

SPOONSHOT PREDICTS NEW FLAVOR FOR PLANT-BASED SNACKS

North African flavors take center stage

GOAL

With a CAGR of **13.6%** from **2018** to **2025**, there is a huge preference for healthy snacks that are:

- Allergen-free
- Vegan
- Gluten-free
- No added sugar

A US plant-based snack brand that creates healthy snacks with cassava root wanted to create a line extension with new flavors.

RESULTS

A new trending flavor combination

The next ethnic condiment that can potentially surpass sriracha in popularity

SOLUTION

Spoonshot's AI-powered **#foodbrain** mined through millions of data points, looking at trending flavors and ingredients. We found that North African flavors have taken the cuisine world by storm over the past year. The North African condiment, harissa, a zesty red pepper sauce with subtle notes of sweet tomato has emerged as a top trending condiment. Since **2018**, African flavors, in general, have seen a **19.6%** increase in conversations and in usage.

When we combed through ingredients that share high flavor compatibility with harissa and connected the data from **996** recipes and news sites, our **#foodbrain** came up with a unique and tasty pairing for harissa - harissa and lemon.

From our data, we have also found that cassava goes well with chili flavors like paprika so it too would combine well with harissa. Harissa is used in a host of products and recipes - from harissa sweet potato wedges to Moroccan harissa grilled chicken legs. Of all the popular African sauces used in recipes (chermoula, harissa, maafe, moambe, and shito), harissa comprises **77%**.

Some popular harissa flavored snacks include President's Choice Harissa Hummus Flavor Rippled Potato Chips and Tadah! Falafel Wrap With Sweet and Spicy Harissa.



While there may be similarities between harissa and sriracha in terms of heat, harissa is more complex in flavor and healthier than sriracha, because it is mixed with olive oil, rich in healthy monounsaturated fats. We're excited to see product developers use these flavors - harissa and lemon to create the next breakthrough plant-based cassava chips.