



Nashville Hot Dipping Glaze

A blend of **hot chili peppers, smoked paprika and a touch of sweetness** that's a dipping glaze for McNuggets.*

16% of consumers say "The spicier the better" when it comes to condiments

Nashville Hot

Found on 3.1% of menus

+296% growth on menus over the last 4 years

VERY STRONG growth prognosis: predicted to **outperform 100%** of all other food, beverage and ingredients over the **next 4 years**

Two in five consumers are motivated to visit a restaurant by a **unique sauce.**



Sauces allow consumers to customize with ease and allow for comfortable **experimentation with new flavors** in small doses.

Younger consumers love spicy condiments. The Nashville hot dipping glaze is a great way to bring **Gen Z and Millennials** into the restaurants.

SCAN ME!



*Can also be applied through promotional FIFO bottles/sauce gun for the Crispy Chicken Sandwich.



Spicy | Menu Adoption Cycle | Oct 2022

DATASSENTIAL

ABOUT US

40+ year partnership with McDonald's on the dehydrated chopped onion

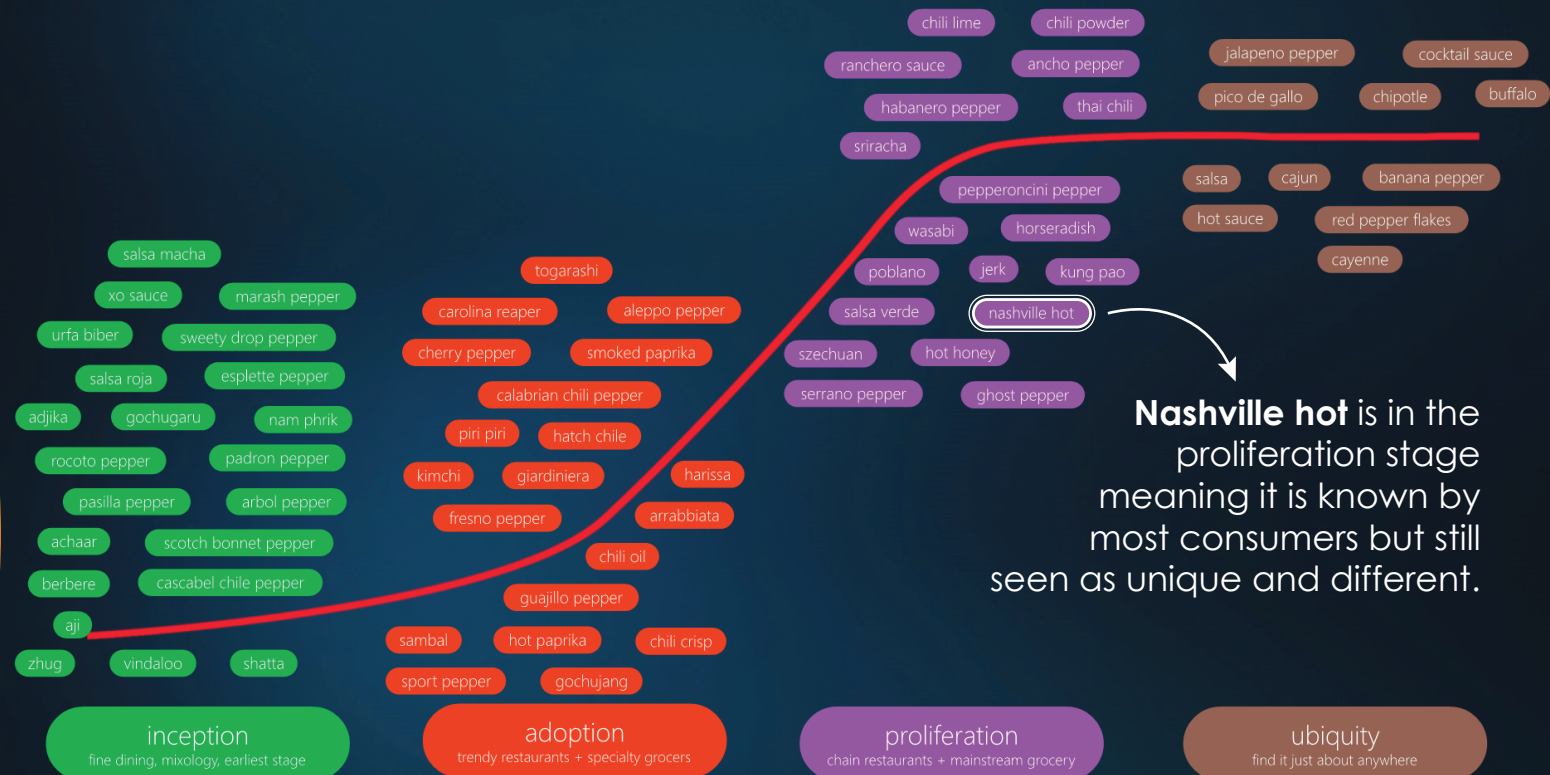
ofi and Baldwin Richardson Foods have a strong **6+ year partnership**

25+ years of unmatched, symbiotic grower relationships that ensures a secure supply chain for our customers

At every stage, from plant to palate, we take care of the ingredients that will **delight consumers**

ofi offers end-to-end **traceability, sustainability & quality** across our supply chains

With deep-rooted presence in origin countries, we are **closer to farmers**, enabling better quality, and more reliable, traceable supply



Nashville hot is in the proliferation stage meaning it is known by most consumers but still seen as unique and different.

Sources: Datassential MenuTrends 2022; Datassential Foodbytes, 'Condiments, Sauces & Dressings' T Hasegawa Flavor Flash, 'Dips and Sauces' 07.2022.