

FLAVOR SPOTLIGHT:

HONEY



With a versatility that matches its sweetness, honey is the “little flavor that could,” bringing its characteristic deliciousness to everything from baked goods to proteins, appetizers, beverages and more. A familiar and beloved profile, honey recalls spring and summertime memories, making it a great flavor for seasonal offerings. Its sweet brown and floral flavor can enhance sweet applications like bars, cookies, and ice cream, while it can also pair with spicy flavors to deliver sweet heat.

TREND SIGNALS

80%

of consumers love or like honey.
Datassential, Consumer Preferences, US

72%

of consumers are extremely interested or very interested in honey as a seasonal flavor.
McCormick Flavor Solutions U.S. Seasonal Survey, 2025

FROM OUR EXPERTS

Salted Honey Focaccia

“I created a demo that celebrates the vibrancy and diversity of honey. At first bite, the airy crumb of the focaccia releases an upfront wave of rich sweet brown honey flavor. While you chew, our Optify™ Salt Enhancer boosts the shower of flaky salt on top to temper the sweetness. And as the focaccia melts away in your mouth, a gentler, more floral honey flavor lingers on your palate.

Honey comes in many varieties, ranging from light, floral, and ephemeral to dark, almost molasses-like. Replace caramel or brown sugar profiles with honey flavor for a fresh, nuanced take on sweet brown notes in baked goods, or, for a twist in an already sweet product like a syrup, try one of the darker, richer varieties.”

Tara Overland, Scientist II



Contact us or [click](#) to request a **FREE HONEY** flavor sample.

