FLAVOR SPOTLIGHT:

MEXICAN HOT CHOCOLATE

Chocolate has been drunk as a beverage for thousands of years in what is now Mexico. The Aztecs and Mayans, Mexico's ancient civilizations, blended cocoa beans with cornmeal and chili peppers to create a rich drink. The Spanish brought the drink to Europe where it was enjoyed — sans the chili peppers. In Mexico it evolved into "chocolate caliente", a spiced chocolate drink that often includes chili. It is also enjoyed during cooler weather as champurrado, a thick, warm chocolate-based drink that is often spiced. In recent years as consumers seek authentic (and spicy) flavors, traditional Mexican hot chocolate has gained prominence as a drink and in flavor format for other beverages, sweet and snacks.

TREND SIGNALS

U.S. **+25%** CANADA **+24%**

increase in avg. monthly Champurrado (recipe) Google searches, '23-'24.

Google Search Data via BrightEdge

83%

of consumers are extremely interested or very interested in hot cocoa as a flavor for the winter season.

McCormick Flavor Solutions U.S. Seasonal Survey, 2025

FROM OUR EXPERTS

Mexican Hot Cocoa Flavor

"Infused with distinctive spices like cinnamon, cloves, and chili pepper, Mexican hot chocolate offers a depth of flavor that is both warming and complex. The chocolate used in Mexican hot chocolate tends to lean toward the darker side, with a higher cocoa content than milk chocolate, resulting in a richer, more robust taste. The versatile and vibrant flavor can be applied to both sweet and spicy applications."

Robin Prazak, Principal Flavorist

Contact us or click to request a **FREE** MEXICAN HOT CHOCOLATE flavor sample.