





TRENDS

PERCEPTIONS
OPTIONS
TASTE

 SNAP!

NASHVILLE HOT



 SNAP!

NASHVILLE HOT



Nashville Hot

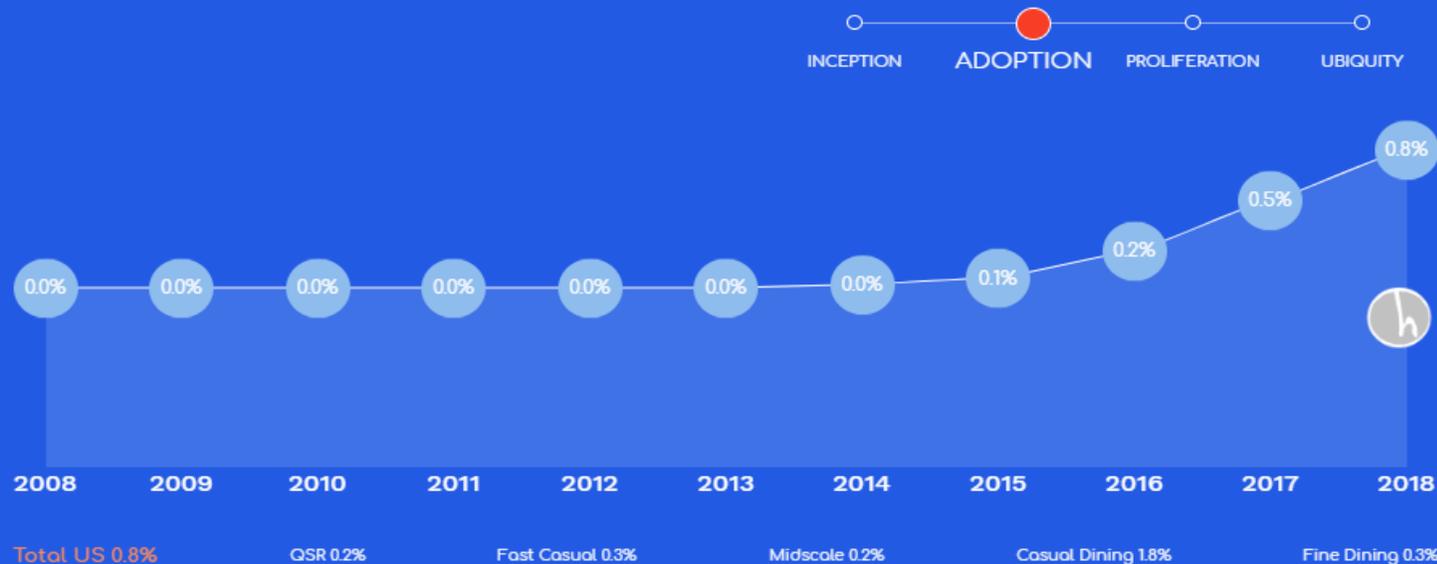
is on **0.8%** of US menus

1-year growth **+57.5%** | 4-year growth **+4,001.7%**

12% of consumers love or like it.
Most popular with **African Americans**.
More common at chains.

DOWNLOAD PROFILE

PACKAGE



CONSUMER AFFINITY

12%
love or like it

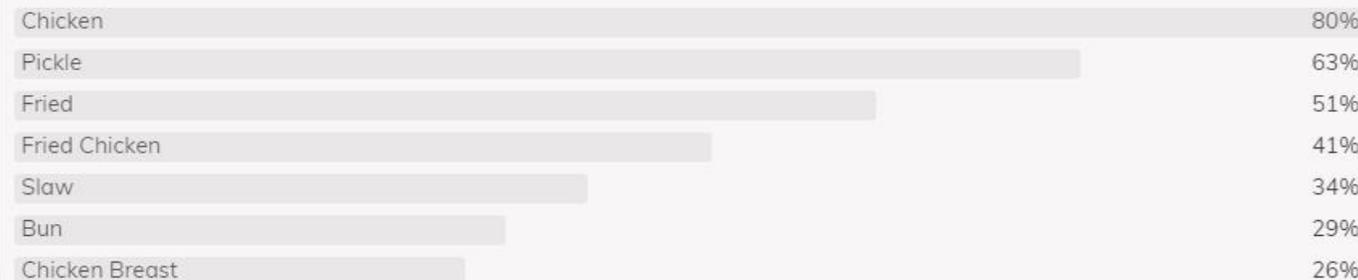
33% know it
16% have tried it

flavor

[view details](#)

Know The Trend

PAIRED WITH



[view details](#)

FOUND IN



NASHVILLE HOT

WHY IT MATTERS

According to Sauer, "the secret to Nashville's famous hot chicken is in the layering" - first it's marinated in spicy buttermilk brine, then covered in flour and spices, double-fried and basted coated in a hot, and often bright red butter paste known as Nashville hot (which includes cayenne pepper, garlic powder, and paprika). Thompson Prince III is widely credited with the creation of Nashville hot chicken in the 1930s after tasting a similar super-spicy concoction created by his



NASHVILLE HOT

WHY IT MATTERS

With its popularity, Nashville even holds an annual Hot Chicken Festival, which has helped introduce visitors to the iconic dish - pop-up and temporary stands at fairs or even grocery stores can also serve as viable platforms for introducing consumers to new items like Nashville hot. And what was once a regional flavor has now been featured across the U.S. at various chains including KFC, Shake Shack, and Captain D's. While Nashville hot was traditionally showcased on fried chicken served atop plain white bread with pickle slices, the flavor can be used in nearly any number of applications. Chef's Market & Catering in Nashville, for instance, offers its version with a chicken and waffles spin - the chicken comes in a waffle cone with a pipette filled with the hot sauce, leaving the spice level up to diners (something

[and 58 more articles](#)



NASHVILLE HOT

WHY IT IS

According to Sauer, "the secret to Nashville's famous hot chicken is in the layering" - first it's marinated in spicy buttermilk brine, then covered in flour and spices, double-fried and basted coated in a hot and often bright red butter paste known as Nashville hot (which includes cayenne pepper, garlic powder, and paprika). Thompson Prince III is widely credited with the creation of Nashville hot chicken in the 1930s after tasting a similar super-spicy concoction created by his

WHY IT!

With its Festival, it's a viable Nashville featured and Capt food chid can be at Catering! waffles up with the

RECOMMENDED CHARTS

Wild caught Alaskan Pollack coated with Nashville hot seasoning, topped with Parmesan Peppercorn Ranch, Cheddar, Pickles, tomato, and shredded lettuce. A sandwich fit for the king of Nashville, but made on a sweet Kings Hawaiian Bun.



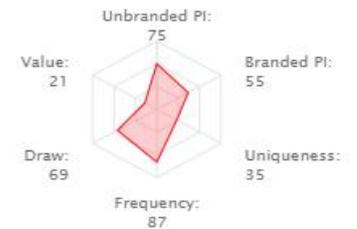
December 2017 \$5.34

Longhorns take on Nashville hot chicken. Fresh chicken breasts hand-breaded and fried to order, finished with a housemade sweet and spicy honey sauce and topped with pickles.



December 2017 \$15.49

Crispy fried chicken, Nashville Hot Sauce, dill pickles, ranch, toasted Parker House Bun. Served with fries.



September 2017 \$12.50

Taking a flavor cue straight from Nashville, we toss crispy shrimp in a sweet-and-spicy rub. Then, we finish with a drizzle of amber honey to create the perfect blend of sweet and heat. Part of our Endless Shrimp promo where guests can enjoy as much shrimp as they like, any way they like, from the Endless Shrimp menu and can even mix-and-match different preparations. The offer comes with a fresh salad and unlimited Cheddar Bay Biscuits.



Hand-breaded chicken breast smothered with Nashville hot sauce, topped with pickles and served open-face over Texas toast. Served with cole slaw and ranch dressing. Served with fries or house-made potato chips



November 2017 \$9.99

Kfc
NASHVILLE HOT CHICKEN LITTLES



The Colonel's latest creation was inspired by one of Nashville's most famous dishes. Featuring a perfect blend of spicy cayenne and smoked paprika.



September 2017 \$1.69

Kfc
NASHVILLE HOT CHICKEN TENDERS



The Colonels latest creation was inspired by one of Nashvilles most famous dishes. Featuring a perfect blend of spicy cayenne and smoked paprika.



Cheesecake Factory
"NASHVILLE HOT" CHICKEN NUGGETS



Hand Battered and Fried Crisp with Our Very Spicy Nashville Hot Sauce. Served with Ranch Dressing.



September 2017

Applebee's
NASHVILLE HOT CHICKEN SANDWICH



Crispy fried chicken breast, spicy cayenne pepper sauce, creamy coleslaw and pickles served on a Brioche bun. All sandwiches are served with classic fries

Kfc
NASHVILLE HOT CRISPY CHICKEN



The Colonels latest creation was inspired by one of Nashvilles most famous dishes. Featuring a perfect blend of spicy cayenne and smoked paprika.



PERCEPTION

KR | **KEYNOTE** REPORT



BrandFingerprints



88%

of consumers
pick up a
premade meal
from a
supermarket or
c-store



51%
Specific Item
Craving

78%
Excellent/Very
Good

BEEF MEATBALLS
WITH MARINARA SAUCE
\$8.99/LB

TUSCAN
TURKEY BREAST
\$15.99/LB

BUTTERFLICK
MASHED POTATOES
\$5.99/LB

GREEN BEANS
WITH MUSHROOMS
\$7.99/LB

ROASTED BEEF
SALAD
\$7.99/LB

ROASTED CARROTS
WITH BUTTER AND HERBS
\$7.99/LB

WILD RICE
WITH CORN AND APPLES
\$7.99/LB

I would purchase from the
prepared foods area more
often if...

COMPLETE MEALS TO TAKE HOME – 44%



MORE GRAB & GO – 38%



GOOD TO GO

CHECK OUT IN THE AREA – 38%



MORE UNIQUE ITEMS/FLAVORS – 35%



BEST IN CLASS

PREPARED FOODS AREA HOT CASE



GRAB & GO COLD CASE



SELF SERVICE BUFFET





OPTIONS

WINE & BEER TASTING

53%
would go to
prepared
foods area to
eat

A man with a beard and glasses, wearing a dark shirt, stands behind a bar. The bar has several beer taps and a display of wine and beer menus. The menu on the left is divided into 'WHITE', 'RED', and 'BOTTLE' sections. The menu on the right is divided into '32-64' and 'BEERS' sections. There are two flat-screen TVs mounted on the wall behind the bar, one on each side. The bar is illuminated by warm, pendant-style lights.

A well-lit grocery store aisle with shelves stocked with various products. A sign above the shelves reads 'live naturally'. The aisle is filled with a variety of goods, including packaged snacks, beverages, and other grocery items. The lighting is bright and even, highlighting the products on the shelves.

The image shows the exterior of a Kroger store. The building is a single-story structure with a light beige or tan facade. The main entrance area is framed by a large, arched opening. Above this arch, the Kroger logo is prominently displayed in large, blue, three-dimensional letters. The logo consists of a stylized 'K' followed by the word 'Kroger' in a sans-serif font. Below the arch, there are large glass windows with black frames. To the left of the main entrance, there is a section of the building with a grey stone veneer. To the right, another part of the building is visible, featuring a smaller sign that reads 'Digital Photo' in red and black text. The sky is a clear, pale blue, suggesting a bright day. The overall appearance is that of a modern, well-maintained retail store.

Kroger

Digital Photo



3300 Hamilton Mill Road

Rest Haven

Buford

Sugar Hill

The Chateau
Élan Golf Club

Mall of Georgia

Little
Mulberry Park

Suwanee

Whitlock
Farms

Sky Zone
Trampoline Park

Arbor Trace

Woodhaven
Downs

Rabbit
Hill Park

Auburn

Google



Rest Haven

Buford

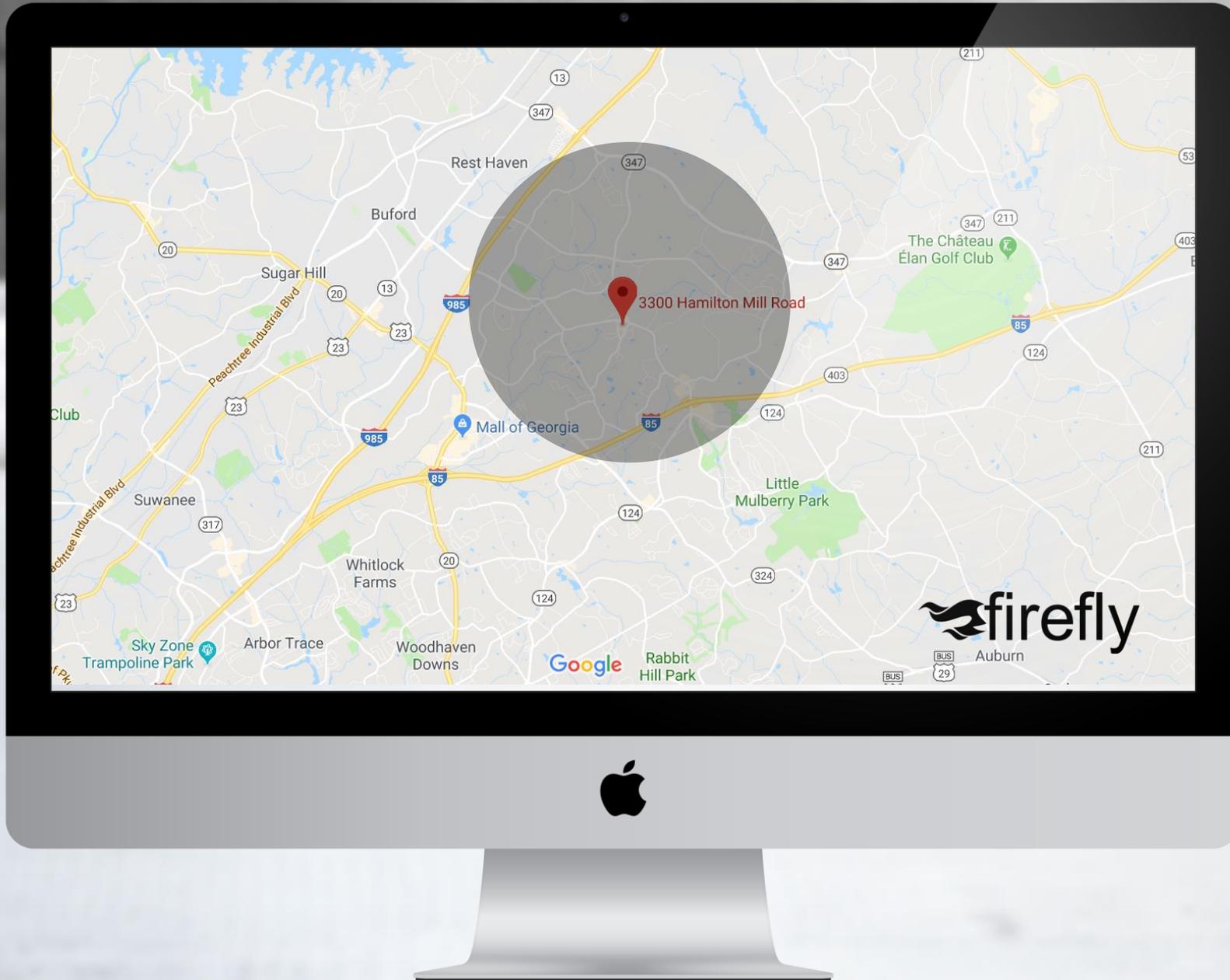
Sugar Hill

The Ch...
Élan Golf

3300 Hamilton Mill Road

Mall of Georgia

Little



37
QSR

10
FC

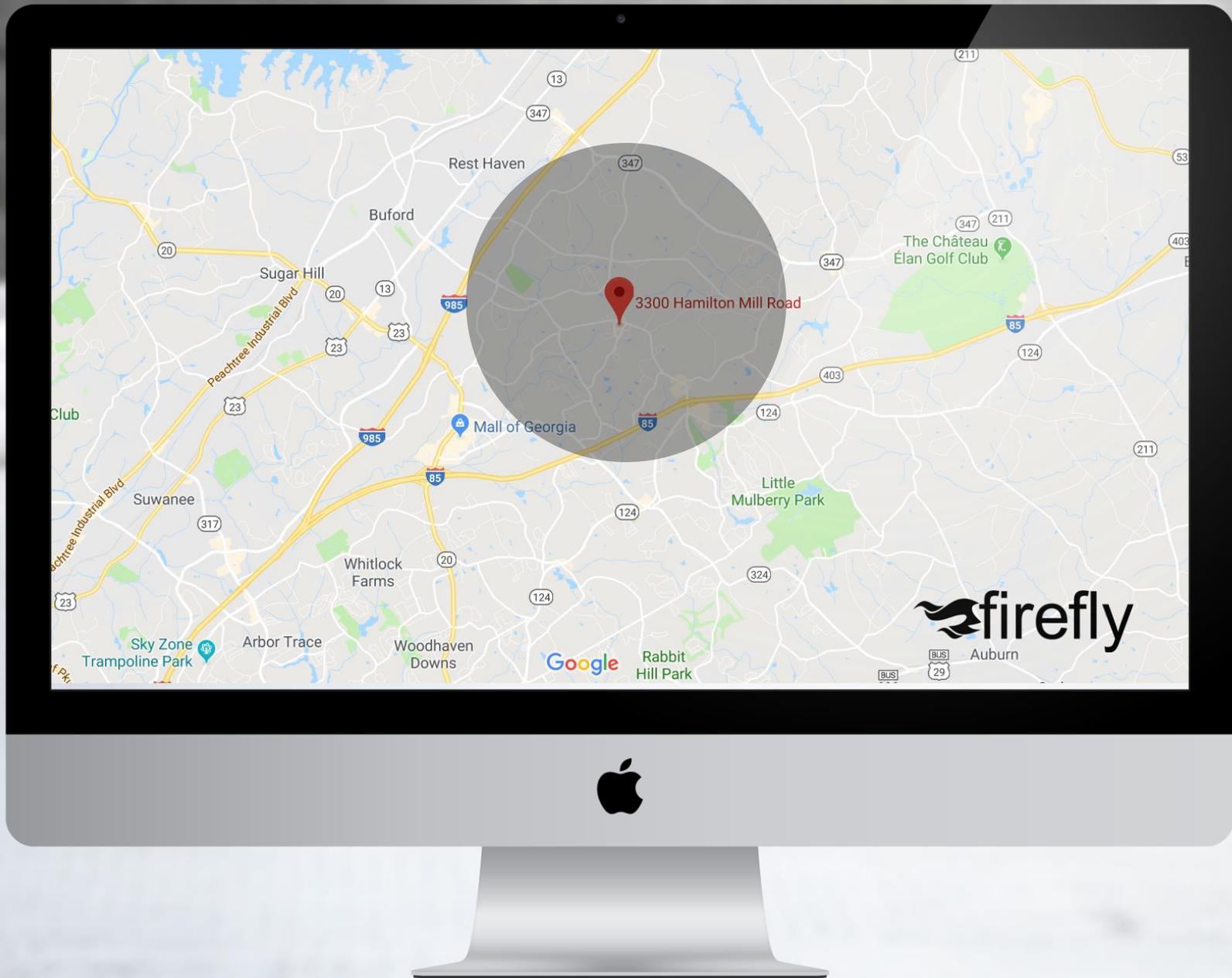
11
MDS

19
CAS

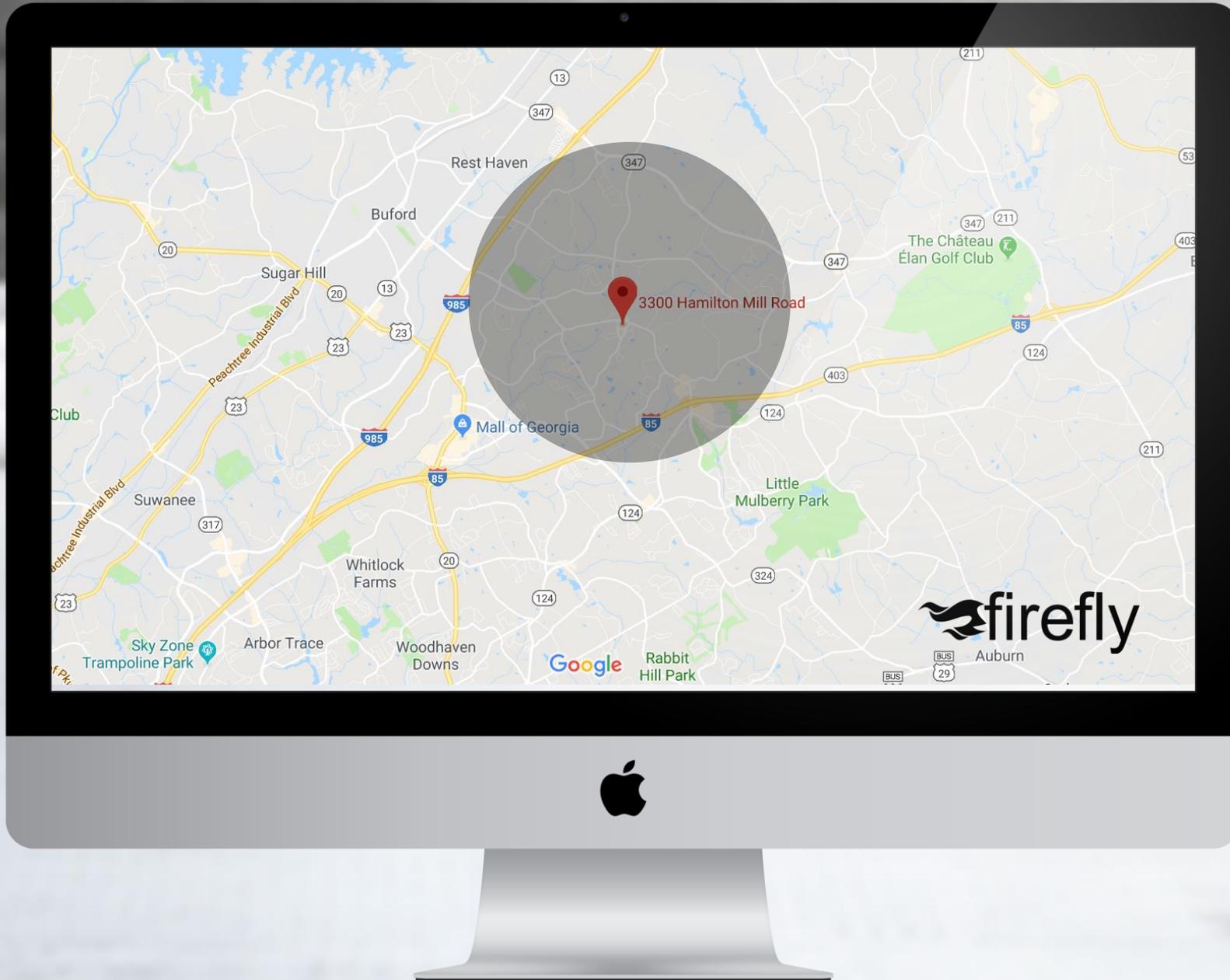
2
FINE

11
C-STORE

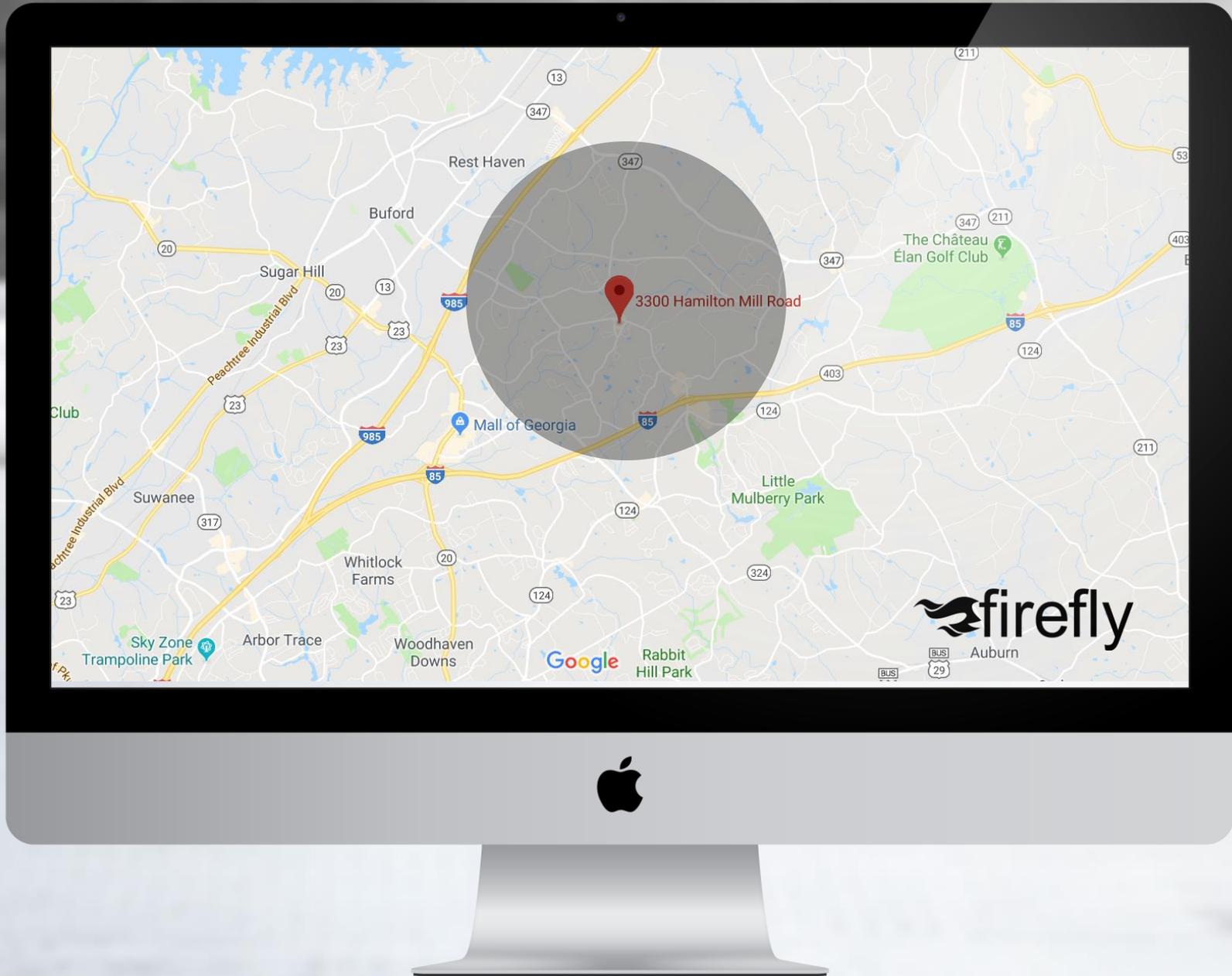
9
GROCERY



American	11
Sandwich/Deli	9
Mexican	9
Burger	8
Pizza	7
Coffee/Bakery	7
Chinese	6
Dessert/Snack	5
Japanese	4
Other Asian	3
Southern	2
Italian	2



Subway	3
Starbucks	3
McDonald's	2
Dunkin'	2
Pizza Hut	1
Burger King	1
Taco Bell	1
Wendy's	1
Little Caesars	1
Arby's	1
Baskin-Robbins	1
Chick-fil-A	1
Panda Express	1
Waffle House	1
Hardee's	1
Five Guy's	1
Chili's	1



Walmart 



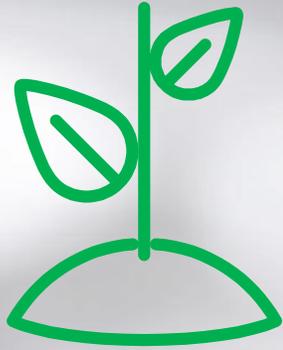
TASTE

MAC

menu
adoption
cycle

MAC

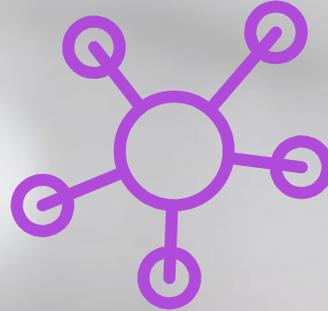
menu
adoption
cycle



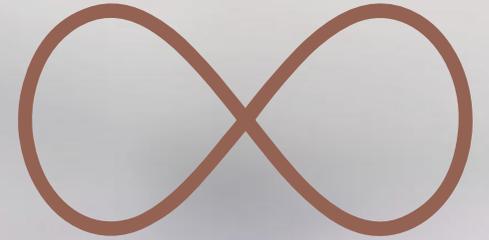
inception



adoption



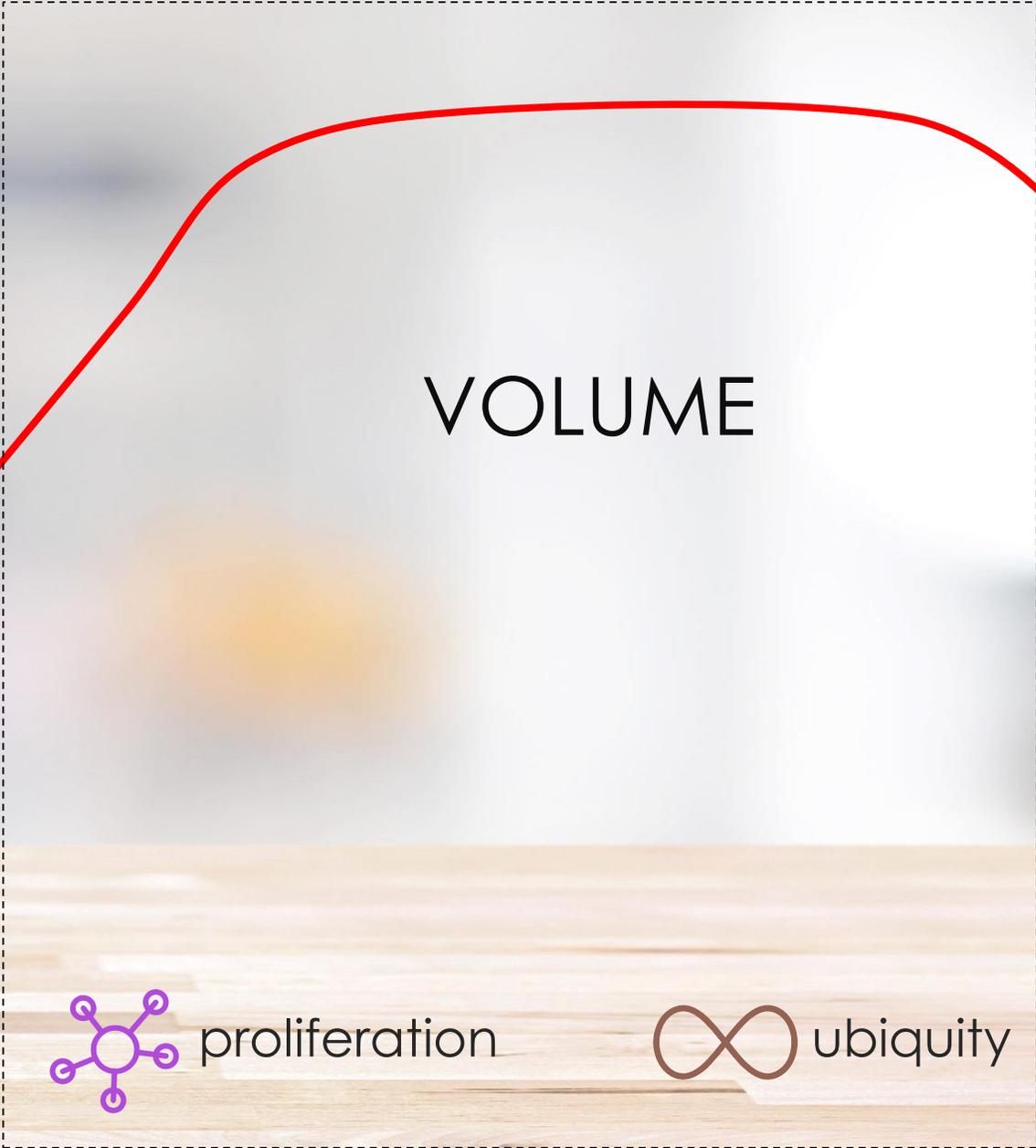
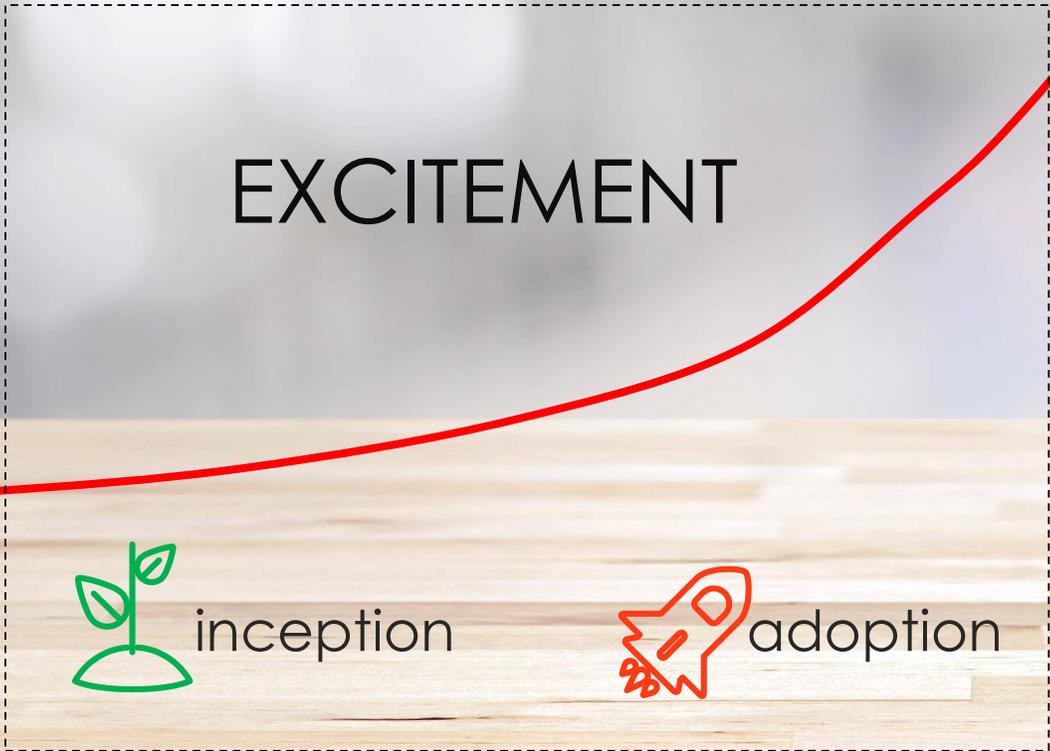
proliferation



ubiquity



menu
adoption
cycle



Piri Piri

Nashville Hot

Thai Chili

Teriyaki

Yuzu

Honey Butter

Jerk

Chipotle



inception



adoption



proliferation



ubiquity

Sauces & Flavors



inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

ubiquity
find it just about anywhere





Variety of appealing choices	50%
Healthy options	43%
Seasonal items/LTO	40%
Items you can't get elsewhere	39%
Innovative menu	38%



in the box





in the box

Asian	ubiquity	
Fried Chicken Sandwich	ubiquity	
white meat	ubiquity	
chicken strips	ubiquity	
Asian slaw	proliferation	
cucumber	ubiquity	
gochujang	adoption	
mayo	ubiquity	
toasted	ubiquity	
baguette	ubiquity	



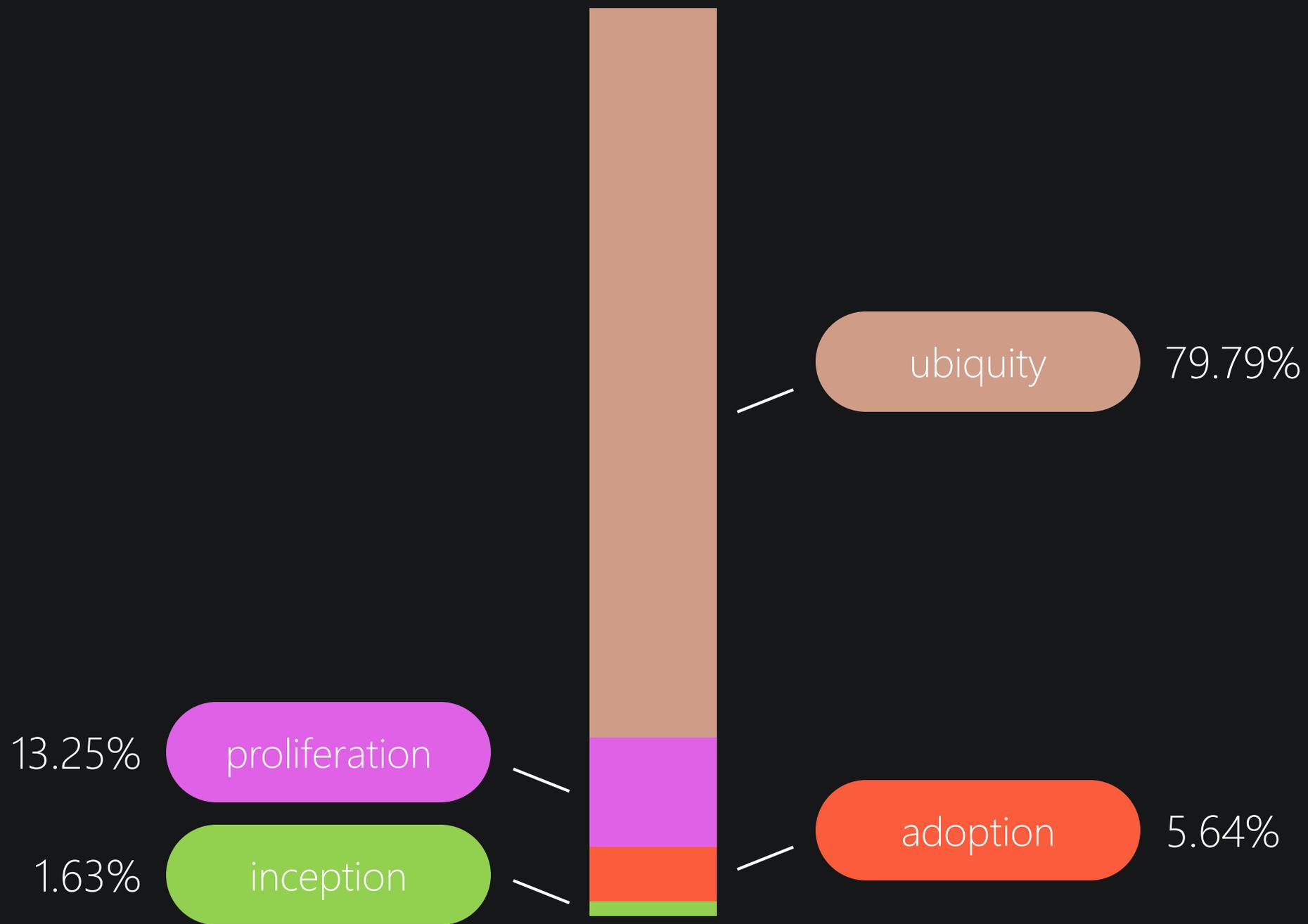
	inception	0	0%
	adoption	1	10%
	proliferation	1	10%
	ubiquity	8	80%

SAFE

EXPERIMENTATION

something new, but also rooted in
the familiar

20k LTOs



inception

2015

1.17%

2016

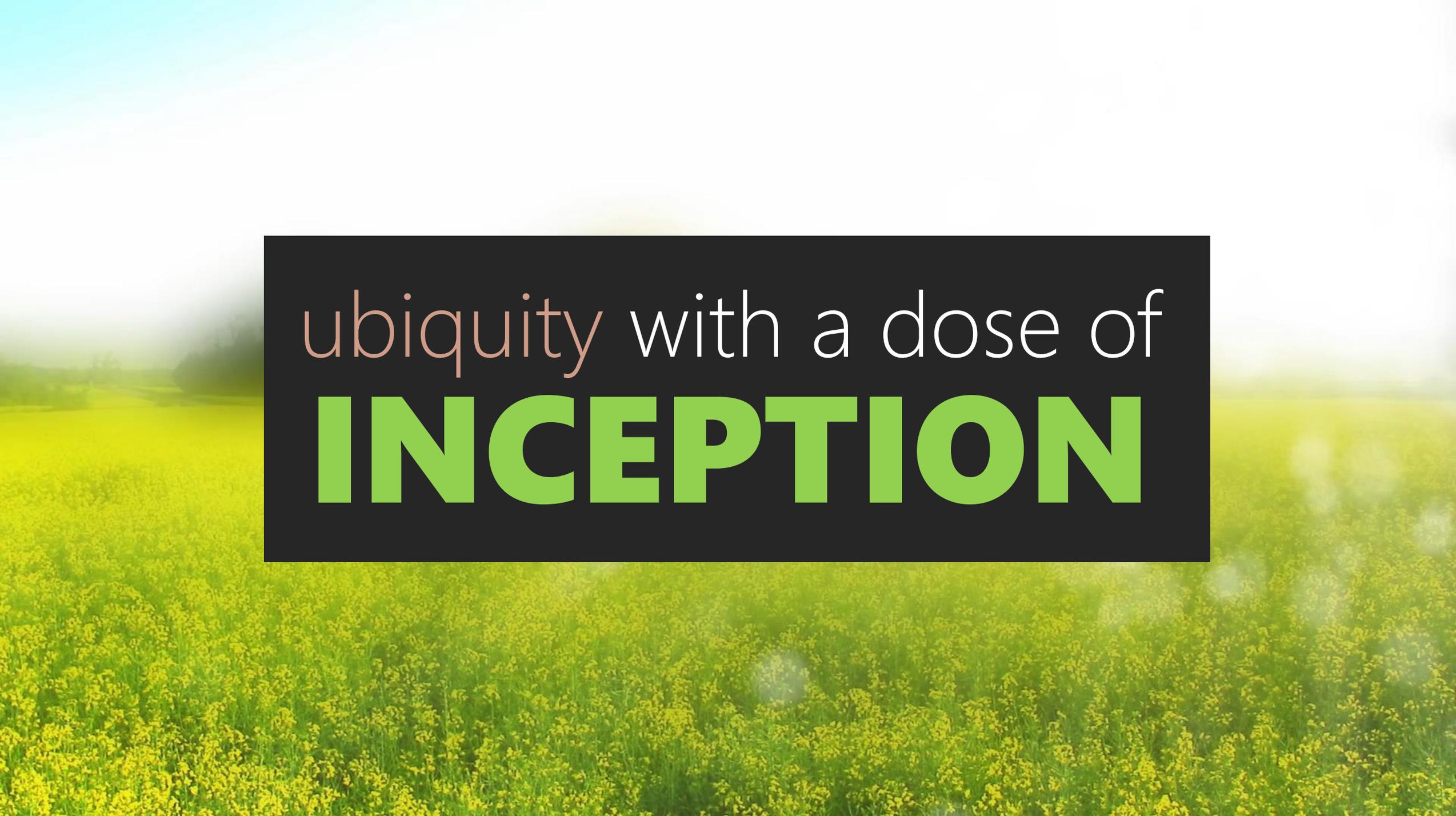
1.24%

2017

1.40%

2018

1.63%

A vibrant field of yellow flowers, possibly rapeseed, stretches across the foreground and middle ground. The background shows a soft, hazy landscape under a bright, clear sky. A black rectangular box is centered over the image, containing text.

ubiquity with a dose of
INCEPTION

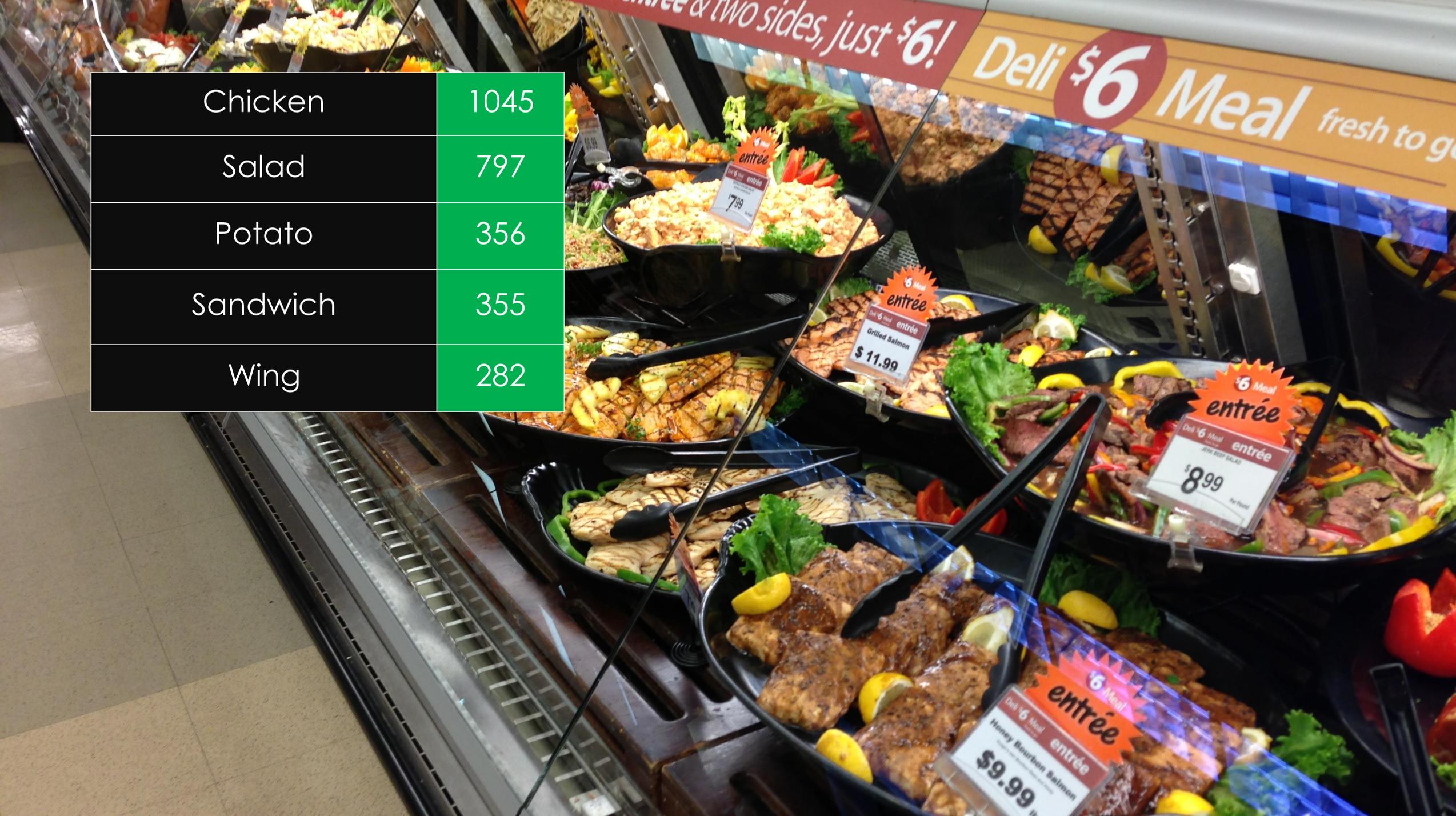
ubiquity with a dose of
INCEPTION

an emerging approach to safe experimentation

FUSEBIQUITY

modern American fueled by safe experimentation

Chicken	1045
Salad	797
Potato	356
Sandwich	355
Wing	282



Chicken Flavors



inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

ubiquity
find it just about anywhere



Nando's

Granite City Food and Brewery

BOOM CHICKA-WOW CAULIFLOWER & WINGS



Crispy chicken wings and beer battered cauliflower in a spicy gochujang sauce. Served with a creamy togarashi dipping sauce and celery.



July 2018

\$11.99

73%
love/like
chicken
wings

Cotton Patch Cafe

HONEY DRIZZLED FRIED CHICKEN



Crispy fried boneless chicken breast, topped with honey butter and drizzled with chipotle infused honey. Juicy, crispy, sweet and just a hint of spice.



February 2019

\$11.49

81%
love/like
fried chicken



Champps Kitchen + Bar
**ALABAMA BARBECUED
HALF CHICKEN**



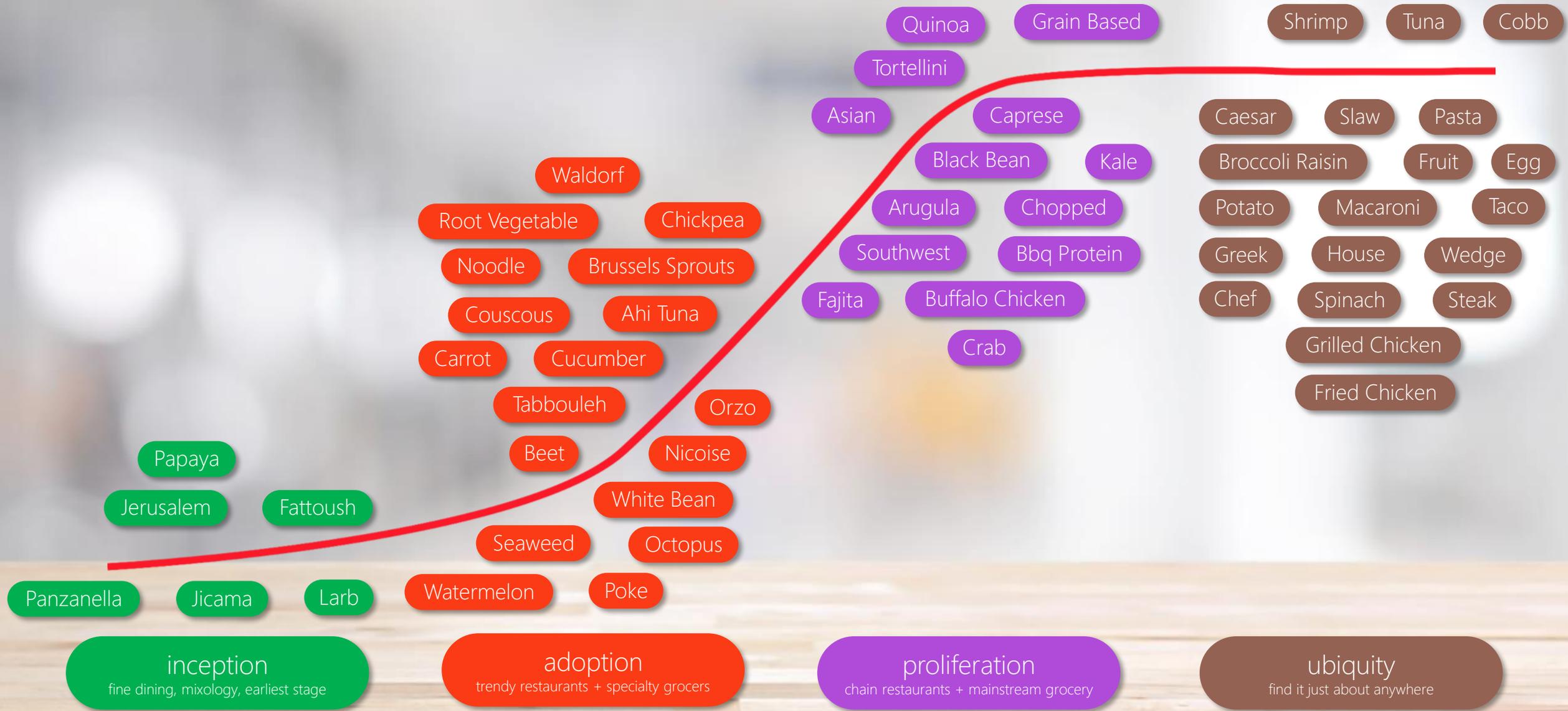
A char-grilled half of a chicken, marinated in an Alabama-style white BBQ sauce and roasted in our oven. Served with seasoned grilled corn on the cob, barbecue-seasoned kettle chips, and ranch-style baked beans.



June 2015

\$14.00

Salad Varieties





California Pizza Kitchen
**CALIFORNIA FIELDS
SALAD**



Fresh watermelon, strawberries and field greens with our housemade Champagne vinaigrette, Feta, basil and California pistachios.



April 2017

\$10.49

Panera Bread

ROASTED BEET, QUINOA & CITRUS SALAD



Arugula, romaine, kale and radicchio blend and pickled red onions tossed in apple cider vinaigrette and topped with quinoa, Gorgonzola, roasted beets, mandarin oranges and toasted pecan pieces.



January 2017

\$6.59



Le Pain Quotidien

LEBANESE CHOPPED SALAD



One of our favorite dishes this season is our twist on the classic Lebanese Fattoush salad. Sweet, crunchy little gem lettuce provides the base, which we top with cucumber, feta, fresh herbs and a splash of tangy vinaigrette. Za'atar crusted croutons add an aromatic crunch courtesy of Zesty Z: the Za'atar Co in Brooklyn, while a dusting of sumac adds a subtle lemony flavor.



Kona Grill

PANZANELLA SALAD



Tomato, fresh mozzarella, red pepper, arugula, cucumber, red onion, croutons, herb vinaigrette



November 2015

\$12.00



Potatoes



Maggiano's Little Italy
**WHOLE ROASTED
CHICKEN**



Rosemary, garlic, crispy vesuvio potatoes.



August 2018

\$23.95

Tony Roma's
POTATO CROQUETTES



Cheddar cheese, sriracha ketchup,
smoked jalapeno ranch.



January 2016

\$8.00



LA TASCA

tapas restaurant





Sandwich Varieties



Zaxby's
**ZAXVILLE HOT
SANDWICH**



We're bringing the taste of Music City to our newest custom-seasoned, hand-breaded buttermilk fillet, topped with peppery Nashville Hot sauce, and served on a toasted potato bun with sweet and zesty pickles. Order sandwich only or as a meal with Crinkle Fries and a 22oz. sized Coca-Cola Freestyle drink, over 100 refreshing choices available in-store.



March 2019

\$6.49



Red Robin

THE BEE'S KNEES FINEST CHICKEN



The Bee's Knees Finest Chicken is our mouth-watering twist on the classic chicken and waffles with an all-natural, tempura-fried chicken breast glazed in Angry Orchard honey, spicy jalapeno relish, citrus-marinated tomatoes and onions with shredded romaine on a Belgian waffle bun.



August 2016

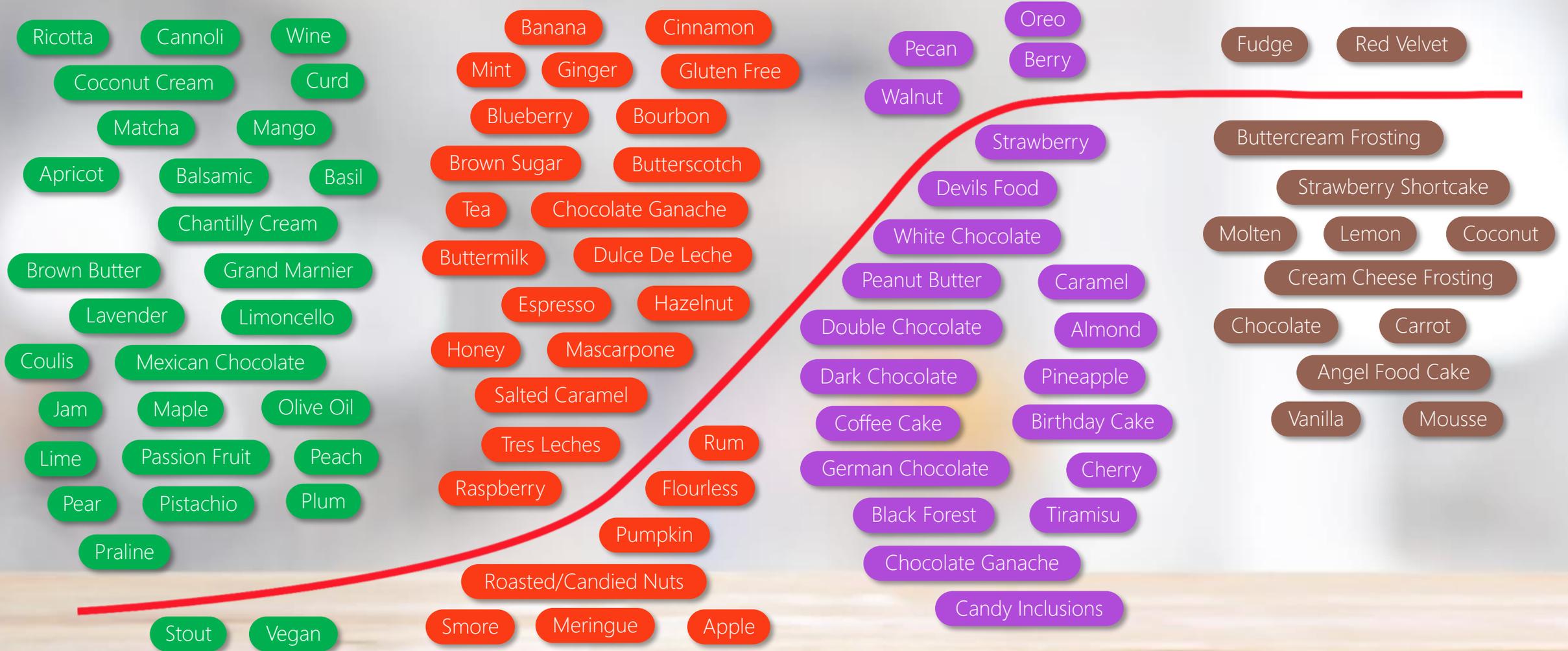
\$12.99







Cake Ingredients



inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

ubiquity
find it just about anywhere

Olive Garden

SEASONAL SICILIAN CHEESECAKE



Ricotta cheesecake with a shortbread cookie crust, topped with seasonal strawberry sauce.



May 2017

\$6.79





ricenflour.com





PERCEPTIONS

utilize
enjoy

NEEDS

complete meals
convenience

FLAVORS

Safe experimentation
fusebiquity