

20 FLAVOR INSIGHT 15 REPORT



HONEY

By the Numbers

Honey is defined as a sweet and viscous fluid produced by honeybees and other insects from the nectar of flowers. The nectar source determines the color and flavor of the honey. In general the darker the color, the stronger the flavor.

Most honeys are named after the flower from which they originate. Out of the hundreds of honeys the most popular are clover, orange blossom and sage. Honey comes in three basic forms:

- (1) comb honey, with the liquid still in the chewy comb, both of which are edible.
- (2) chunk-style honey, which is honey with pieces of the comb included.
- (3) liquid honey that has been extracted from the comb, and usually pasteurized to help prevent crystallization.

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

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 ROASTED/TOASTED, HONEY
ALMOND, AND HONEY NUT.

Top Sub-Categories

INCLUDE COLD CEREALS, SNACK/CEREAL/
ENERGY BARS, AND NUTS.

Small Batch Honey

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

Top Brands

OF US HONEY PRODUCTS INCLUDE
KROGER, TRADER JOE'S, ESSENTIAL
EVERYDAY, AND THE GREEK GODS.

HONEY HOT SPOTS

We are spotting honey everywhere!

Honey's natural sweetness makes it a great substitute for sugar and a great compliment to many classic recipes. Here's a snapshot into where we are spotting honey in print media.

- **Culture: The Word On Cheese** has a recipe for Lemon Honey Ricotta-stuffed French toast with strawberries in the Spring 2015 issue.
- **Western Living** features a recipe in its April 2015 issue for buckwheat honey ice cream.
- **Bon Appetit** features a recipe for a Caramelized-Honey Brûlée in its February 2015 issue.
- **Bon Appetit** also features a guide to cooking with sugar alternatives in the March 2015 issue. The guide says that honey is best for soft cakes, quick breads, puddings, ice creams, and gelato.
- **Eating Well** magazine uses honey to create a honey vinaigrette as the topping of a spring salad



Honey in the Social Media

A search for honey on twitter shows countless photos of different teas with honey. Even a few tweets appeared from celebrities praising honey for its soothing properties.

Food.com has more than 25,000 results pertaining to honey. Results include pear flavored honey, honey roasted pork loins, and healthy honey oatmeal cookies.

On Pinterest some of the top results were a recipe for naturally-sweetened honey popcorn balls and a list on the health benefits of honey.

Blogs heavily feature honey. A Girl Worth Saving provides a recipe for chocolate honey as the perfect topping on waffles. The Kitchen McCabe gives her readers a recipe for honey-thyme strawberry shortcakes.

HONEY ON THE MENU

Breakfast Menu:

Honey Butter Chicken Biscuit at Wendy's

Toasted Bagel with Honey Pecan Cream Cheese at Au Bon Pain

Lunch Menu:

Honey Seared Shrimp at Pei Wei Asian Diner

Dinner Menu:

Honey garlic glazed New York Strip at Black Angus Steakhouse

Roasted Pear and Gorgonzola Bruschetta with balsamic honey glaze at Maggiano's Little Italy

Drink Menu:

Beehive Honey Wheat Ale at The Blue Star

Bourbon Honey Old Fashion at Peninsula Grill

Dessert Menu:

Honey Panna Cotta at Rialto Restaurant

7,352
MENU ITEMS

QUICK SERVICE
TOP RESTAURANT
SEGMENT



TOP MENU
SECTION:
SANDWICHES

Honey New Product Introductions, Global Products of Note

8,051
NEW PRODUCTS



Honey-Ginger & Mustard Dressing: Germany



Chili & Honey Almond Dark Fair trade Chocolate: South Africa



Honey Cranberry Sauce: Netherlands

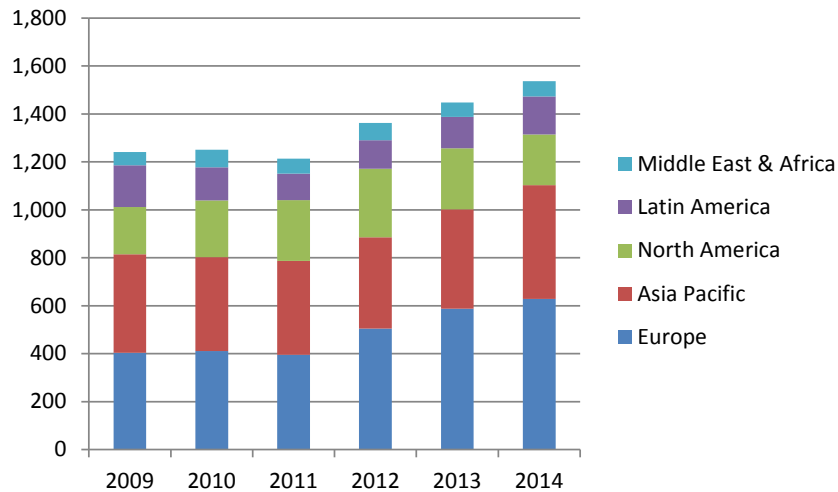


Lemon-Ginger-Honey Syrup: Switzerland

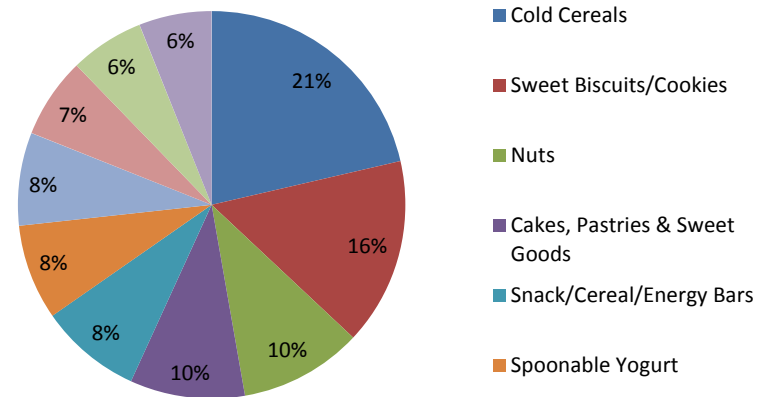


Organic Honey Puffs: Japan

Honey New Product Launches, Global 2009-2014



Honey New Product Launches, Global 2009-2014 By Top Sub-Category



Honey New Product Introductions, North America Products of Note



Harvest Mini Stix Honey Garlic Pepperoni



Tru Table Orange Blossom Honey & Balsamic Protein Dressing & Dip



National Geographic Honey-Coated Dehydrated Banana Slices



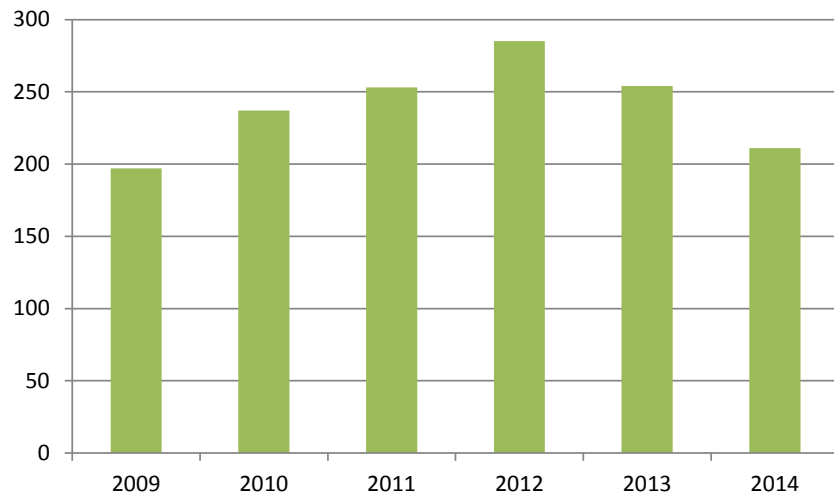
Fort Creek Whiskey Spike Honey Spiced Canadian Whiskey



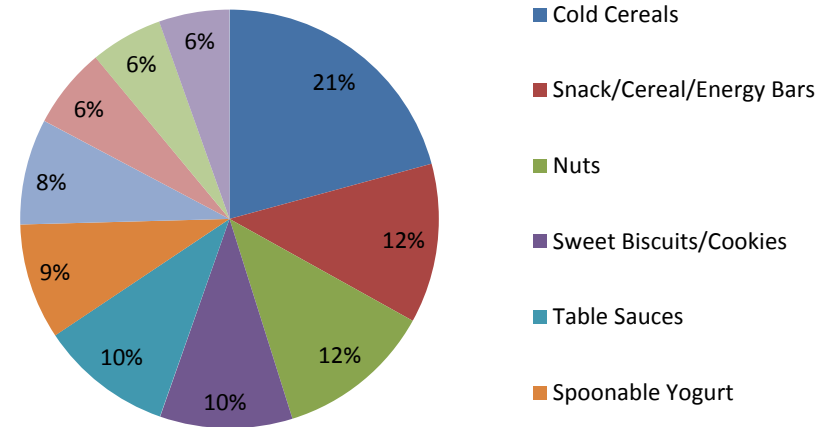
Krave Artisanal's Honey Peach Barbecue Pork Jerky

1,437
NEW PRODUCTS

Honey New Product Launches, North America 2009-2014



Honey New Product Launches, North America 2009-2014 By Top Sub-Category



Honey New Product Introductions : Beverages

- There has been a 50% increase in honey flavored beverages from 2009-2014.
- RTD Teas are the top honey flavored beverages.
- Ginseng is the top flavor paired with honey in beverages.
- Buckwheat, chamomile, clover, orange blossom, and alfalfa honey are the varieties we are spotting in new product introductions.

Product Spotlight

- Samuel Adams Honey Queen
- Braggot Ale is brewed with clover honey, orange blossom honey, chamomile and with alfalfa honey added. It contains a combination of three unique honeys, which are balanced by a floral hop earthiness and chamomile.



Exposed Aloe Vera and Honey Drink



Peach Flavored Green Tea with Ginseng & Honey Liquid Water Enhancer



Extreme Citrus Honey Drink



Raw Local Honey Cold-Pressed Lemon Cayenne Cleanse Juice

Honey New Product Introductions : Confections & Healthcare

- There was a decrease in new product introductions from 2009-2014, but with 9 new product introductions in confectionery and healthcare products and only 11 new products in 2014, honey seems to be making a comeback within these categories this year.
- Digestive cough, cold, & flu relief are the top honey flavored healthcare and confections products.
- Honey & lemon is the top flavor pairing among confections and healthcare products
- Buckwheat, clover, orange blossom, and tupelo honey are the varieties we are spotting in new product introductions.

Product Spotlight

- Honey...Don't Cough Children's Buckwheat Honey Supplement is made with 100% buckwheat honey.



Blast of Vitamin C Hot Soothing Mix with Natural Honey Lemon Flavor



Dark Chocolate Honey Mints



Honey Jellies Collection

Honey New Product Introductions : Grain

- There was an 88.9% increase in honey flavored grain products from 2009-2014.
- Cold Cereals are the top honey flavored grain products.
- Honey & nut is the top flavor pairing in grain products.
- Rosemary and sage are the honey varieties we are spotting in new product introductions.

Product Spotlight

Simple Squares Whole Food Snack Bar is a 100% natural kosher certified organic bar is free of gluten, wheat, dairy, soy, GMO's, preservatives and refined sugar. It is available in the following flavors:

- Nut & Sage Honey; Nut & Rosemary Honey; Nut & Honey Coconut; and Cinnamon Clove.



Twisty Graham's Honey & Cinnamon Snacks



Pretzel & Honey Granola Bars



Apple & Honey Flavored Oats & Grain Cereal



Sesame Energy Bar with Pistachio & Honey

The Benefits of Using FONA Honey Flavors

One: More with less

Honey flavors deliver impact at lower usage levels than natural honey.

Two: Consistent results

Honey originates from many floral sources, so no two are exactly alike in flavor, color and nutritional content. Our flavors ensure consistent flavor profiles for each batch, every time.

Three: No mess, no worries

Honey flavors are user-friendly — no worries of crystallization and none of the hassles of working with sticky, natural honey.

Four: Make your mark

Incorporate desired profiles and trends to set your product apart.

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.



SOURCES:

Mintel GNPD

Mintel Menu Insights

Google Blog

Pinterest

Twitter