

BBQ TREND GUIDE

HISTORY

Barbeque originated from a Caribbean cooking method that traveled with the Spanish conquistadors to the Southern United States. It blended with flavors of the region, and those who immigrated and were enslaved there, to form the regions of barbeque we know today: Texas, Memphis, Kansas City, North Carolina, and South Carolina.

**\$2
Billion**

**BBQ Sauce
Sales in 2018**

BBQ Sauce Flavors Growth in 2018

+31.8%

Sweet &
Tangy

+18.8%

Kansas City
Tomato-Based

+16.7%

Jalapeno
BBQ

+14.3%

Asian
BBQ

+6.5%

Honey
BBQ

TWISTS ON TRADITIONAL BBQ FLAVORS

Hawaiian
Fruit

Candy
Apple

Molasses

Whiskey

Cajun

Product Suggestions

Pineapple BBQ

Molasses BBQ

Candy Apple BBQ

Black Pepper and Onion BBQ



Trending Global BBQ Flavors

EUROPE

- Worcestershire
- Mustard
- Vinegar

LATIN AMERICA

- Jalapeno
- Sweet and Spicy Chilis
- Garlic
- Lime

AFRICA

- Cumin
- Coriander
- Turmeric
- Cinnamon
- Paprika
- Harissa

ASIA

- Peppercorn
- Dried Chilis
- Gochujang
- Fruit
- Soy
- Honey
- Hoisin
- Muscavado



Product Suggestions

Chili Mango BBQ
Mushroom Umami BBQ
Sticky Sweet BBQ
Cajun BBQ
Char Siu BBQ