

ESTD 1852
LANGDON
A WORLD OF TASTE



NAMED CHILLIS

DEHYDRATED
CHILLI PANTRY

hjangdon.com



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Heat is hotter than ever. 65% of consumers are eating spicier foods than a year ago, and they're no longer just chasing Scoville units. Today's consumers crave complex flavour experiences, including smoky, earthy, fruity, and subtly sweet notes that come from specific chili varieties.

This has made named chillis increasingly important. They offer authentic sourcing, distinctive flavour profiles, and premium appeal, allowing brands to tell a clear story while meeting growing consumer demand for transparency and elevated sensory experiences.

From familiar chillis like jalapeño to regional varieties such as guajillo and ancho, these chillis can be applied across multiple applications.

Heat is no longer just a sensation; it's intentional, and named chillis are central to creating authentic, innovative, and consumer-driven spicy experiences.

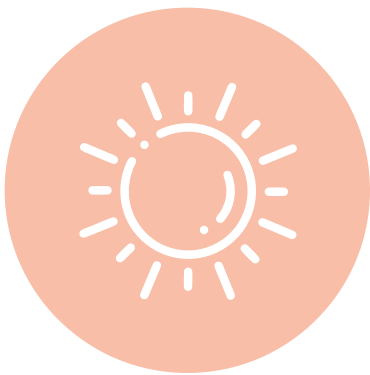
ABOUT LANGDON

Langdon has been a trusted partner to New Zealand food manufacturers for over 30+ years. Backed by generations of expertise and a strong global supply network, we source premium ingredients you can rely on for quality and consistency.

Our pantry includes everyday ingredient essentials alongside our standout Named Chillis — each selected for exceptional flavour and reliability.

NAMED CHILLI CATEGORIES

We have sourced the finest named chillis from key growing regions across the world, ensuring there is a chilli for whatever your application. If you're working on a product where the **flavour story matters — not just the heat** — named varieties give you something to build around. Looking for a different variety? We can source it.



ZESTY & FRESH

Clean heat with fruity, citrus or green notes. Think vibrant, aromatic chillies that lift dishes rather than dominate them.

DEHYDRATED CHILLIS

- Green Jalapeño
- Guajillo
- Lemon Drop



RICH & SMOKY

Deeper, rounded heat with earthy, dried-fruit or smoked characteristics.

DEHYDRATED CHILLIS

- Chipotle
- Ancho
- Pasilla



BOLD & FIERY

High-impact heat with intensity and punch, sometimes floral or sharp, always assertive.

DEHYDRATED CHILLIS

- Habanero

DEHYDRATED CHILLIS





ANCHO



SHU 1,000-4,000



RICH & SMOKY



ORIGIN MEXICO

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Powder	Deep Red	Smoky with subtle notes of dried fruit	• Part of the holy trinity of chillis • Flavour over heat	• Sauces • Marinades/Rubs • Seasonings • Ready meals	 

Possible Substitutions: Pasilla, Guajillo

PASILLA



SHU 1,000-4,000



RICH & SMOKY



ORIGIN USA

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Powder	Dark Red/ Brown, almost Black	Smoky, earthy cocoa-like	• Part of the holy trinity of chillis • Deep natural colour & flavour	• Pastes • Condiments • Seasonings • Ready meals	 

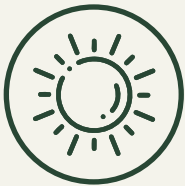
Possible Substitutions: Ancho, Guajillo



GUAJILLO



SHU 2,000-8,000



ZESTY & FRESH



ORIGIN MEXICO

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground	Rusty Red	Sweet, mild, fruity paprika	• Part of the holy trinity of chillis • Bright in colour • Flavour over heat	• Salsas • Marinades • Soups • Sauces	 

Possible Substitutions: Pasilla, Ancho

CHIPOTLE



SHU 8,000-30,000



RICH & SMOKY



ORIGIN MEXICO

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Powder	Red/Brown	Deeply smoky, fruity	• Natural smoky flavour • Recognisable • Low cost in use	• Condiments • Dips • Snacks	 

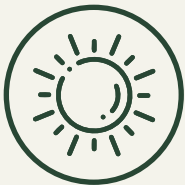
Possible Substitutions: Smoky flavour is distinctly chipotle



GREEN JALAPEÑO



SHU 15,000-40,000



ZESTY
& FRESH



ORIGIN USA
& MEXICO

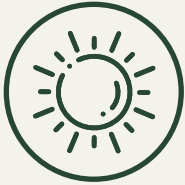
FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Powder • Flakes	Light Green to Olive Green	Tangy & slightly sweet	• Versatile & familiar • Vibrant colour • Compliments green herbs	• Sauces • Snacks	

Possible Substitutions: Red Jalapeno

LEMON DROP (AJÍ LIMÓ)



SHU 20,000-60,000



ZESTY
& FRESH



ORIGIN PERU
& ECUADOR

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Powder	Red/Yellow	Citrus, tropical	• Intense heat at low dose (from 0.1%) • Premium positioning • Strong citral notes	• Premium sauces • Citrus marinades • Condiments	

Possible Substitutions: Red Jalapeno



HABANERO



SHU 80,000+



BOLD
& FIERY



ORIGIN PERU,
MEXICO & USA



FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Flakes	Red/Orange	Hot & pungent	• Low cost in use • Extremely hot	• Hot sauces • Salsas • Marinades	 

Possible Substitutions: Scotch Bonnet

ESTD 1852

LANGDON

A WORLD OF TASTE

CELEBRATING IN 2027

175

CELEBRATING IN 2027

Let's build something.

This catalogue is just the start - the full Langdon pantry includes an extensive range of ingredients. If you need something that's not in these pages, want to talk through a formulation challenge, or just want to see what's possible, we're here.

TALK TO OUR TEAM

REQUEST A SAMPLE

GET PRICING

hjangdon.com
+64 9 965 5185

