

Experience it:

- Cayenne & Cherry
- Jalapeno Ranch
- Chipotle BBQ
- Scotch Bonnet & Pineapple
- Cajun Blend (onion, garlic, red pepper, thyme)

PIPERINE



Compound in black and white peppercorns. Found in lower amounts than capsaicin, resulting in less burn, making it great for more mild heat.

Experience it:

- Peppercorn Trio
- Black Pepper & Malt Vinegar
- Cracked Pepper & Sea Salt

OTHER COMPOUNDS



Create nasal pungency, numbing heat:

- Garlic/onion family (allicin)
- Cinnamon/clove (cinnamaldehyde/eugenol)
- Radishes, horseradish, wasabi and mustard (allyl isothiocyanate)
- Ginger (gingerol)

Experience it:

- Spicy Cinnamon Apple
- Wasabi & Soy
- Creole Mustard
- Horseradish Cheddar
- Sesame, Ginger & Garlic



RESULTING EXPERIENCES

Warmth/Heat · Nasal Pungency · Burn · Pleasure

Whatever heat experience you're aiming for, we can help you deliver.

Reach out to discuss or request a flavor sample.

[Click to connect](#) | 630-578-8600