

20 FLAVOR INSIGHT 14 REPORT



HONEY

By the Numbers

Made by bees from flower nectar, honey is adored for its sticky sweetness and versatility in the kitchen. Honey is widely used as a spread, popular as an add-in to tea and its sugary, floral flavor makes it popular as a sweetener and flavoring agent for baked goods, beverages, desserts and sauces. There are hundreds of different types of honey throughout the world, most of them named for the flower they originate from. Clover, orange blossom and sage flowers produce some of America's most popular honeys. Come along as we take a look at honey on the menu, in new products and even on social media!

HONE IN ON HONEY

Antioxidants,

POTASSIUM, IRON, CALCIUM AND MAGNESIUM ARE ALL FOUND IN HONEY.

Honey

IS THOUGHT OF AS A HEALTHY SWEETENER BY MANY US CONSUMERS.

Global flavor pairings

INCLUDE HONEY LEMON, HONEY MUSTARD, HONEY ALMOND, HONEY ROASTED/ TOASTED AND HONEY NUT.

Small batch honey

WILL CONTINUE TO ATTRACT CONSUMERS LOOKING FOR AUTHENTIC PRODUCTS AND INGREDIENTS, ACCORDING TO MINTEL.

Top Sub-Categories

INCLUDE COLD CEREALS, SWEET BISCUITS/ COOKIES AND SNACK/CEREAL/ ENERGY BARS.

Top Brands

OF US HONEY PRODUCTS INCLUDE THE GREEK GODS, ESSENTIAL EVERYDAY, HEAVENLY ORGANICS AND SMART SENSE.



HONEY HOT SPOTS

We are spotting honey everywhere!

Honey's classic, sweet flavor has the versatility to be utilized in a multitude of different ways. Check out how these print publications used and featured honey in their recipes:

- **Flavor & The Menu** features a "Beverage Trends" article discussing the popularity of honey used by mixologists in cocktails to add notes of sweetness. "The alternative sweetener, which also provides texture to drinks, appears not only as an ingredient, but also to rim glasses, which are then rolled in cinnamon or other spices."
- **Bon Appetit** features in the "Blank-Canvas Dessert" section, a recipe for Plum Tarts with Honey & Black Pepper. This recipe includes 4 simple ingredients: puff pastry, fresh plums, black pepper and honey, for an appetizer or snack that only takes 20 minutes!
- **Southern Living** magazine features Four Honey Sauces to drizzle over one master recipe: Grilled Salt-And-Pepper Chicken Wings. Sauces include: Cider Vinegar-Brown Butter Honey Drizzle, Horseradish-Honey Mustard Drizzle, Cracked Pepper-Rosemary Honey Drizzle and Chili-Lemon Honey Drizzle.
- **Southern Living** magazine also features an article sharing ways to use honey in just about any dish. Recipes include: Spinach Salad with Honey Dressing and Honeyed Pecans, Honey Flan Dessert, Honey-Roasted Carrots, Honey-And-Soy Lacquered Ribs and Honey-Pineapple Upside-Down Cake with Honey Glaze.



Honey in the Media

While perusing *Pinterest*, honey pins were spotted with a good assortment of food and beverage recipes—from Honey Baked Garlic Chicken, Honey & Lime Shrimp and Honey Sriracha Salmon to refreshing beverages like Honey Cinnamon Iced Latte, Honeycrisp & Bourbon Spiced Cider and Sparkling Honey Rosemary Lemonade.

Pinterest also features a variety of recipes for honey desserts including Goat Cheese & Honey Ice Cream, Lavender Honey Cupcakes, Honey Apple Cake and Honey Salted Caramels.

On *Food.com* more than 23,000 recipes appear if you search for honey. Recipe examples include everything from Whole Wheat Honey Banana Muffins, Honey Cornbread and Honey Oatmeal Waffles to Honey Chipotle Pecans, Honey Sesame Pork Tenderloin and Zucchini and Tilapia Cups with Honey Sriracha Drizzle. Recipes for honey mustards, honey butters and honey glazes are common.

Mentions on *Twitter* for honey include, Hickory Honey Sea Salt & Vinegar Chips, Pizza Hut's new Honey Sriracha flavored crust and Honey Macadamia flavored cupcakes.

HONEY ON THE MENU

Breakfast Menu:

Buttermilk Pancakes with Local Blueberries and Whipped Honey Butter at *Hot Chocolate*

Blueberry Yogurt Muffin with Honey at *Starbucks*

Lunch Menu:

Honey-glazed Dates wrapped in Bacon at *Salt Bar*

Baby Kale Salad with Honey Lime Vinaigrette at *Cheebo*

Dinner Menu:

Cirtus Honey Glazed Salmon with Toasted Sunflower Seeds at *Rockit Bar & Grill*

Drink Menu:

Bees Knees Cocktail featuring Spring 44 Honey Vodka and Honey Syrup at *City Crab & Seafood*

Honey Ginger Lemonade featuring Jack Daniel's Tennessee Honey at *Smokey Bones Bar and Fire Pit*

Dessert Menu:

Burnt Honey Goat Cheesecake with Sicilian Pistachio Streusel at *Farallon*

16,582
MENU ITEMS

QUICK SERVICE
TOP RESTAURANT
SEGMENT



TOP MENU
SECTION:
SANDWICHES

Honey New Product Introductions, Global Products of Note

3,448
NEW PRODUCTS



Farmers Union Greek Style
Yogurt with Honey: **Malaysia**



Vitalia Health Food
Honey & Almond
Granola Bar: **UK**



Strongbow Honey Apple
Cider: **Mexico**

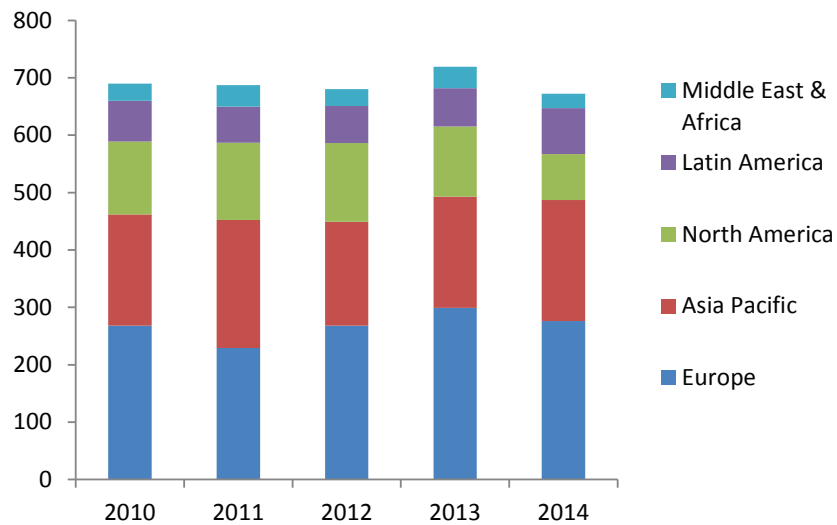


Kate's Popcorn No. 6 Honey
Chili Popcorn: **Germany**

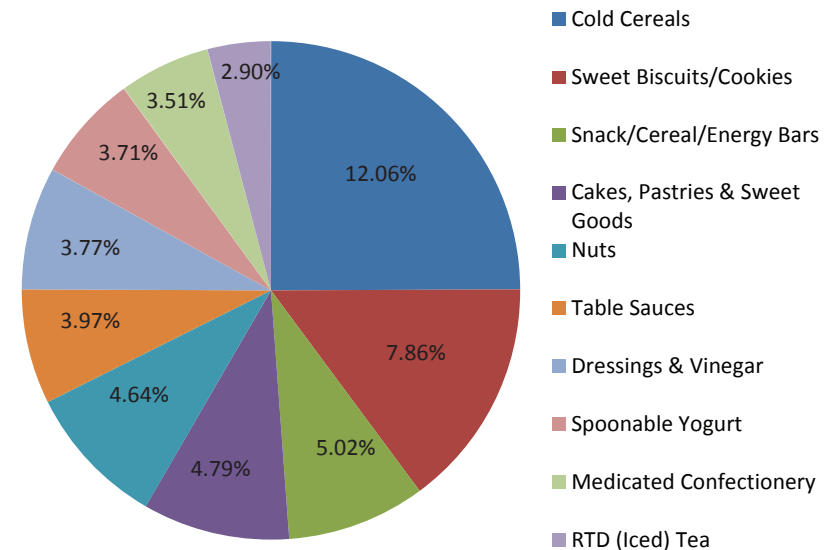


Birell Turbo Honey Malt
Energy Drink: **Egypt**

Honey New Product Launches, Global Jan 2010 - Nov 2014



Honey New Product Launches, Global Jan 2010 - Nov 2014 By Top Sub-Category



Honey New Product Introductions, North America Products of Note



Mediterra Sesame Energy Bar
with Orange and Honey



Texas Tea 'Austin's Own'
Goodflow Honey Green Tea



Tillamook Farmstyle Greek
Honey Peach
Flavored Yogurt



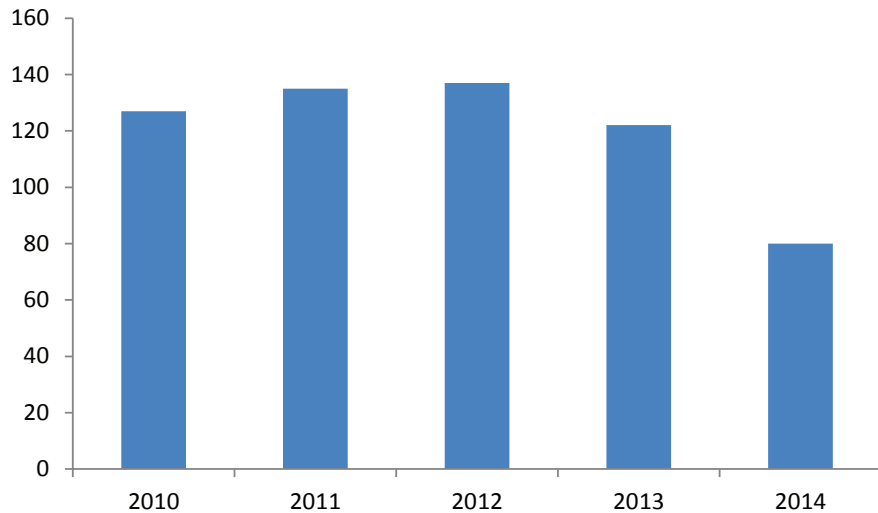
The Perfect Snaque Honey
Mustard Seasoned
Sprouted Lentils



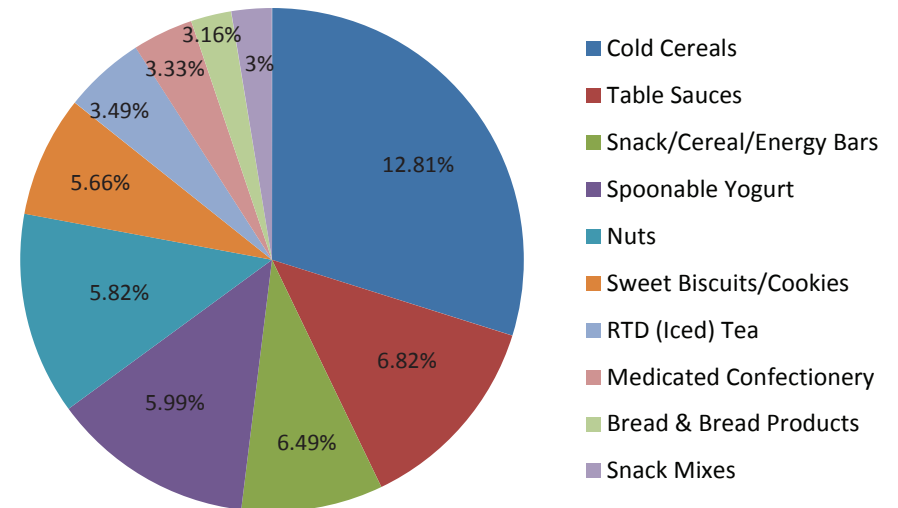
Mossy Oak Honey
Apple Salsa

601
NEW PRODUCTS

Honey New Product Launches, North America Jan 2010 - Nov 2014



Honey New Product Launches, North America Jan 2010 - Nov 2014 By Top Sub-Category



FONA CAN HELP!

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution. From concept to manufacturing, we're here every step of the way. Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit www.fona.com.

SOURCES:

Mintel GNPD

Mintel Menu Insights

Food Lover's Companion

Google Blog

Pinterest

Twitter

Food.com

