

# HONEY

trends | usage | menu examples | varieties

SEP 2016



# 2 TERMS TO KNOW

## PENETRATION

*% of RESTAURANTS that serve that food, flavor, or ingredient.*

This is a measure of adoption. Increases in penetration indicate that more restaurants are adding the item to their menu. Penetration is the most important statistic and the best indicator of trend movement.

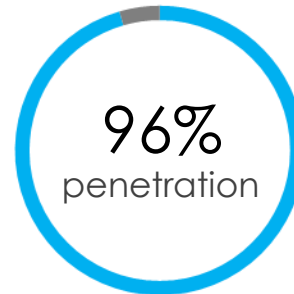
## INCIDENCE

*% of MENU ITEMS that feature that food, flavor, or ingredient.*

This is a measure of versatility. A restaurant adding yet another chicken dish to its menu will result in an increase in incidence. Incidence is a supporting statistic, to be used as a complement to penetration.



EXAMPLE:  
CHICKEN



chicken is found on **96% of all restaurant menus**, and is featured in **11% of those dishes**.

# RESTAURANT SEGMENTS

## Limited Service Restaurants (LSR)

## Full Service Restaurants (FSR)

### QSR

255,964 US units

counter service with no wait staff; focus on speed and food often served on disposables

### Fast Casual (FC)

62,799 US units

counter service with focus on higher quality, fresh ingredients, and customization

### Midscale (MDS)

117,590 US units

waiter service at a moderate price; often breakfast-focused, and generally no alcohol

### Casual (CAS)

187,620 US units

waiter service at a higher price point than midscale, and often offering a full bar

### Fine Dine

14,142 US units

high-end table service with chef-driven menu; most entrées priced \$25 or higher



### Traditional Casual



### Upper Casual



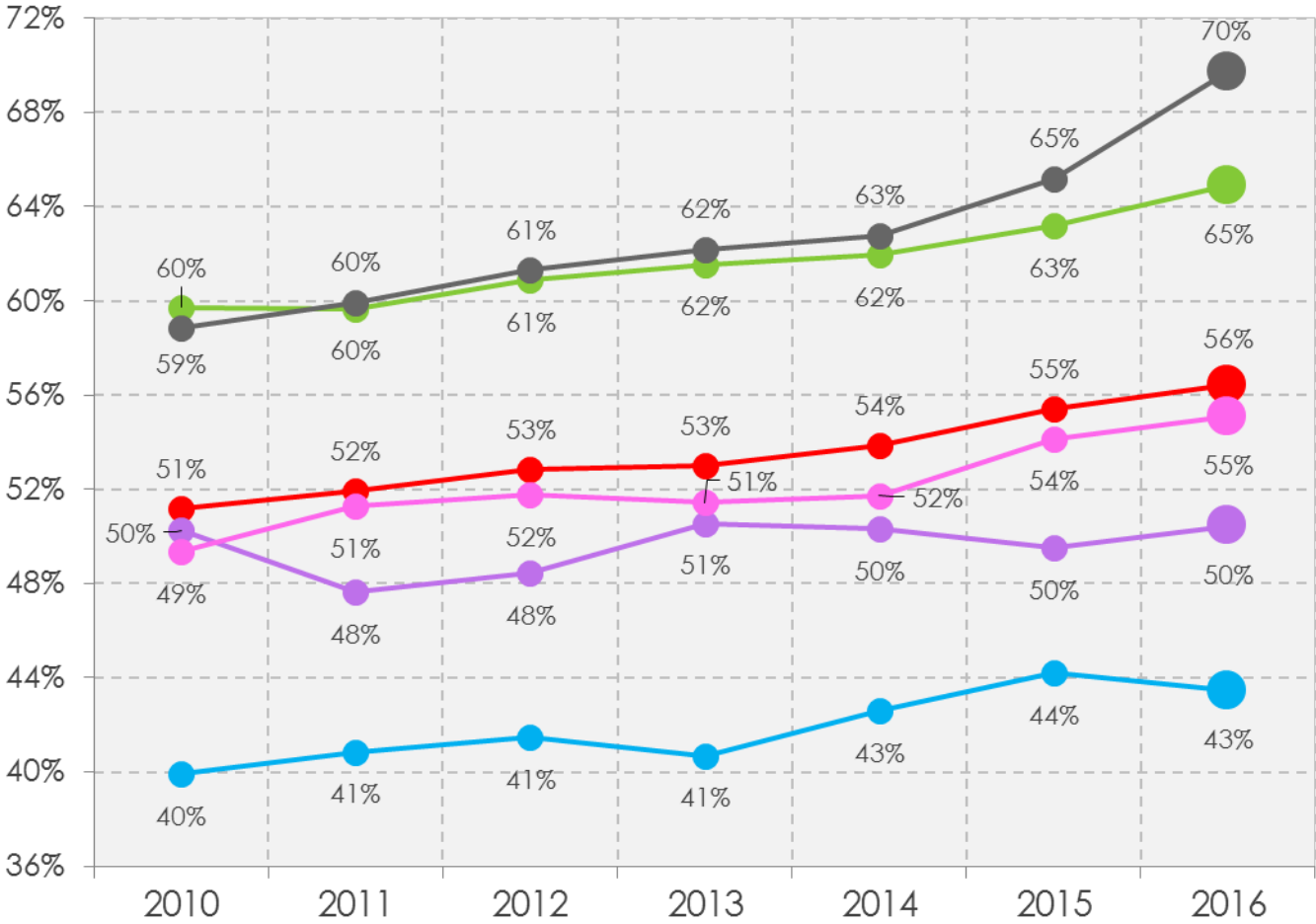
\*unit counts include both chains and independents, Datassential Firefly 2016

# HONEY TRENDS

Honey is a popular flavor addition, appearing on over half of all restaurant menus. Although already popular, honey continues to grow in menu penetration across nearly all segments.

# HONEY

penetration time trend by segment



**FINE DINE: 69.7%** +7% +18%

**CASUAL: 64.9%** +3% +9%

**TOTAL US: 56.4%** +2% +10%

**MIDSCALE: 55.1%** +2% +12%

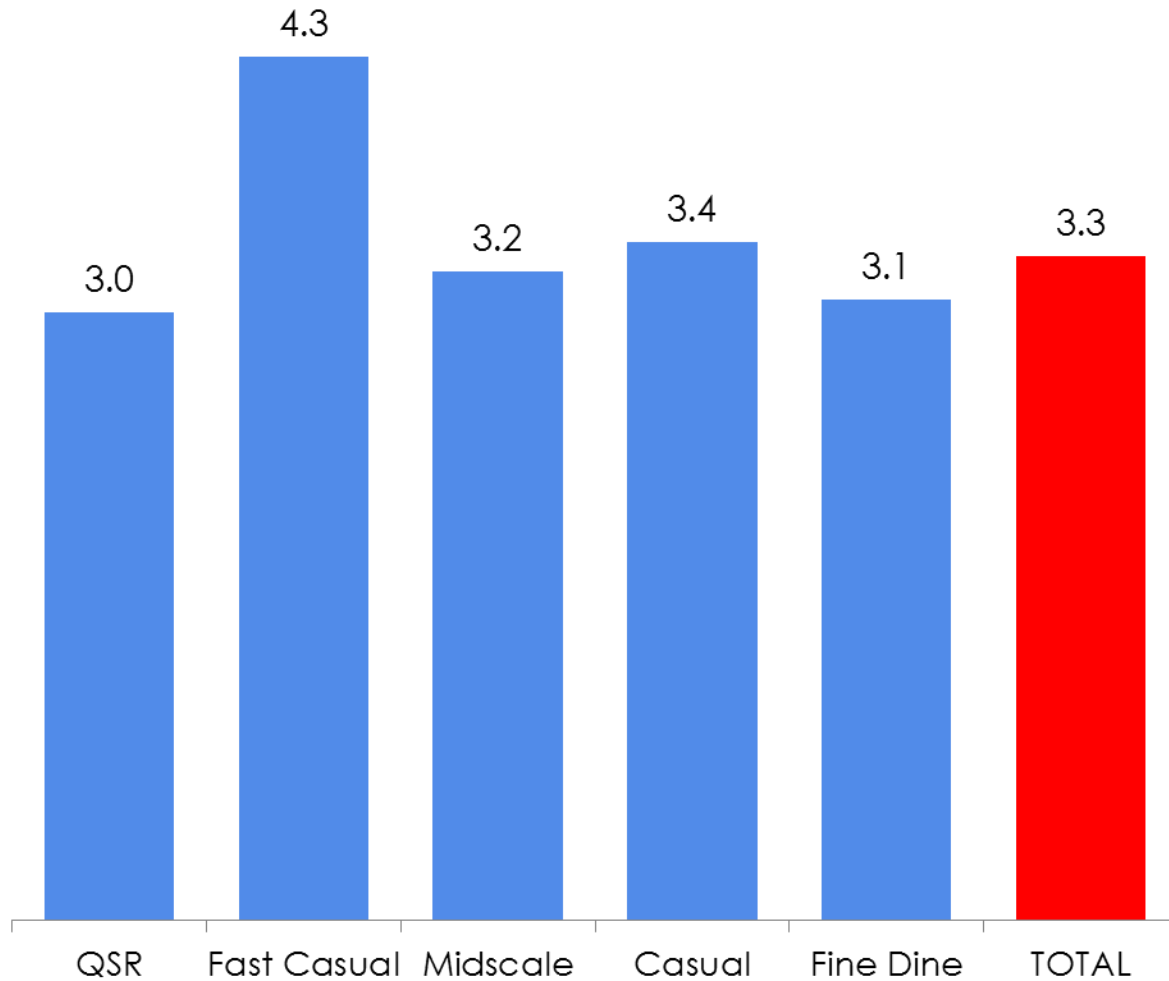
**FAST CASUAL: 50.5%** +2% -

**QSR: 43.5%** -2% +9%

Penetration      1 Year % Change      6 Year % Change

# HONEY

average number of items by segment



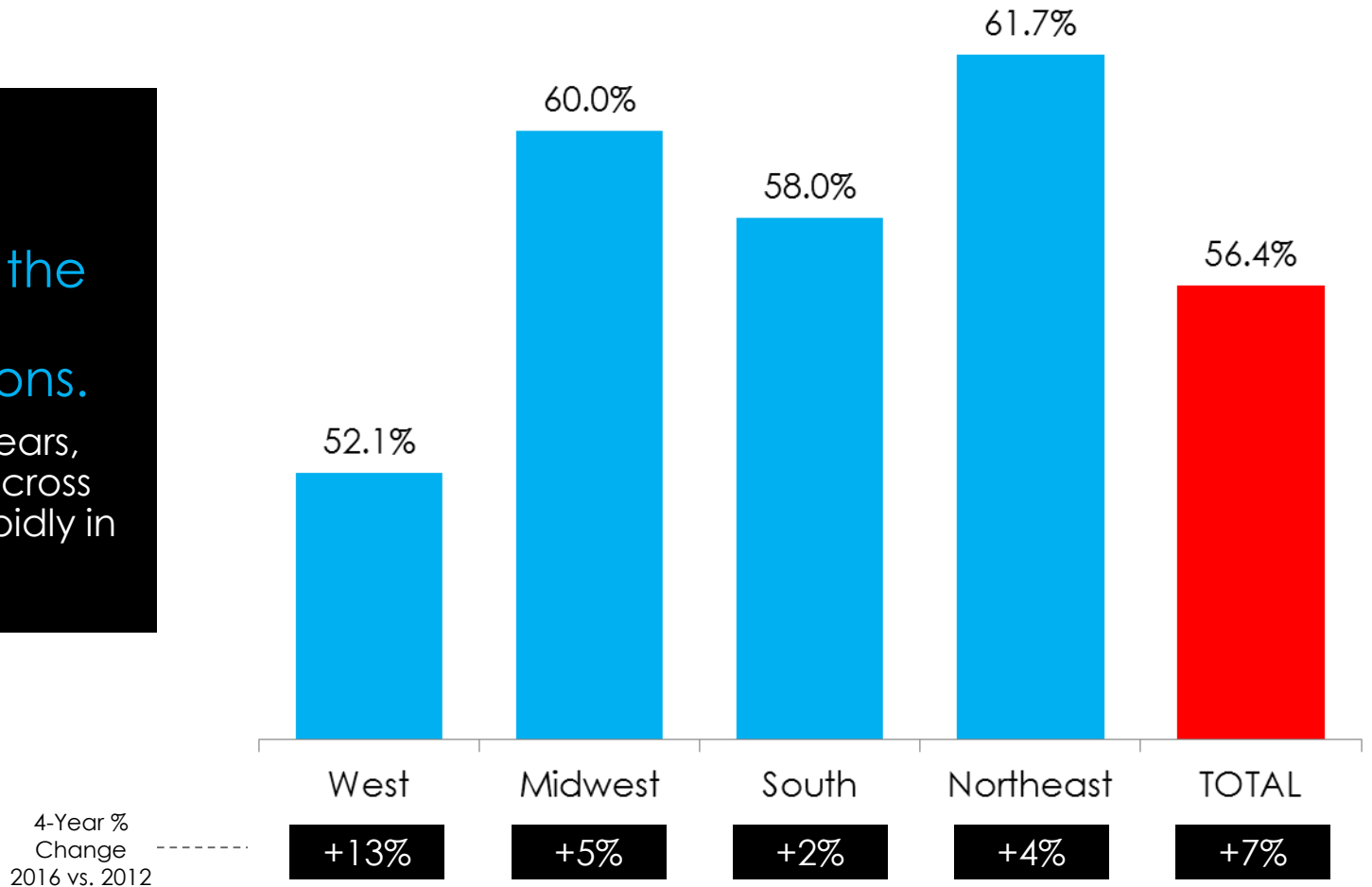
The average restaurant serving honey features three food or beverage menu items with honey.

# HONEY

penetration by region

Honey has a slightly higher penetration in the Midwest and Northeast regions.

Over the last four years, honey has grown across all regions, most rapidly in the West.



4-Year %  
Change  
2016 vs. 2012

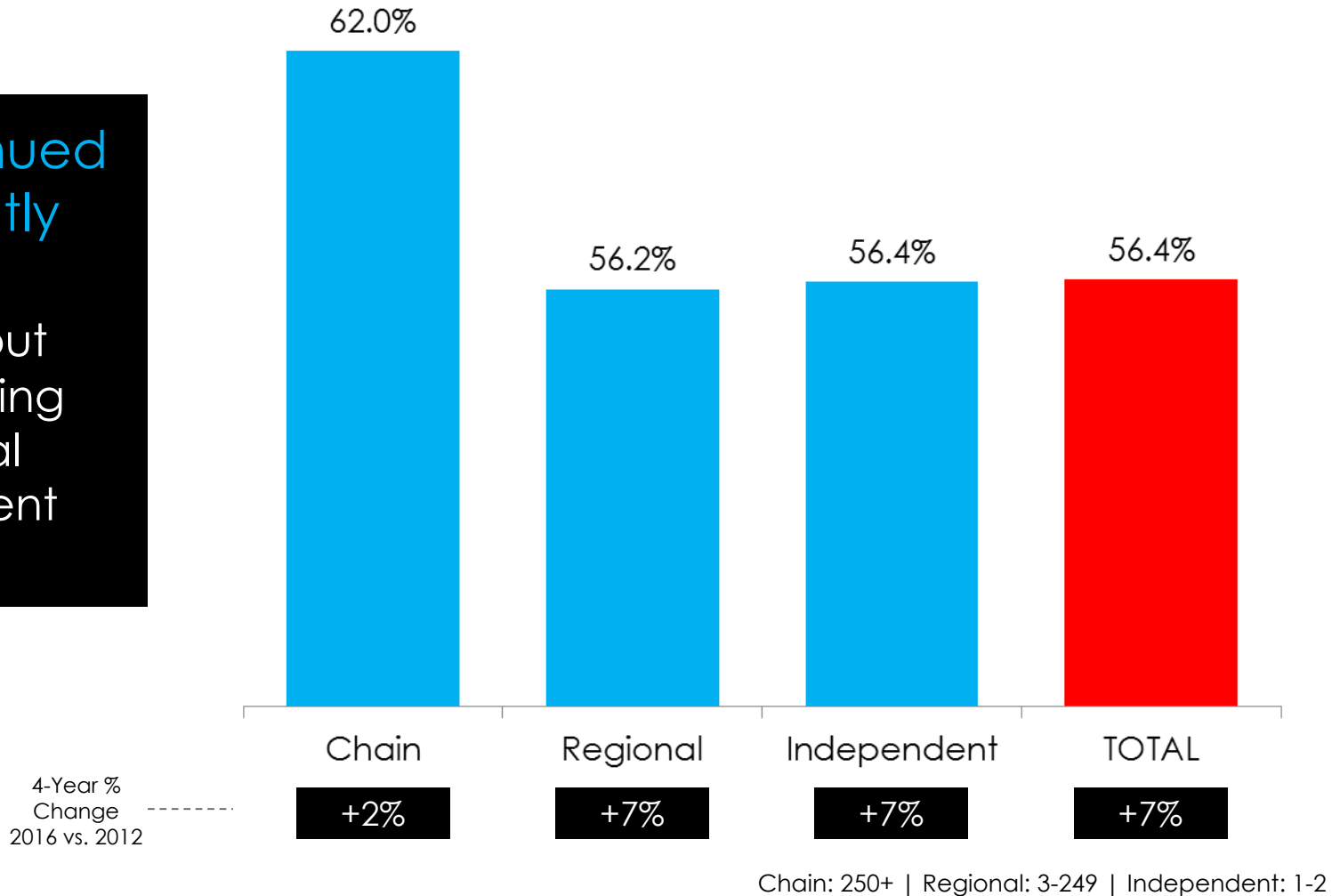
PENETRATION: Of all restaurants, % that offer honey

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# HONEY

penetration by restaurant type

Honey is menued most frequently at chain restaurants, but has been growing among regional and independent restaurants.





Over 75% of African, American, and other European restaurants have honey on their menus. Honey is growing fastest on menus at other Asian restaurants and Italian restaurants.

Other European includes all European restaurants outside of Italian, French, and Mediterranean. (ie. Gather, Ann Sather)

## TOP CUISINE TYPES

ranked by penetration

Other Asian includes Asian restaurants with multiple influences, as well as Asian restaurants beyond Chinese, Japanese, Thai, and Korean (ie. Kona Grill, Roy's).

	2016 PENETRATION	GROWTH	
		1 YEAR	4 YEAR
African	83.3%	-7%	-6%
American	77.6%	<b>+1%</b>	<b>+5%</b>
Other European	76.9%	-	+17%
Mixed Ethnicity	69.0%	-3%	+3%
Southern	66.3%	-1%	+11%
French	64.0%	<b>+3%</b>	<b>+8%</b>
Coffee & Bakery	63.2%	-6%	-10%
Steakhouse	62.6%	<b>+6%</b>	<b>+6%</b>
Sandwich	60.8%	<b>+2%</b>	<b>+5%</b>
Mediterranean	60.8%	<b>+8%</b>	<b>+16%</b>
Italian	54.0%	<b>+8%</b>	<b>+20%</b>
Chinese	53.9%	-1%	+3%
Seafood	53.5%	-1%	+7%
Burger	50.9%	-2%	+15%
Pizza	48.5%	<b>+1%</b>	<b>+11%</b>
Indian	47.8%	<b>+6%</b>	<b>+13%</b>
Other Asian	45.8%	<b>+4%</b>	<b>+56%</b>
Mexican	42.7%	<b>+2%</b>	<b>+1%</b>
Dessert & Snack	42.1%	-3%	+1%
BBQ	41.9%	<b>+7%</b>	<b>+7%</b>

+++% indicates growth over 100%

Although honey is most often found on entrée menus, honey is increasingly added to beverages. Honey is especially increasing in penetration on both non-alcoholic and alcoholic beverage menus.

**TOP MENU CATEGORIES**  
ranked by penetration

	2016 PENETRATION	GROWTH	
		1 YEAR	4 YEAR
Entree	36.4%	<b>+1%</b>	<b>+2%</b>
Appetizer	23.2%	-	+10%
Alcoholic Beverages	18.9%	<b>+17%</b>	<b>+84%</b>
N.A. Beverages	3.8%	<b>+5%</b>	<b>+26%</b>
Side	10.0%	-1%	+9%
Dessert	8.9%	-1%	+15%

25% of all breakfast menus feature honey. Regardless of daypart, honey penetration is growing.

# HONEY

penetration by daypart

	PENETRATION		4 YEAR CHANGE
	2012	2016	
Total	52.8%	56.4%	<b>+7%</b>
All Day Menu	47.1%	50.5%	<b>+7%</b>
Dinner Menu	24.1%	27.8%	<b>+15%</b>
Breakfast Menu	18.8%	25.4%	<b>+36%</b>
Lunch Menu	16.0%	16.3%	<b>+2%</b>

Trending dishes featuring honey include Greek yogurt/parfaits, oatmeal, flatbreads, burgers and pizza.

## MOST POPULAR & FASTEST GROWING FOODS/BEVERAGES WITH HONEY

ranked by penetration & 4-year growth

MOST POPULAR	2016 PENETRATION	4 YEAR GROWTH
Salad	27.5%	-5%
Sandwich	24.0%	-8%
Bbq	23.1%	-6%
Wing	11.4%	<b>+2%</b>
Fries	10.9%	-10%
Yogurt	7.8%	<b>+60%</b>
Wrap	7.0%	-1%
Honey bbq	6.5%	-4%
Tea	6.5%	<b>+59%</b>
Chicken sandwich	5.8%	-14%
Granola	5.7%	<b>+67%</b>
Ice cream	4.7%	-2%
Burger	4.5%	<b>+21%</b>
Rib	3.5%	<b>+7%</b>
Turkey breast	3.4%	-23%
Sopapilla	3.4%	-18%

FASTEST GROWING	2016 PENETRATION	4 YEAR GROWTH
Greek yogurt	2.5%	<b>+240%</b>
Taco	1.3%	<b>+82%</b>
Granola	5.7%	<b>+67%</b>
French toast	1.7%	<b>+59%</b>
Bowl	2.0%	<b>+56%</b>
Oatmeal	1.5%	<b>+53%</b>
Flatbread	1.3%	<b>+53%</b>
Slider	1.2%	<b>+51%</b>
Sweet potato	2.5%	<b>+57%</b>
Hot tea	3.6%	<b>+40%</b>
Nugget	1.3%	<b>+38%</b>
Functional juices	1.8%	<b>+38%</b>
Parfait	1.7%	<b>+26%</b>
Green salad	1.6%	<b>+25%</b>
Burger	4.5%	<b>+21%</b>
Pizza	3.3%	<b>+17%</b>

# HONEY USAGE

Nearly half of all honey is found on entrée menus. Appetizers and alcoholic beverages round out the top three menu parts to have honey mentions.

# HONEY

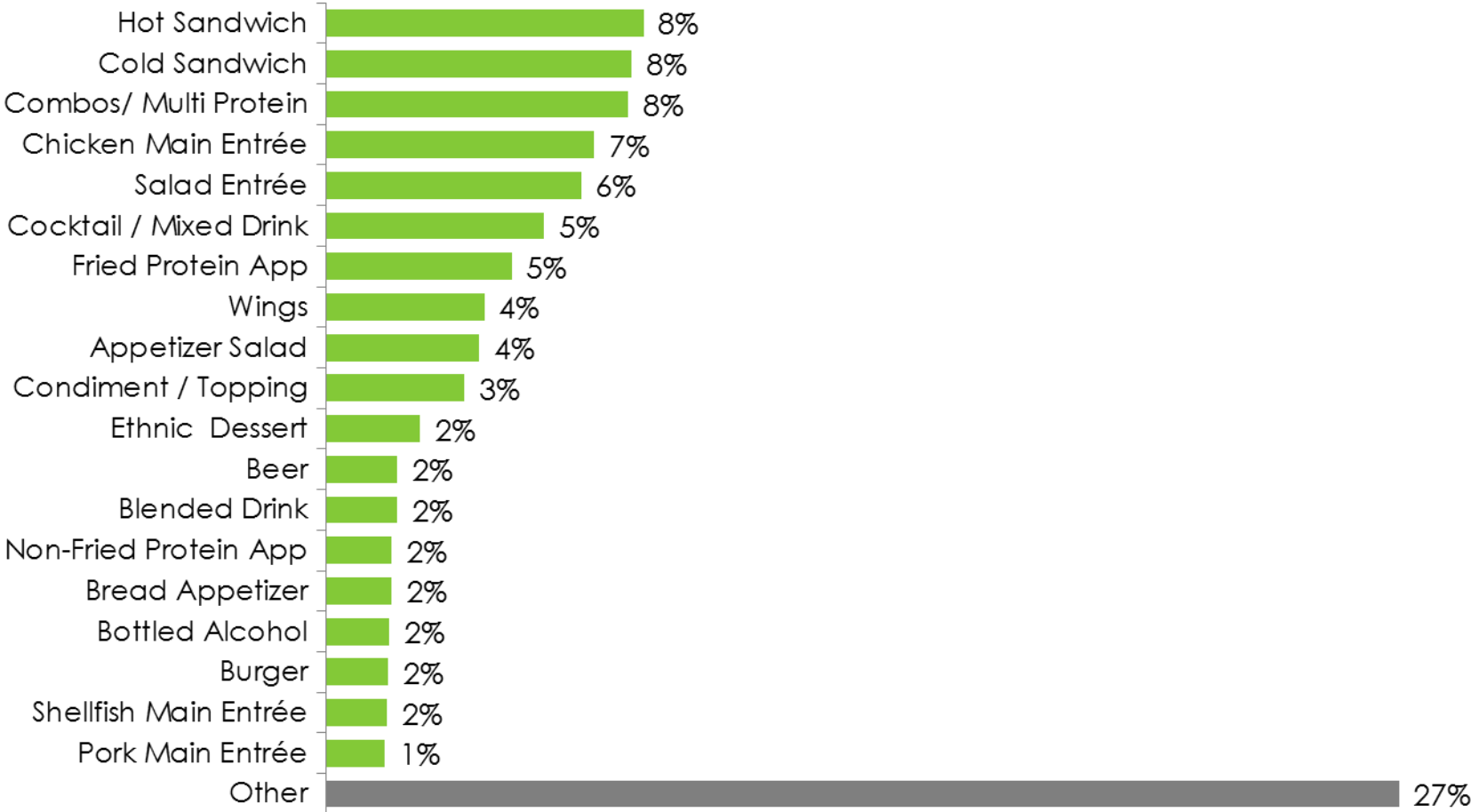
distribution by menu part

	DISTRIBUTION		4 YEAR CHANGE
	2012	2016	
Appetizer	19.9%	21.0%	<b>+5%</b>
Entree	56.2%	50.7%	-10%
Side	6.9%	7.2%	<b>+5%</b>
Dessert	6.7%	6.5%	-3%
N.A. Beverages	4.3%	4.3%	-
Alcoholic Beverages	6.0%	10.3%	<b>+70%</b>

Utilized as a component in various sauces, honey most often appears on sandwiches, both hot and cold.

# HONEY

distribution by item type

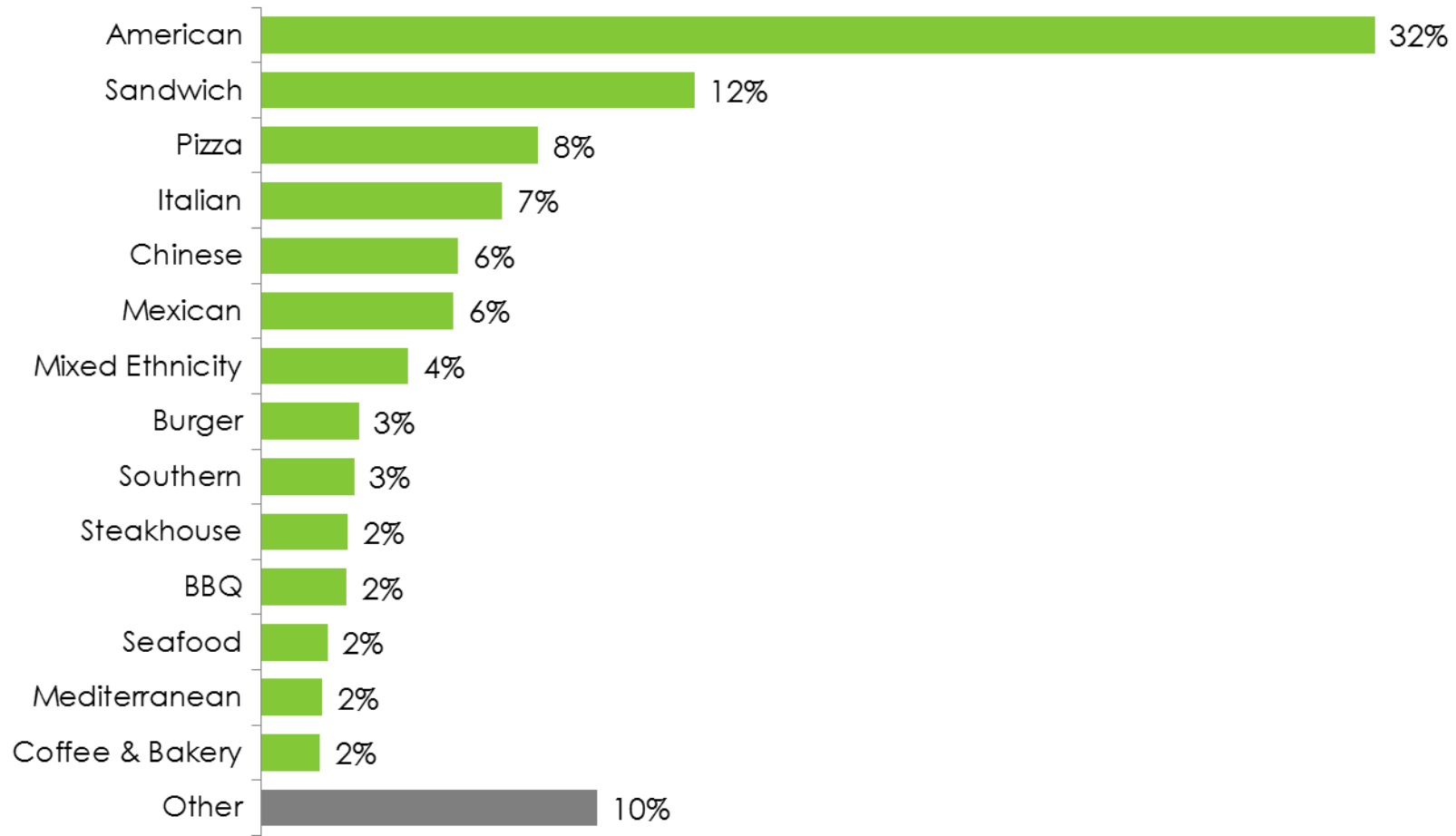


# American restaurants are by far the most common cuisine type featuring honey, accounting for nearly a third of honey menu items.

Sandwich restaurants are the second most common, followed by more ethnic cuisine types (pizza, Italian, Chinese, and Mexican).

## HONEY

distribution by cuisine type





# HONEY MENU EXAMPLES

# HONEY: ON APPETIZER MENUS

RESTAURANT	ITEM	DESCRIPTION	PRICE
112 Eatery	Fresh Ricotta	with <b>white truffle honey</b> .	\$9.00
Cascabel Taqueria	Gorditas Con Puerco	heritage pork belly, <b>chipotle honey glaze</b> , cucumber, cilantro, masa cake.	\$9.00
Forge	Long Cooked Ribs	on the bone, <b>honey jalapeno slaw</b> .	\$11.00
Gigi	Cornbread	<b>honey bacon butter</b> , sea salt.	\$6.00
Kale Me Crazy	Beet Salad	spinach, arugula, tomato, raw beets, walnuts, cucumber, sunflower sprouts, goat cheese, hemp seeds, <b>honey dijon balsamic vinaigrette</b> .	\$6.99
Paramount	Sweet Potato Bravas	cajun spiced, <b>honey drizzle</b> , jalapeno avocado aioli, feta cheese, pickled red onion.	\$9.00
Romano's Macaroni Grill	Goat Cheese Peppadew Peppers	toasted breadcrumbs, <b>honey balsamic glaze</b> .	\$5.95
Twin Peaks	Chicken Tender Basket	hand battered to order, fire fries, <b>poblano honey mustard</b>	\$8.45
Wolfgang Puck Pizza Bar	Artisanal Cheese And Salume Board	<b>truffle honey pickles</b> , mustards, crostini.	\$17.00
Zea Rotisserie & Grill	Asian Almond Shrimp	fried crisp, <b>honey ginger chili glaze</b> .	\$6.50

# HONEY: ON ENTRÉE MENUS

RESTAURANT	ITEM	DESCRIPTION	PRICE
Al's Cafe	Pecan Salmon	mild norwegian salmon fillet charbroiled and finished <b>with honey pecan butter.</b>	\$17.99
Black Walnut Cafe	Asian Barbecue Salmon	grilled asian barbecue salmon, sweet bell peppers, broccoli, snow peas, red onions, scallions, cilantro, <b>honey ginger sauce.</b>	\$109.00
Feng Asian Bistro	Tuna Lovers Roll	peppered tuna, avocado, spicy tuna, <b>honey wasabi sauce</b> , eel sauce, spicy mayo.	\$16.00
Lilly's Gourmet Take-Out & Ctr	Grilled Salmon	with a <b>honey thyme basting</b> and chopped macadamia nuts.	\$200.00
Mai Kai	Walnut Shrimp	gluten free. crispy black tiger prawns, <b>yuzu honey aioli</b> , candid walnuts, fresno peppers.	\$23.95
Razzoo's Cajun Cafe	Hurricane Shrimp	fried butterfly shrimpies over white rice. comes in lil skillet with tongue whippin spicy <b>honey-pepper sauce</b> and garlic toast.	\$7.99
Trippls Restaurant	Honey Bourbon Sockeye Salmon	fresh, hand cut alaskan salmon, grilled and topped with <b>our honey bourbon glaze.</b> served with rice and fresh mixed vegetables.	\$16.29
Whiskey Creek Steakhouse	Bacon-Wrapped Shrimp	whiskey creek signature items. nine large shrimp wrapped in a smoky bacon basted with <b>honey lemon butter</b> and fire-grilled. served on a bed of chicken-infused rice with choice of two sides.	\$18.99
Yao Fuzi	Fuzi Prawn	lightly fried prawns, wok sauteed with <b>home-made honey hollandaise</b> , served with avocado.	\$22.00
Yu's Mandarin Restaurant	Honey Glazed Walnut Shrimp	lightly breaded jumbo shrimp with <b>honey walnut cream sauce</b> and broccoli.	\$15.95

# HONEY: ON TACO MENUS

RESTAURANT	ITEM	DESCRIPTION	PRICE
Antique Taco	Sweet And Spicy Chicken Taco	cucumber and jalapeño pickle, curry, cinnamon, <b>honey yogurt</b> , purple onion, mint.	\$7.00
Blue Lemon	Mango Shrimp Tacos	<b>honey soy glazed shrimp</b> topped with house cabbage slaw and fresh mango salsa. served with chips, salsa, and fresh guacamole.	\$12.00
El Chico Cafe	Crispy Chicken Tacos	breaded, tender chicken in flour tortillas with lettuce, cheddar, pico de gallo and <b>honey-mustard</b> . with rice and refried beans.	\$6.49
Guadalajara Mexican Grille	Mesquite Grilled Salmon Tacos	two soft corn tortillas with salmon filet, <b>honey ancho glaze</b> , and cilantro avocado slaw; served with mayan quinoa salad.	\$17.95
Houlihan's	So Cal Fish Tacos	chipotle mayo, panko-breaded tilapia, napa cabbage, <b>honey cumin dressing</b> , chips and house salsa.	\$11.95
Hurricane Grill & Wings	Tropical Chicken Tacos	two flour tacos filled with habanero lime-seasoned chicken breast, grilled and diced, topped with pineapple salsa, <b>honey lime cream</b> , shredded lettuce and fresh cilantro.	\$7.99
Owen O'leary Restaurant	Pescado Tacos	fresh fried haddock with <b>honey lime drizzle</b> , vegetables slaw and pineapple salsa.	\$11.99
Pinche Taqueria	Lengua Taco	triple-cooked colorado beef tongue-served crispy, avocado, diced onion and cilantro, roasted tomatillo salsa, <b>guajillo honey mayo</b> .	\$3.50
Sancho Pistola's	Brussels Sprout Leaf Taco	pickled jalepeno, caramelized shallot puree, <b>sherry honey vinaigrette</b> .	\$10.00
Tin Star	Chipotle BBQ Bacon Cheeseburger Tacos	bacon, cheese, <b>honey chipotle bbq sauce</b> , lettuce, tomato.	\$7.99

# HONEY: ON SIDE MENUS

RESTAURANT	ITEM	DESCRIPTION	PRICE
Adams Mill Restaurant	Sweet Potato Fries	with <b>honey dijon dipping sauce</b> .	\$5.00
Devon Seafood Grill	Baby Greens	feta, toasted pine nuts, <b>honey balsamic vinaigrette</b> .	\$7.50
East Coast Wings & Grill	Honey Garlic	<b>sweet honey flavor</b> with hints of garlic.	\$0.99
Food For Thought	Deluxe Spinach Salad	grape tomatoes, raisins, carrots, sliced mushrooms and eggs finished with <b>honey lime vinaigrette</b> .	\$3.25
Honey's Sit 'N Eat	Roasted Chickpea Salad	spinach, apples, pomegranate, onion, feta, <b>honey mint yogurt</b> .	\$6.00
King + Duke	Corn Muffins	<b>honey sea salt butter</b> .	\$5.00
Mighty Quinn's Barbeque	Sweet Corn Fritters	served with a <b>honey chile dipping sauce</b> .	\$3.25
Northern Spy Food Co.	Grilled Carrots	<b>honey creme fraiche</b> .	\$8.00
Sancho Pistola's	Fried Plantains	<b>chipotle honey</b> , crema fresca.	\$5.00
The Good Fork	Fried Brussels Sprouts	with <b>habanero honey</b> .	\$8.00

# HONEY: ON DESSERT MENUS

RESTAURANT	ITEM	DESCRIPTION	PRICE
26 Beach Restaurant	Lemon Ricotta	<b>honey lemon ricotta</b> with fresh blueberries and raspberry coulis.	\$15.00
Aamantran	Gulab Jamun	custard balls in a <b>honey and saffron syrup</b> .	\$3.95
Churrasco's	Sorbet	choice of salted chocolate sorbet, mango and candied ginger, <b>tamarind honey</b> and pecan.	\$2.95
Dusek's Board And Beer	Halawat Al Jibn	cardamon ice cream, blood orange curd, honey gel, golden raisin puree, honey bubbles, olive oil, <b>honey toffee powder</b> .	\$8.00
Fiesta Mexicana	Fried Ice Cream	chocolate chip ice cream with crispy flakes, topped with <b>honey cinnamon</b> , and whipped cream.	\$5.00
Il Capriccio	Warm Fig And Pistachio Tart	with <b>honey cardamom</b> ice cream.	\$9.00
Lebanese Taverna Restaurant	Warm Taverna Style Awamat	lebanese donuts, <b>honey-saffron syrup</b> , yogurt-milk pudding.	\$7.00
Northern Spy Food Co.	Apple Cake	<b>honey creme anglaise</b> , florentine, olive oil ice cream.	\$10.00
Pot	Ice Cream Sliders	vanilla ice cream, kochujang caramel, <b>ginger honey</b> toasted brioche bun.	\$10.00
Yummy Cupcakes	Southern Honey Barbecue Cupcake	tangy southern barbecue cupcake frosted with a <b>honey vanilla buttercream</b> with a little kicker.	\$3.25

# HONEY: ON NON-ALCOHOLIC BEVERAGE MENUS

RESTAURANT	ITEM	DESCRIPTION	PRICE
Benjy's	The Spring Breaker	fresh lime and orange wedges, mint, <b>honey-ginger syrup</b> .	\$3.50
Cosi	Vanilla Kiss Latte	cosi espresso, steamed milk, <b>honey vanilla syrup</b> and a kiss of cinnamon.	\$3.69
Freefoods Nyc	Sour Mint Cosmo Smoothie	blueberry-pomegranate juice, mixed berries, fresh mint leaves, hemp seeds, coconut butter, <b>citrus honey</b> and lemon peel. gluten free.	\$11.00
Jeepney Gastropub	Kalamansi Seltzer	philippine lime with <b>honey</b> and seltzer.	\$3.00
La Vera Pizza	Cappuccino Mante	espresso, steamed milk, whipped cream, toasted sliced almond, <b>drizzled honey</b> .	\$5.10
L'express	Honey - Thyme Arnold Palmer	ice tea, lemonade and <b>honey thyme syrup</b> .	\$5.00
Pine & Crane Noodle Co	Eastern Beauty Tea	<b>dark honey</b> , artichokes, tropical fruit.	\$5.50
Planet Smoothie	Chocolate Chimp Smoothie	cocoa, bananas, vanilla, <b>honey protein blast</b> or workout blast.	\$5.30
True Food Kitchen	Honey Bee Ginger Beer	<b>ginger honey</b> , chai spice, lime and sparkling water.	\$5.50
Vitos Chop House	Orange Creamsicle	orange blossom <b>honey ice cream</b> , house orange soda.	\$8.00

# HONEY: ON ALCOHOLIC BEVERAGE MENUS

RESTAURANT	ITEM	DESCRIPTION	PRICE
555 East	Penicillin	blended scotch, fresh lemon juice, <b>honey ginger syrup</b> . finished with a mist of smoky islay malt.	\$13.00
Abboccato	Passion-Gin Mojito	passion fruit, bombay, <b>honey-infused grappa</b> , mint.	\$12.00
Founding Farmers	Winter Pie	chamomile-winter spice, infused absolut elyx, <b>cinnamon infused farm honey</b> , apple juice.	\$12.00
Independent	Snapdragon	gin, lime, <b>lavender honey</b> , cardamom, ginger beer.	\$10.00
Joule	Good N' Plenty	gin, <b>star anise honey</b> , pernod, citrus.	\$10.00
Le Singe Vert	Bramble	gin, creme de cassis, lime juice, <b>splash of honey syrup</b> .	\$10.00
M.Y. China	Blushing Dragon	hibiscus infused tequila, mezcal and <b>pineapple honey</b> .	\$13.00
Olympic Provisions	Old Tom Old Fashioned	ransom old tom gin, <b>coriander honey</b> , orange bitters, rocks.	\$10.00
South Water Kitchen	Leatherneck	served warm. makers mark, 4 roses yellow bourbon, <b>spiced brown sugar honey</b> , ginger beer, house smoked apple chicory bitters.	\$12.00
Westward	Bee's Knees	peat barrel big gin, <b>smoked honey</b> , lemon, bitters, scrappy's firewater.	\$14.00



# HONEY: INTRODUCTIONS



Chili's Grill & Bar | Jul 2016

## Ultimate Bacon Burger

Double bacon, cheddar, pickles, lettuce, red onion, tomato, jalapeno aioli, spicy Buffalo sauce & **honey chipotle sauce**. Served with house-made garlic dill pickles and homestyle fries. Get a grass-fed patty from beef raised without added hormones or antibiotics for \$1 more.



Pei Wei | Jul 2016

## Honey Sriracha Wings

Crispy chicken wings wok-tossed in our sweet and **spicy honey sriracha sauce** and topped with sesame seeds and green scallions.



El Chico Café | Jun 2016

## Chicken Sol Salad

Seasoned seared chicken, avocado, mangos, black beans, carrots and jack cheese on greens with **honey chipotle vinaigrette**.

# HONEY: INTRODUCTIONS



Applebee's | May 2016

## Bone-In Pork Chop with **Honey Apple Chutney**

Cajun-seasoned hand-cut pork chop, apple chutney, maple butter.



TGI Fridays | May 2016

## Hot Southern Chicken

Crispy chicken fingers coated in **spicy ghost pepper honey sauce** served on Texas toast with pickles and a side of sweet potato fries. Part of our Dine & Drink Menu, get this entree with a choice of drink for just \$12. Drink choices include: Peach Long Island Tea, Ruby Red Spiked Lemonade, Blackberry Margarita, or a Selection of Wine or Beer.



Elephant Bar & Restaurant | Apr 2016

## Goopy Butter Cake French Toast

Goopy butter cake sandwiched between homemade french toast, topped with a vanilla ice cream drizzle and whipped cream. Served with **honey maple syrup** and your choice of andouille sausage hash or bacon.

# HONEY VARIETIES

A close-up photograph of a glass bowl filled with golden honey. A wooden honey dipper is positioned above the bowl, with a single drop of honey falling into it. In the background, there are several lemons and two wooden bowls containing different types of seeds (one dark, one light). The scene is set on a wooden surface, creating a warm and natural aesthetic.

There are many different varieties of honey, though many unique types are rarely found on restaurant menus. Although very small penetration, clover honey and orange blossom honey have experienced strong growth on menus over the past few years.

**TOP HONEY VARIETALS**  
ranked by penetration

	2016 PENETRATION	GROWTH	
		1 YEAR	4 YEAR
Clover Honey	0.4%	<b>+20%</b>	<b>+12%</b>
Orange Blossom Honey	0.3%	<b>+33%</b>	<b>+++%</b>
Wildflower Honey	0.3%	-7%	+62%
Tupelo Honey	0.1%	+200%	-
Chestnut Honey	0.1%	-13%	+75%
Acacia Honey	0.1%	-40%	+50%
Blackberry Honey	0.1%	+200%	-

+++% indicates growth over 100%

# HONEY VARIETALS: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION	PRICE
Blacksalt	Susan's Granola	with <b>wildflower honey</b> yogurt.	\$7.00
Brigantessa	Formaggi Misti	assorted artisanal pecorino cheeses, <b>chestnut honey</b> , seasonal fruit, pistachios.	\$15.00
Café Fleuri	French Toast	sugar dusted brioche, ripe strawberries and <b>orange blossom honey</b> .	\$15.00
Cherche Midi	Roasted Carrots	with cumin and <b>chestnut honey</b> .	\$8.00
Culinary Dropout	Jalapeno Honey Limonada	ketel one vodka, muddled jalapeno, lemon, <b>clover honey</b> , cholula.	\$10.00
Garces Trading Company	Seasonal Sangria	rosada wine, <b>sage honey</b> , apple.	\$9.00
Gather	Whipped Ricotta	house made ricotta, <b>clover honey</b> , balsamic, toasted baguette.	\$9.00
Hash House A Go Go	Mixed Greens Salad	macadamia nut, blue cheese, tomato and mango <b>clover honey vinaigrette</b> .	\$6.99
Josephine House	Fruit Salad	apple and pear, persimmon, blackberries and blueberries, mint, <b>texas wildflower honey</b> .	\$10.00
Kincaid's Classic American Dining	Warm Brie With Macadamia Nut Crust	<b>orange-blossom honey</b> , sliced apple, balsamic reduction, fruit compote. vegetarian: may contain egg and/or dairy.	\$12.95

# HONEY VARIETALS: ON THE MENU

RESTAURANT	ITEM	DESCRIPTION	PRICE
King + Duke	Buttermilk Biscuits	ham, butter, <b>sourwood honey</b> .	\$7.00
M.Y. China	East Meets West	baby chrysanthemum infused titos vodka, <b>orange blossom honey</b> , lemon juice.	\$12.00
North Italia	Last Great Wine Thief	plymouth gin, sauvignon blanc, <b>clover honey</b> , hopped grapefruit bitters.	\$10.00
Octavia	<b>Wildflower Honey</b> Crumb Pudding	rhubarb, honey toffee, creme fraiche.	\$9.00
Playa Provisions	Bees Knees	gin, lemon, <b>tupelo honey</b> and hibiscus.	\$12.00
Southend Brewery & Smokehouse	Sweet Onion Hushpuppies	<b>wildflower honey</b> butter.	\$5.95
Stonemill Cafe	Apples And Brie Sandwich	granny smith apples, melted french brie, <b>tupelo honey</b> and sliced almonds. served open-faced on french baguette.	\$11.95
Uchi	Roasted Golden Beets	skyr yogurt, bitter greens, <b>acacia honey</b> .	\$8.00
Zed 451	Julep Bramble	<b>blackberry honey syrup</b> , mint, fresh limes, buffalo trace.	\$12.00
Zingermans Deli	Polenta And Honey	a warming bowl of organic italian polenta sweetened with <b>chestnut honey</b> and golden raisins.	\$4.99

# Honey mustard is the most popular honey flavor combination.

Operators are experimenting with sweet and savory pairings including sriracha honey, honey garlic, and hot honey.

**TOP HONEY FLAVOR COMBINATIONS**  
ranked by penetration

	2016 PENETRATION	GROWTH	
		1 YEAR	4 YEAR
Honey Mustard	23.3%	-3%	-6%
Honey Butter	2.3%	<b>+5%</b>	<b>+49%</b>
Honey Lime	1.0%	-13%	+2%
Honey Garlic	1.0%	<b>+16%</b>	<b>+19%</b>
Spicy Honey	0.8%	-12%	+12%
Hot Honey	0.5%	<b>+9%</b>	<b>+19%</b>
Sriracha Honey	0.2%	<b>+14%</b>	<b>+++%</b>

+++% indicates growth over 100%

# FOOD WITH A STORY™

Datassential is your best source for food industry insights; from the latest menu trends to the products shoppers want at the grocery store.

