The Asian Hot Sauce Industry is Blazingly Hot

Our country consists of growing immigrant communities and new millennial that has introduced and re-introduced hot sauces which has fired up the hot sauce trend, setting it ablaze and looks to have no intent of slowing down anytime soon.

A prime example is the Szechuan Sauce that was first released by McDonald's in 1998 for promotion of "Mulan", the Disney film, but recently made a come-back after its mention on the Rick and Morty, an American animated television sitcom. The re-release of the sauce sent people driving for miles, waiting in line for hours just to get their hands on it, since the release was limited some people were willing to buy the sauce for $300+ on eBay, while some could have sold it instead of consuming it, those who consumed it and missed out on their chance for profit felt "it was amazing, and definitely worth $300!". After its popular demand, the Szechuan Sauce is set to return to McDonalds this winter.

A14 中國(二)

世界日報

2017年10月10日 周二 TUESDAY, OCTOBER 10, 2017

搶四川辣醬 千人堵美麥當勞

粉絲抗議買不到 留學生說口味不如「老乾媽」 麥當勞：冬天再推出

網紅四川辣醬做法

配料如下，

The popularity of Lingham from Malaysia, and LaoGanMa Hot Sauces of China are amongst many brands that are also riding the hot sauce trend wave. The companies has been around for over 100 years and 20 years respectively, but their introduction into the continental U.S. has taken people's palate by storm.

This hot sauce trend can only continue to grow in a country that is a melting pot of people from many cultural backgrounds, exposing us to more spicier and bolder tastes of Southeast Asian dishes and Spanish cuisines to say the least, which will be consumed by our new millenial's who turn to social media and gravitates towards what is trending on their newsfeed by likes or posts by those they follow.