

## Spice It Up: Use of Condiments and Sauces to Add Flavor

*We posed the question to our Hartman Consumer Qualitative Panel about their favorite sauces and condiments and found that while the old standards such as ketchup and mustard continue to be go-tos, global sauces and seasonings are increasingly providing consumers with a sense of discovery and personalization for their everyday meals and snacks. Here's a sampling of what consumers have to say about the use of condiments and sauces.*

**Tell us about your use of sauces/condiments for flavor. Do you have any favorites? Any that you've started or stopped using in the past few years? Why?**

“ I must say that ever since I discovered **Sriracha hot sauce**, my young adult life has changed. I literally put it on everything, from pizza, pasta, salad, rice bowls, stews, burritos, sandwiches, etc. The possibilities are endless! I have stopped using mayo in an effort to limit unnecessary fats in my diet, and I've also come to dislike the taste of it. I still use ketchup from time to time (because what's fries without ketchup?), but I've been trying to limit that as well, since a lot of ketchup is made with high fructose corn syrup. ”

*Female, 30*

“ I enjoy different types of barbecue sauces such as **Texas-style and Vermont maple-style**. I have not stopped using any. I started using a Thai peanut-style sauce based on taste and use in Asian cuisines. ”

*Male, 56*

“ I'm simple, stick with ketchup most of the time and barbecue sauce once in a while. ”

*Female, 44*

“ I use sauces on sandwiches and salads mostly, and my all-time favorite is a **spicy peanut dressing**, because it goes so well with anything in a salad and sandwich. ”

*Male, 43*

“ I love **wasabi and soy sauce**. I stopped eating ketchup years ago as it is too sweet. I prefer salty flavors. ”

*Female, 40*

“ I've recently started getting into some more **Asian condiments**. I started using **gochujang** for the first time this past year...it sounded so intimidating, but a blogger I like mentioned using it and made it seem more accessible, so when I spotted it on the shelf at the grocery store, I tried it and loved it! My favorite, though, is the chili garlic sauce. It's such a delicious level of spicy flavor, it helps make a great dipping sauce for chicken especially. ”

*Female, 32*

“ Love hot mustard. I love Sriracha. **Tabasco** is great. Anything with garlic. Steak sauce is nice sometimes. Cocktail sauce for fried shrimp, horseradish for prime rib. Hollandaise for eggs Benedict. Blue cheese for wings and salad. ”

*Male, 50*

“ I've recently discovered toasted Asian sesame salad dressing, which I'm now using as a **sauce/condiment/cooking ingredient** whenever possible. It's delicious and (amazingly) my whole family loves the taste. ”

*Female, 48*



Source: Hartman Consumer Qualitative Panel.

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