BRINGING ADVENTURE AND EXCITEMENT TO FOOD

E 1852

LANGDON 175

A WORLD OF TASTE

CELEBRATING IN 2027 • CELEBRATING IN 2027

NAMED CHILLIS

DEHYDRATED CHILLI PANTRY

hjlangdon.com

AUSTRALIA | NEW ZEALAND | UNITED KINGDOM | IRELAND | SINGAPORE | THAILAND

CONTENTS

OUR PANTRY 3

CHILLI OVERVIEW 4

DEHYDRATED CHILLIS

Ancho 6
Pasilla 6
Guajillo 7
Chipotle 7
Green Jalapeño 9
Lemon Drop 9
Habanero 10

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	Ⓤ حلال HALAL

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	Ⓤ حلال HALAL

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	

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	

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	

BRINGING ADVENTURE AND EXCITEMENT TO FOOD

E 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

hjlangdon.com

+64 9 965 5185

AUSTRALIA | NEW ZEALAND | UNITED KINGDOM | IRELAND | SINGAPORE | THAILAND