

# 20 FLAVOR INSIGHT 17 REPORT

---



## HONEY

### By the Numbers

A truly global flavor, honey adds a bit of sweet to everything from savory entrees to indulgent desserts. A thick, sweet liquid made by bees from flower nectar, honey's color and flavor are derived from the nectar source. In general, the darker the color the stronger the flavor. There are hundreds of different honeys throughout the world and most of them are named after the flower from which they originate. The most popular varieties of honey include: clover, orange blossom and sage.

*Let's take a look at the various forms of honey on the menu, in social media, and in new products.*

---

# As Sweet as Honey

## Print & Social Media Highlights

There are several mentions of honey in social media. Here are some of the highlights.

- On Pinterest, honey pins were spotted in a variety of food and beverage recipes, especially baked goods and butters. Pins included honey butter rolls, homemade honey cruller donuts, honey whiskey cupcakes, cinnamon pumpkin honey butter and raspberry honey butter. Additional recipes include honey garlic chicken, honey mustard sauce, honey balsamic Brussel sprouts and honey lavender scones.
- A Twitter search shows tweets mentioning honey, included this tweet by @gaminecuisine “This 2014 recipe for rosemary Hiddles and honey choc-dipped cookies is still the most visited” from national cookie day and this tweet by @amummytoo “Baked pears with butmeg honey drizzle.”
- On Food.com, 24,102 recipes appear if you search for honey. Recipes include honey roasted pork loin, whole wheat honey banana muffins, honey ginger grilled salmon and honey bun cake.

We are also spotting honey in print publications. Here are some of the highlights.

- In the December 2016 issue of *Martha Stewart*, is a recipe for Miso and Honey Glazed Carrots in a section touting flavorful sides and one-skillet dishes.
- In the January 2017 issue of *All Recipes*, December is said to be the month that their readers have “waffles on the brain.” There were more than a million “waffle” searches on allrecipes.com. One recipe: a fruit-centric waffle topping with mango, grapefruit and raspberries in honey and lime juice.



Source: @gaminecuisine



Source: @amummytoo

## Honey on the Menu

Q3 2010-Q3 2016

- Chicken Sopapilla Taco with spicy honey habanero chicken, *Taco John's*
- Blackberry Honey Quencher Iced Tea, *Applebee's*
- Goopy Butter Cake French Toast with honey maple syrup, *Elephant Bar Restaurant*
- Honey Thyme Gin & Tonic, *P.F. Chang's*

### Honey: Sweeten the Narrative with Varietals

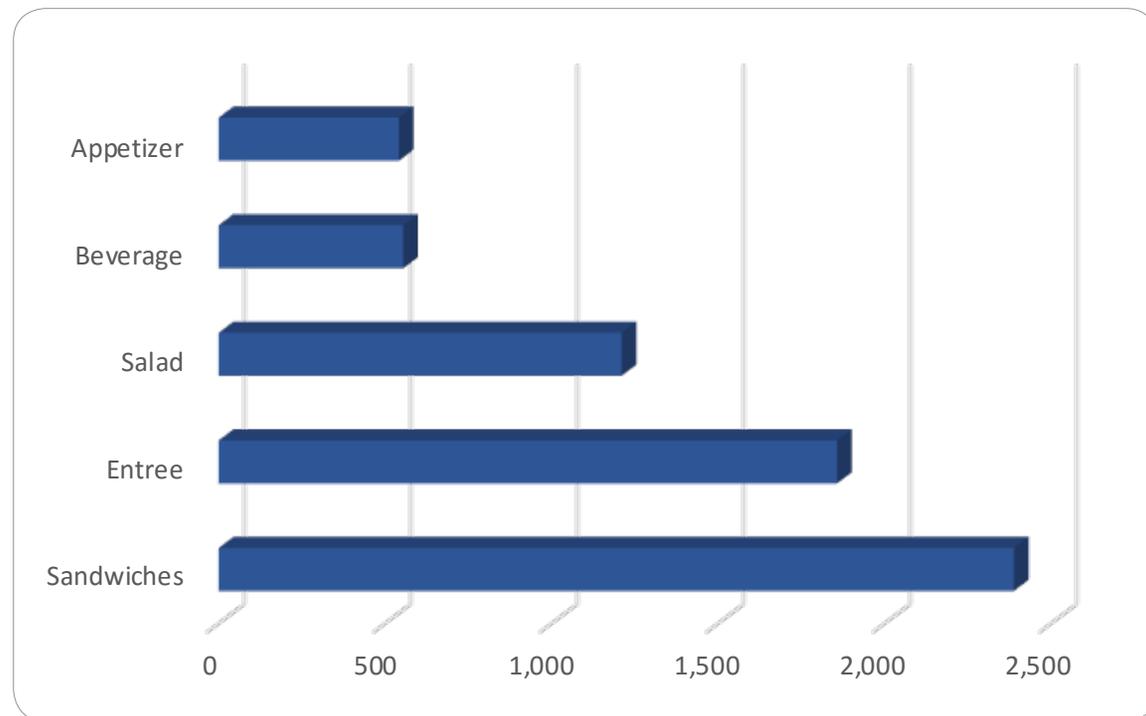
Honey provides a sweet opportunity to differentiate with varietals, from lighter clover honey to darker buckwheat honey. At the 2016 South Beach Wine & Food Festival, The National Honey Board highlighted honey's potential to sweeten dishes with unique flavors. Showcasing the flavor differentiation of darker and lighter varietals of honeys. They featured savory Double Corn-Honey Fritters with Honey-Bacon Drizzle and Honey-Orange Crush Spritzer, answers the call for trending cocktail ingredients and a bright balance of flavor.

Source: *Flavor & the Menu*

**7,261**  
MENTIONS

**CASUAL  
DINING**  
TOP RESTAURANT  
SEGMENT

### Honey on the Menu: Top Menu Sections



## Honey Global New Product Introductions Products of Note

**10,311**  
NEW PRODUCTS



Honey Banana Kefir: Turkey



Woolworths Food Apple & Honey Bircher-Style Muesli: South Africa



Supersec Crunchy Sesame Bar with Mountain Honey: France

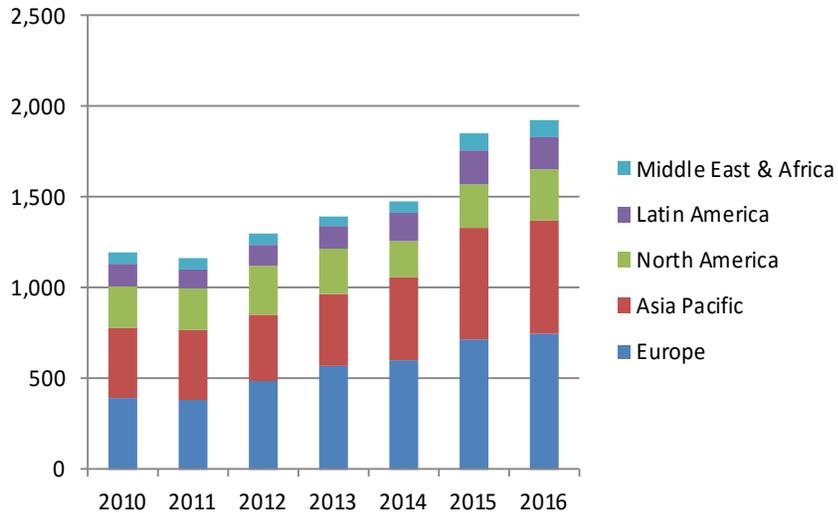


Pukka Lemon, Ginger and Manuka Honey Tea: UK

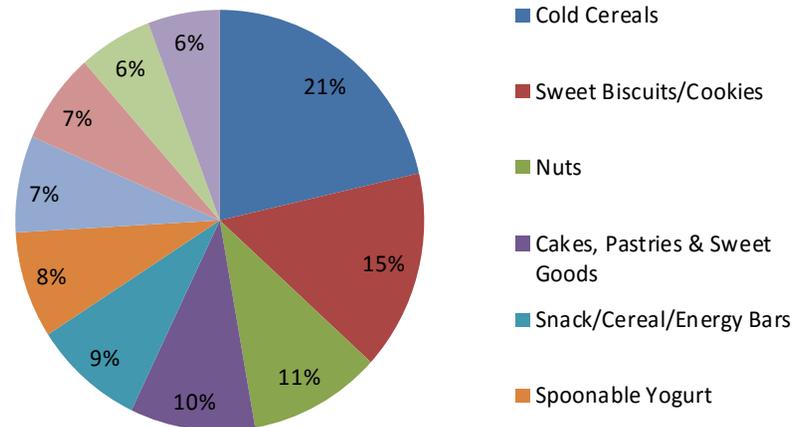


Fig Honey Layered Goat's Milk Yogurt: France

### Honey New Product Introductions, Global 2010-2016



### Honey New Product Introductions, Global 2010-2016 by Top Sub-Category



Source: Mintel GNPD

## Honey North America New Product Introductions

### Products of Note

**1,695**  
NEW PRODUCTS



H-E-B Select Ingredients  
Lemonade with Texas Honey



Bonté Honey & Cranberry  
Flavored Lozenges



Trimona Honey Ginger  
Cinnamon Bulgarian Yogurt

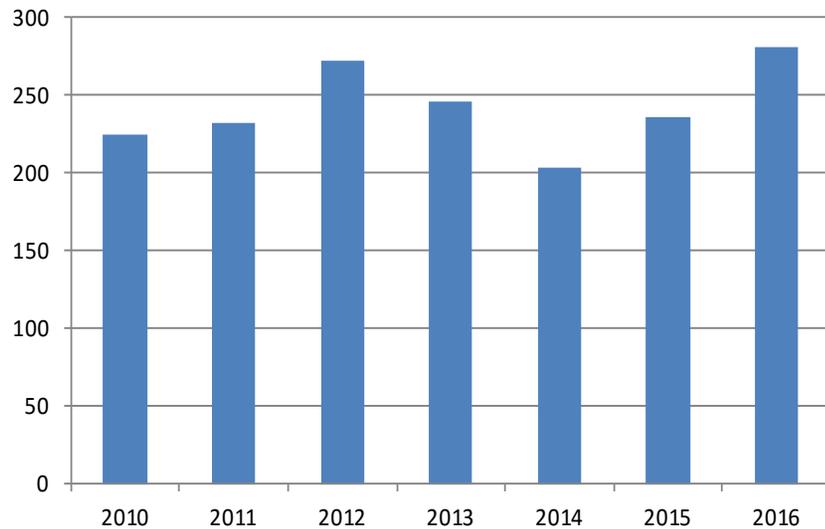


Ambrosial Authentic  
Mediterranean Basil Honey  
Almond Ancient Grains  
Clusters

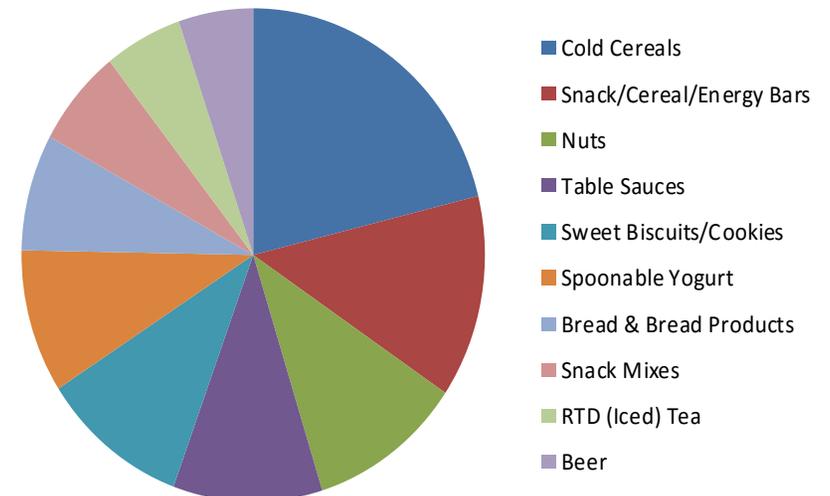


Droga Chocolates Money On  
Honey Wildflower Honey  
Caramels in Dark Chocolate  
Sprinkled with Fleur de Sel

### Honey New Product Introductions, North America 2010-2016



### Honey New Product Introductions, North America 2010-2016 by Top Sub-Category



Source: Mintel GNPD



## 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](http://www.fona.com).

### SOURCES:

*Mintel GNPD*

*Mintel Menu Insights*

*Flavor & The Menu*

*Pinterest*

*Twitter*

*Food.com*