

# KAGOME

## TREND REPORT June 2025



# June TREND REPORT

*"The bags are packed, the car's in gear.  
Vacation time, the best of the year.  
Picnics spread on a checkered sheet,  
with laughter shared and food to eat"*  
— Catherine Pulsifer



Summer break is within sight for most kids, and for some of us, it's graduation and Father's Day not far behind. Maybe you are just looking forward to the warm days and long summer nights. Whatever your outlook, we hope delicious food is part of that experience. Warm weather brings with it the splendor of summer's bounty: asparagus, artichokes, cucumbers, new potatoes, beets, chard, eggplants, zucchini, and fennel. Let's not forget joyful stone fruits coming into season: apricots, cherries, and peaches. As we enjoy the spoils of summer and spend time spoiling Dad's or the father figures in our lives, we will also dive into summer flavor/ingredient trends that are capturing attention, particularly in the area of Mexican cuisine.

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## 76%

plan to celebrate Father's Day this year.

Consumers are expected to spend \$22.4 billion on gifts and other items to celebrate dads this year. This follows last year's record-breaking expected spend of \$22.9 billion.



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# what's in season

# June



Apricots  
Artichokes  
Asparagus  
Beets  
Blueberries  
Carrots  
Chard  
Cherries  
Corn  
Cucumbers  
Eggplant  
Figs  
Green Beans  
Melons  
New Potatoes  
Peaches  
Radishes  
Raspberries  
Rhubarb  
Strawberries  
Zucchini



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# MEXICAN CUISINE

THE TOP ENTREES WITH  
PREDICTED GROWTH  
OVER NEXT 4 YEARS



+15.9%  
Street  
Taco

+13.6%  
Burrito  
Bowl

+12.3%  
Breakfast  
Quesadilla

+8.4%  
Breakfast  
Burrito



# POPULAR MEXICAN SAUCES/FLAVORS ON QSR MENUS

Salsa Roja

Pico De Gallo

Hot Sauce

Salsa Macha

Avocado Crema



# Fresh vs processed tomatoes, what's best for making salsa?

The type of salsa will help guide as to which tomato is best, fresh or processed? Pico de gallo is served better with fresh tomatoes because the chunkiness and firmness of the tomato pieces is desirable. For smoother salsas such as salsa roja or salsa taqueria using processed tomatoes offers key advantages in flavor,



ripeness and convenience. Tomatoes are picked at peak ripeness and then processed, preserving taste and boosting nutrients like lycopene—a heart-healthy antioxidant that's more bioavailable in cooked tomatoes. Processed tomatoes also retain high levels of vitamins A, C, potassium, and folate. Unlike fresh tomatoes, which vary by season, processed tomatoes deliver consistent quality year-round. They're also budget-friendly, reduce food waste, and save prep time. Consumers appreciate their reliability and ease of use, especially in busy kitchens. Overall, processed tomatoes are a smart, flavorful choice for making great smooth salsa anytime.



The global Salsa Market is projected to grow to 5.6 billion by 2033.  
*-Verified Market Reports*

# Varieties of Mexican Chiles



Poblano  
Popular stuffing pepper



Habanero  
Fruity hot pepper



Jalapeño  
America's favorite chile



Chipotle  
Smoked jalapeño type



Guajillo chili  
A dried Mirasol pepper,  
sweet and flavorful



Serrano Pepper  
Spicy Salsa Pepper



Chilaca  
Mildly hot, when dried called  
chile negro or pasilla



Ancho  
Dried poblano variant



Anaheim  
Mild medium pepper



Mirasol  
Key mole ingredient, dried  
are called guajillo



Cascabel  
Smokey nutty flavor



Morita  
Soft chipotle variant



Chiltepin  
Tiny Wild Pepper



Chile de árbol  
Tree chile variety

Chiles have been a key part of Mexican culture for over 6,000 years, dating back to the Aztecs and the Mayans, who used them in food, medicine, and even religious rituals. In Aztec times, chiles were so valuable they were used as currency and came in many forms—fresh, dried, or ground. After the Spanish arrived, chiles became central to new dishes that blended indigenous and European flavors, like the famous mole sauce. Today, chiles remain a powerful symbol of Mexico's rich culinary history and cultural identity.

# Salsa is made to be eaten with more than chips

The word *salsa* in Spanish means “sauce”. If you think of salsa like a sauce, you can image its versatility.

“When you stop thinking of salsa as red or green and start seeing it as a way to add flavor, moisture, and joy to any dish, it changes everything.”

-Rick Martinez, author of *Salsa Daddy: Dip Your Way Into Mexican Cooking*.

Using salsa in cooking and baking might sound unexpected, but it opens up a world of bold, creative flavor. In baking, creamy salsas can replace some liquid or fat in quick breads, muffins, or biscuits, adding richness and tang. Oil-based salsas work like pesto—swirled into doughs or used as toppings for breads like focaccia or pull-apart rolls. For cakes and cookies, a spoonful of salsa macha brings heat, crunch, and savory depth. Fruit-based salsas shine in desserts like galettes, thumbprint cookies, or upside-down cakes—use them like jam or compote, just reduce other moisture a bit. In pasta, soups, or noodles, salsa acts like a flavorful sauce or broth base; creamy salsas add richness to mac and cheese or ramen, while oil-based ones bring instant spice to hot noodles or dumplings. Tomato and tomatillo salsas work great as a tomato sauce substitute in baked pastas, soups, or stews. For easy one-pot meals, use salsa to braise proteins or vegetables—just brown, pour, and simmer until tender. Try it to poach eggs, sauté shrimp, or even simmer fruit into a spiced compote for dessert. Whether savory or sweet, salsa adds color, texture, and a kick of flavor that transforms everyday dishes.





Interested in creating your  
next craveable sauce?

Contacting us today at:  
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