

ESTD 1852
LANGDON 175
A WORLD OF TASTE



NAMED CHILLIS

WET AND DEHYDRATED
NAMED 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.

A large, artistic photograph of chili flakes falling from a spoon onto a pile of chili flakes with two red chili peppers in the foreground.

ABOUT LANGDON

Since 2016, Langdon has been a trusted partner to food manufacturers across the UK and Ireland. 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 essentials, M&S A-List products, and our standout Named Chillis — each selected for exceptional flavour and reliability. Behind every ingredient we supply sits BRC A-Grade Certification.

NAMED CHILLIS

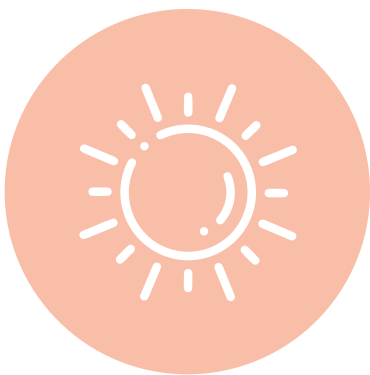
Bring depth and distinction to your range with our Named Chilli portfolio. Each with its own distinct flavour profile - from zesty and fresh, to rich and smoky, to bold and fiery.

- Dehydrated: Powders & Flakes
- Wet: Purees & Mashies

Not sure which suits your application? Let's talk!

NAMED CHILLI CATEGORIES

We have sourced the finest named chillis from key growing regions across the world, in both wet and dehydrated formats, ensuring there is a chilli for whatever your application.



ZESTY & FRESH

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

DEHYDRATED CHILLIS

- Amarillo
- Green Jalapeño
- Serrano
- Guajillo
- Lemon Drop

WET CHILLIS

- Escabeche
- Green Jalapeño



RICH & SMOKY

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

DEHYDRATED CHILLIS

- Chipotle
- Ancho
- Pasilla
- Kashmiri

WET CHILLIS

- Jalapeño Chipotle



BOLD & FIERY

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

DEHYDRATED CHILLIS

- Habanero
- Chilli De Arbol
- Birds Eye

WET CHILLIS

- Red Scotch Bonnet
- Orange Habanero
- Wiri Wiri

DEHYDRATED CHILLIS

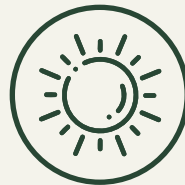




AMARILLO



SHU 1,000+



ZESTY
& FRESH



ORIGIN PERU

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground	Mustard Yellow/ Orange	Fruity, tropical, slightly sweet	• Distinctive fruity flavour • Balanced medium heat	• Premium sauces • Citrus Marinades • Marinades/Rubs	 

Possible Substitutions: Pasilla, Guajillo

ANCHO



SHU 1,000-4,000



RICH &
SMOKY



ORIGIN SPAIN
& MEXICO

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground • Flakes	Deep Red/ Brown	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 SPAIN & MEXICO

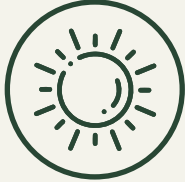
FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground • Flakes	Dark Red/ Brown, almost Black	Smoky, earthy cocoa-like	• Part of the holy trinity of chillis • Deep natural colour & flavour	• Pastes • Condiments • Seasonings • Ready meals	 

Possible Substitutions: Ancho, Guajillo

GUAJILLO



SHU 2,000-8,000 (Powder)
SHU 700-1,750 (Flakes)



ZESTY & FRESH



ORIGIN MEXICO

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground • Flakes	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 SPAIN & MEXICO

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

Possible Substitutions: Smoky flavour is distinctly chipotle

KASHMIRI



SHU 10,000-20,000



RICH & SMOKY



ORIGIN INDIA

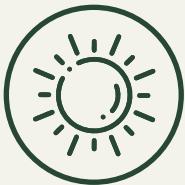
FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Flakes	Red	Fruity, slightly smoky flavour	• High colour impact • Powerful flavour	• Ready Meals • Chutney • Marinades	 



RED SERRANO



SHU 15,000-40,000



ZESTY & FRESH



ORIGIN MEXICO

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground • Flakes	Red	Fresh, citrusy heat	• Balanced medium heat • Stable vibrant colour	• Fresh salsa • Chilled sauces • Hot sauces • Dips	 

Possible Substitutions: Jalapeño

CHILLI DE ARBOL



SHU 10,000+



BOLD & FIERY



ORIGIN SPAIN & MEXICO

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground • Flakes	Red/Brown	Pungent, sweet & subtly tangy	• Heat impact from low dose • Clean, sharp heat	• Oils & Vinegars • Seasonings • Honey • Ambient meals	 

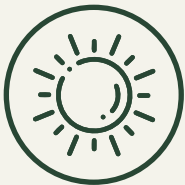
Possible Substitutions: A combination of Guajillo and Cayenne



GREEN JALAPEÑO



SHU 15,000-40,000



ZESTY
& FRESH



ORIGIN SPAIN
& CHINA

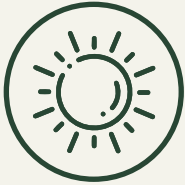
FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground • Flakes	Light Green to Olive Green	Tangy & slightly sweet	• Versatile & familiar • Vibrant colour • Compliments green herbs	• Sauces • Snacks	

Possible Substitutions: Red Jalapeno

LEMON DROP



SHU 20,000-60,000



ZESTY
& FRESH



ORIGIN SPAIN
& PERU

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground	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



BIRDS EYE



SHU 80,000-150,000



BOLD & FIERY



ORIGIN SOUTH EAST AFRICA

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Ground	Brown red	Sharp, peppery, bright heat	• Intense heat at a small dose	• Hot sauces • Salsas • Marinades	 

HABANERO



SHU 80,000+



BOLD & FIERY



ORIGIN SPAIN & ECUADOR

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

Possible Substitutions: Scotch Bonnet

WET CHILLIS

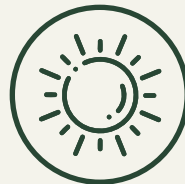




ESCABECHE



SHU 1,000-3,000



BRIGHT
& FRESH



ORIGIN PERU
& ECUADOR

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Mash • Puree	Orange	Sweet, sharp tang, extremely fruity	• Scotch Bonnet-like flavour • Flavour over heat	• Sauces • Condiments • Marinades	  

Possible Substitutions: Jalapeño

JALAPEÑO CHIPOTLE



SHU 3,000-10,000



RICH &
SMOKY



ORIGIN PERU
& ECUADOR

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Puree	Deep Red/ Brown	Smoky	• Ready made smoky base • Consistent flavour delivery	• Sauces • Condiments • Marinades	  

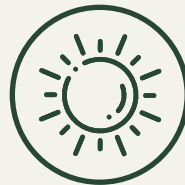
Possible Substitutions: Distinct smoky chipotle flavour



GREEN JALAPEÑO



SHU 3,000-10,000



BRIGHT
& FRESH



ORIGIN PERU
& ECUADOR

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
Mash	Green	Tangy & slightly sweet	- Fresh flavour impact - Great for sauce inclusion	- Sauces - Condiments - Soup - Fresh Salsa	  

Possible Substitutions: Escabeche

RED SCOTCH BONNET



SHU 4,500-23,000



BOLD
& FIERY



ORIGIN PERU
& ECUADOR

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
- Mash - Puree	Red	Fruity, tropical, no bitter taste	- Sweeter than Habanero - Less pungent than Habanero	- Hot sauces - Marinades - Relishes & Chutneys - Ready Meals	  

Possible Substitutions: Habanero



WIRI WIRI



SHU 6,000-15,000



BOLD & FIERY



ORIGIN PERU & ECUADOR

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Mash • Puree	Red	Bold, balanced acidity & sweetness	• Considered hot • Very pungent	• Sauces • Specialty condiments • Marinades • Pastes	  

Possible Substitutions: Habanero or Scotch Bonnet

ORANGE HABANERO



SHU 15,000-40,000



BOLD & FIERY



ORIGIN PERU & ECUADOR

FORMAT	COLOUR	FLAVOUR PROFILE	KEY BENEFITS	APPLICATION	CLAIMS
• Mash • Puree	Orange	Sweet, fruity, slight earthy notes	• Intense heat • Complex flavour	• Sauces • Marinades • Chutney • Ready Meals	  

Possible Substitutions: Wiri Wiri or Scotch Bonnet

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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
+44 (0) 2039 557 900

