



Heinz's Dip & Crunch is designed to elevate the burger-eating experience and is available in Regular and Spicy varieties; courtesy of Kraft Heinz.



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Forward Thinking: Lip-smacking Snacks

Spicy flavors, new formats and flavorful collaborations are driving innovation in the snack aisle.

According to IRI^a, salty snack sales reached \$31.5 billion for the 52 weeks ending April 17, 2022. Within the category, potato chips grabbed \$8.9 billion in sales with an increase of 6.2%. Consumers continue to snack, and flavor is a significant driver. Mondelez's 2021 *State of Snacking* report^b found that 82% of global consumers say they "look forward to trying new snacks"—including 90% of Millennials—while three-quarters "get excited when they find a new snack to try" (75%). Similarly, according to Frito-Lay's Trend Index^c, 40% of consumers get excited to find a new snack, especially one with a unique flavor while 35% of consumers said innovative flavors are most likely to influence what they select. Furthermore, 44% of respondents of all ages said trying new snack flavors led them to try more foods with those same flavors, while 58% of consumers aged 18-34 claimed to have eaten more foods

^awww.snackandbakery.com/articles/99089-state-of-the-industry-2022-chips-continue-to-reign-supreme

^bwww.mondelezinternational.com/-/media/Mondelez/stateofsnacking/2021/2021_MD LZ_stateofsnacking_report_GLOBAL_EN.pdf

^cwww.prnewswire.com/news-releases/its-whats-on-the-inside-that-counts-frito-lay-summer-trend-index-unveils-shifting-priorities-and-eating-habits-301577492.html

featuring that flavor they had initially tried in a snack. In addition, tasked to choose one snack element, 42% of consumers stated they would choose flavor combinations such as sweet and spicy, or tangy and salty over familiar, regional flavors (21%), texture (21%), and international flavors (15%). Spicy flavors, new formats and flavorful collaborations are driving innovation in the snack aisle.

Smokin' Hot

Trendincite's *Perfumer & Flavorist*⁺^d "Forward Thinking: Snack Down," article, which appeared in the November 2021 edition, explored spicy snack flavors and the momentum continues. Jalapeño and hot sauce are popular spicy flavor directions popping up in chips and popcorn. Boulder Canyon added Thin & Crispy Jalapeño flavored potato chips to its line, which is a thinner cut chip cooked in avocado oil that is non-GMO and gluten-free. SkinnyPop introduced Cheddar Jalapeño popcorn as a limited-edition flavor. Like the brand's other products, the popcorn is non-GMO, gluten-free, kosher, preservative-free, peanut-free, tree nut-free and made without artificial ingredients. Pipcorn and hot sauce

brand Tabasco have teamed up on the launch of Spicy Cheddar Popcorn and Spicy Cheddar Cheese Balls. The snacks combine Pipcorn's heirloom super corn and real cheddar cheese with the flavor of Tabasco Original Red Sauce.

For a limited time, Cheez-It launched the Cheez-It Snap'd Scorchin' Hot Cheddar flavor that "is baked with 100% real cheddar cheese and features fiery heat, garlic and savory umami flavors." Popchips unveiled Fiery Buffalo, which "gets its kick from cayenne pepper complemented with garlic and buttermilk."

Pringles released the limited-edition Pringles Scorchin' Hot Ones in The Classic Hot Sauce, Los Calientes Rojos and Los Calientes Verde varieties. The Los Calientes Rojos offers "a balance of sweet applewood smoked red jalapeños and tangy habanero," while the Los Calientes Verde features "a punchy, smoky blend of serrano and habanero chilies with sweet fruit and tart tomatillo." For its Wavy chips line, Pringles added the Wavy Chipotle Ranch flavor with "smoky chipotle heat and creamy zesty ranch flavors" for a limited time sold at Walgreens. For the summer, as a limited flavor, Doritos introduced Tangy Tamarind inspired by Hispanic, Asian and Indian dishes. Cinnamon Toast Crunch released a limited CinnaFuego Toast

^dperfumeflavorist.texterity.com/perfumeflavorist/november_2021/



Pringles limited-edition Scorchin' Hot Ones collection features The Classic Hot Sauce, Los Calientes Rojos and Los Calientes Verde varieties; courtesy of The Kellogg Company.

Crunch flavor with “sweet cinnamon and fiery spices including spicy pepper,” sold exclusively at www.walmart.com.

New Formats

Snack brands are developing new textured snacks as well as snack dips. Cheez-It debuted the Cheez-It Puff'd line, which is described as a puffy and airy snack with a cheesy, crunchy outside layer. The collection is available in three varieties, including Double Cheese, Scorchin' Hot Cheddar and White Cheddar. Goldfish crackers added Goldfish Mega Bites to its portfolio, which are 50% larger than regular Goldfish. The Mega Bites were designed to target adult consumers and offered in Sharp Cheddar and Cheddar Jalapeño variants. Lay's dropped Lay's Layers in two flavors, Three Cheese and Sour Cream and Onion. The Three Cheese flavor incorporates cheddar, Parmesan and gouda flavors. According to the brand, “the multidimensional potato bites contain a layer of crispiness and deliver flavor with each and every bite.”

Doritos has taken its classic, most popular chip flavors and developed two dips, Doritos Dip Cool Ranch Jalapeño and Spicy Nacho. Heinz has created Dip & Crunch, a first-of-its-kind innovation that seeks to revolutionize the burger-eating experience. Available in two flavors, Regular and Spicy, the two-in-one package features “a mouth-watering sauce with crisp potato crunchers that cling to the smooth sauce when dunked.” The burger sauce is made with tomato puree, molasses, sun-dried tomatoes, garlic powder, tamarind concentrate, onion powder and spices.

Flavorful Collaborations

Iconic food brands are collaborating with snack brands to create limited-edition flavorful snacks. McCormick & Co. and Campbell Soup have collaborated on Goldfish crackers made with Old Bay seasoning, which includes Old Bay's blend of 18 herbs and spices, including black pepper, paprika, celery salt and red pepper. Grillo's Pickles has partnered with Utz Brands on the limited-edition Grillo's & Utz Dill Pickle flavored potato chips with a fresh, crispy, salty, dill pickle flavor. Smartfood and Doritos have created the Smartfood Doritos Nacho Cheese Flavored Popcorn, available exclusively at Sam's Club.

Rap Snacks and Nicki Minaj have teamed up on the Barbie-Que Honey Truffle chips. The signature flavor “is a nod to Minaj's Barbie nickname and the name of her fanbase, the Barbz.” The potato chips have sweet truffle and barbecue notes. Following Doritos' taco shell success, in June, Taco Bell tested



Grillo's Pickles has partnered with Utz Brands on the limited-edition Grillo's & Utz Dill Pickle flavored potato chips with a fresh, crispy, salty dill pickle flavor; courtesy of Utz, Brands Inc.

two new menu items featuring an oversized Cheez-It at an Irvine, California restaurant. The Big Cheez-It Tostada's base was made with a Cheez-It, which was 16 times the standard size, and contained ground beef, sour cream, tomatoes, lettuce and cheddar cheese. The Big Cheez-It Crunchwrap Supreme replaced the internal tostada shell with the giant Cheez-It and was packed with ground beef, nacho cheese sauce, lettuce, tomatoes and sour cream.

Snacks Show No Signs of Slowing Down

Snacking is universal and salty snacks show no signs of slowing down. Consumers continue to crave unique and innovative flavors, and currently, spicy flavors are meeting their needs. New formats, such as textured chips and dips and flavorful collaborations, are encouraging product trials. Eighty-one percent of consumers surveyed in Frito-Lay's Trend Index enjoy the social aspect of snacking. Snack brands are recognizing the value of social snacking and are creating fun, interactive experiences. It will be interesting to watch as flavorists and brands develop new, unexpected flavors, new formats, creative partnerships and snack experiences to meet consumers' evolving snacking habits.

