Flavor Spotlight
Jalapeño

The jalapeño is one of the world's most beloved peppers, celebrated for its fresh, grassy character and sharp, tangy heat that's perfectly balanced. It brings vibrant energy to authentic Mexican staples like salsa and Chiles Toreados (blistered peppers), while shining just as brilliantly in American favorites like jalapeño poppers and pepper jack cheese.

Its familiar yet distinctive profile makes it endlessly versatile. The jalapeño pairs beautifully with tropical fruits, thrives in pickled applications, and delivers a confident kick wherever it's used. From sauces and proteins to cornbread and even trend-forward beverages like spicy margaritas, its bold flavor and moderate heat create craveable impact across a wide range of applications.



From our experts

"Jalapeño has found its way into many **unexpected applications**, from "cowboy candy" (candied jalapeño preserves) to the viral jalapeño Sauvignon Blanc. That's a testament to its **balanced heat and uniquely green, fruity flavor,** which provide interest in both sweet and savory applications."

Tara Overland, PD Scientist

Jalapeño pairings of interest
(% of consumers very or extremely interested)

Pineapple Jalapeño	86%
Jalapeño Brown Butter	75%
Jalapeño Cucumber Margarita	79%
Jalapeño Cornbread Muffins	83%
Pickled Jalapeño	81%

Proprietary McCormick Flavor Solutions Spicy Lovers Survey, May 2025

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Contact us or click to request a FREE JALAPEÑO flavor sample.