

The Buzz About Honey



Sweet Spot of Food & Beverage Trends

- Pure, wholesome, all-natural
- Story, sourcing
- Terroir



Sweet Spot of Food & Beverage Trends

- Demand for quality, “fresh” ingredients
- Convergence of kitchen and bar



Consumer Demand

- Nearly 1/3 of current honey users say they are consuming more honey than previous years
- More consumers are turning to honey as a sugar substitute (41% in 2012 vs. 16% in 2009)
- 84% of operators agree that customers care about the sweeteners used in their foods



Versatility

- Not just for tea, toast or drizzling
- Almost limitless application across the menu
 - From beverages to small plates, to entrees, sides, salads and desserts
- Ideal call-out ingredient



Honey Beverage Trend



Trending

- Garden to Glass
- Beehive to Bar



Trending

- Honey as an alternative sweetener and flavor ingredient in cocktails and NA beverages
- Not just for “honey cocktails” (e.g., “Bee’s Knees”)
- Honey simple syrups in place of traditional simple syrups add interest/depth of flavor



Trending

- Datassential MenuTrends revealed a 24% increase in honey cocktail menuing from 2013 – 2014
- A whopping 685% increase between 2005 and 2014
- Some terrific case studies



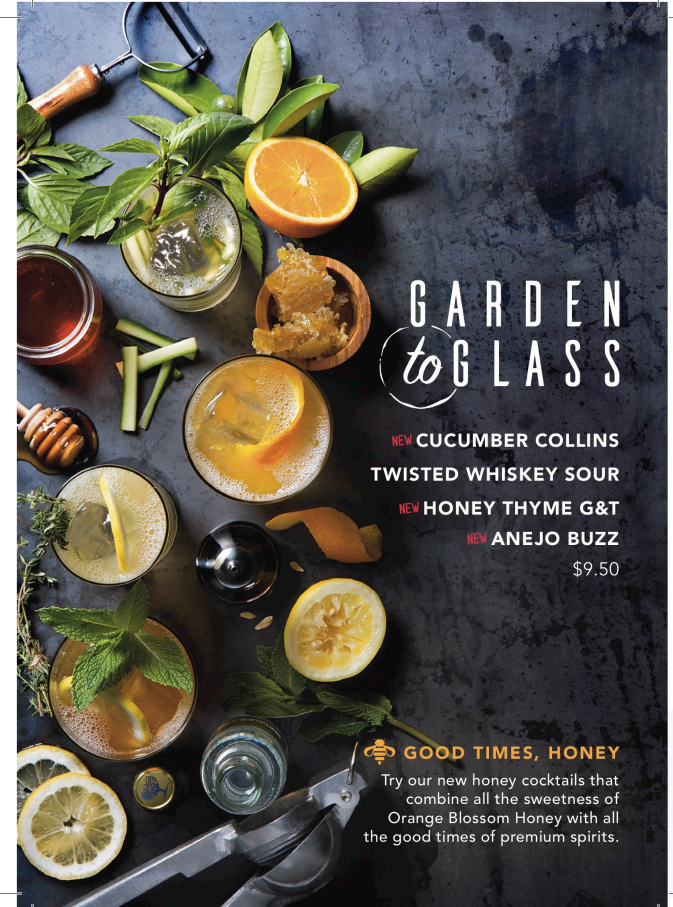
Omni Hotels “One Sweet Summer” Menu Promotion

- Honey cocktails featured on pool menus at 34 properties
- Different regional cocktails and honey varietals
- Why honey, per F&B VP:
 - Flavor profile
 - Natural sweetener
 - Hottest trend
- 20+% sales increase year over year (2014 – 2015)



PF Chang's "Garden to Glass" Promotion

- Three new honey cocktails on Summer 2016 menu:
 - Anejo Buzz
 - Honey Thyme G&T
 - Cucumber Collins
- Each features Orange Blossom honey
- Employee education/training underway
- Mid-July roll-out



Honey Simple Syrup

- 2 to 1 ratio, honey to water
- Mix honey with hot water; refrigerate
- At least 10-day shelf life
- Infusions (pepper, lavender, etc.)



Honey Varietals

- Honey & Varietal Spirit Pairings
- Light with light, dark with dark



Honey Varietals

- Varietals determined by where the bees foraged (floral source)
- 300 varietals in the U.S. alone
- 3,000 worldwide
- Add interest/excitement, regional flair



Honey Varietals

- Exciting flavor possibilities
- For more info. and sourcing, visit the **Honey Locator** on honey.com

