

THE FUTURE OF EVERYTHING

A LOOK AHEAD FROM THE WALL STREET JOURNAL.

December 2015

FAST FORWARD

LIFE AHEAD OF THE CURVE

THE HINDSIGHT REPORT

*It seemed
like the future
at the time:*

SRIRACHA



It's safe to say that we hit peak Sriracha somewhere between Sriracha-flavored vodka and the redundant-seeming Tabasco Sriracha. The Thai chili sauce has become to Generation Y what salting was to their grandparents—an overused coverup for bland dishes that obliterates all subtlety. “I don't go to Starbucks for my espresso, and I don't go to Sriracha for my hot sauce,” says Robbie Wilson, chef and owner of Bird Dog in Palo Alto, Calif. For texture, heat and umami, Wilson swears by “Happy Lady Sauce,” officially known as “Lao Gan Ma Chili Crisp Sauce.” It acts like bitters in a cocktail—harmonizing and elevating the existing flavors. Don't you want to taste your food?

—JASON DIAMOND