

Tackle Today's Hottest Menu Flavor Trends

Discover the On-Trend Flavor Combos Football Fans Crave

These days, your guests want beverages they can enjoy all day and bold, spicy flavor experiences to accompany the thrill of the game. Delivering flavor complexity with a kick of spice—versus challenging the palate with extreme heat—is key to keeping the orders rolling in.

Thoughtfully spiking dishes with a bit of TABASCO® brand Pepper Sauce flavors elevates a comfortable sandwich into something intriguing and craveable.

Upgrade with Mayonnaise

Mayo offers a tangy blank canvas that begs for flavor exploration—and it loves pepper sauce. Adding some [TABASCO® brand Sriracha Sauce to mayonnaise](#) creates the perfect dipping sauce for [Duck Fat Fries](#) or [Cajun Cubano](#) sandwich spread.

The salty-fatty-crispy combo of fried seafood delivers a world of flavor in one bite. Dishes like [Starting Line Sweet & Spicy Shrimp](#), coated with a specialty mayo infused with TABASCO® brand Original Red and TABASCO® brand *SWEET & Spicy* Pepper Sauces, make a great small plate or appetizer option, too.

Honey Heats Up

Combining sweet and spice adds a surprising well-rounded richness with an eye-opening flavor profile.

Adding Sriracha to honey creates a game-changing dipping sauce for poultry dishes—whether as a dip for a fried chicken sandwich or even drizzled over a [chicken waffle wrap brunch special](#).

Turn Up the Flavor on Beverage Menus

Game day is a marathon. Adding low-alcohol or non-alcoholic beverages is low risk with high rewards, especially when families are involved.

The new Gen Z consumer (aged 8–20)—often found alongside Gen X parents—wants fun, familiar flavors in Instagram-worthy presentations. Agua fresca, sparkling lemonades and [Spiced Ice Tea](#) offer seasonal fruit options. Beverages like these deliver the perfect platforms for today's creative heat usage.

For the over-21 crowd, look to add a little spice to cocktails that have a full sweet-salty-acidic-bitter flavor profile for extra depth. Traditional Bloody Marys and margaritas are ripe for customization. The [Peperita](#)—a kicked-up margarita—leans on sweet vermouth and Campari to up the warm spiced citrus aromatics, while a dash of TABASCO® Original Red Sauce delivers lingering warmth.

Creating sauces and beverages with trend-forward flavor and heat combinations offers customization options for adventurous guests. With a variety of TABASCO® brand Pepper Sauce flavors on hand, offering game day options for every palate is a snap.

