

# New Product Introductions

October 2021



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## 2021 Report Objectives & Approach

- **Objective:** Track new product introductions to assess honey's role and inclusion in product innovation.
- **Approach:** Report on the following KPI's as identified in the strategic plan:
  - Total New Product Introductions with honey
  - Honey's share of key category introductions:
    - Cereal
    - Bakery
    - Spreads
    - Alcoholic Beverages
    - Sauces & Seasonings
    - Cold Beverages
  - For all categories we will report:
    - Total number of products with honey
    - Percent change of products with honey from the previous year
    - Honey's share of category introduction



# Methodology & Considerations

## How to read this report:

- This report includes the following core honey derivatives (among other nuance forms not listed, within specific categories):
  - Honey Flavor
  - Natural Honey Flavor
  - Pure Honey
- Data is based on new introductions only (distribution or sales is unknown); therefore, the findings should NOT be used to project volume.
- New honey product introductions are tracked where honey (and the derivatives above) are listed as an *ingredient*, with the exception of the alcoholic beverage category.
- Because many alcoholic beverages do not list ingredients, this section tracks all products that state the word “honey” anywhere on pack. For this reason, honey introductions in this category may be slightly overstated as honey is often used to describe the color or smell of a product when it in fact, does not include honey as an ingredient.
- Innova also does not capture all craft brewery introductions as brands may not distribute at major retailers.
- This report represents new products introduced between January 2020 to December 2020. There is a clear downturn in monthly new product additions during peak pandemic months, especially February-May and in July. By November/December monthly totals leveled out close to 2019.



- Indicates data reflects national new product introductions



- Indicates data reflects new product introductions with honey

# Methodology & Considerations

**Data in this report is obtained from Innova Market Insight Food & Beverage Database (Innova).**

## About Innova:

Innova is the world's biggest food industry database and contains over 120 million unique records on food products, brands, ingredients, claims, packaging, etc. Over 275,000 new products are added to the database every year.

Innova monitors 78 major markets in detail and has full-time employees in all major markets reporting on trends as well as undertaking store, product and brand assessments.



## Database Optimization:

Data in this report is updated year over year, and absolute numbers shift as Innova performs general database maintenance.

For example, the sugar and sweetener category was revised in 2017 to include more synonyms for sweeteners and ingredients with multiple names. This expands the number of products appearing in any given search for honey.

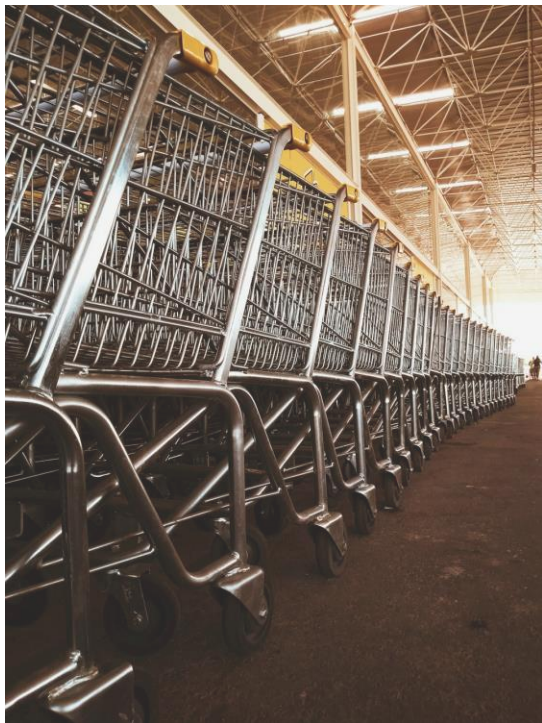
Innova also created 65 new product subcategories from August 2018-Feb 2019 for the benefit of our users, in order to present the data in a more granular and insightful way. Definitions were updated to existing product subcategories, as categories are also dynamic, and they have to track and capture the changes.

The background of the slide is a photograph of several wooden beehives arranged in a row in a field. In the background, there is a field of sunflowers. The entire image is overlaid with a semi-transparent orange filter. On the left side, there is a decorative white dotted line that starts horizontally and then curves upwards and to the right.

# Executive Summary



## COVID Impact on New Product Introductions



Total new product introductions in the U.S. experienced a decline in growth from 2019 (-8%pts) largely attributed to the COVID-19 pandemic.

New honey product introductions experienced a significant decrease in growth in 2020 (-24% pts).

All key categories experienced declines in new product introductions except alcoholic beverages and cold drinks.





## Beyond overall new product declines, honey lost share

While total product introductions were down due to COVID, honey had larger declines, resulting in a loss of share. Down from 3.9% of total introductions to 3.2%.

Across key categories, honey experienced larger decreases compared to the category in all focus categories except snacks.

Interestingly, most of the traditional sweeteners saw declines, where emerging and alternative sweeteners fared better.







## Increasing Competition from “Alternative” Sweeteners

The competition from alternative sugars is getting even stronger, where most traditional sweeteners experienced declines across our key categories.

Similar to last year, we are seeing Stevia, Monk Fruit, Coconut Sugar, Agave and Maple Syrup growing at a significant pace and gaining share.

Further, emerging sweeteners, like Erythritol are seeing growth.



# Honey Share of Categories – 2020

Category	Share of all Food Intros	Category % Change	Share of All Honey Introductions	Honey % Change	Sweetener Competitor	Growing Sweetener Competitor
Bakery	7.7%	-21%	9.7%	-43%	Sugar – Granulated, Cane & Brown	Stevia & Monk Fruit
Alcoholic Beverages*	11.5%	26%	24.7%	6%	Cane & Granulated Sugar, Stevia	Agave & Maple Syrup
Sauces & Seasonings	7.2%	-17%	7.7%	-34%	Sugar – Granulated, Cane & Brown	-
Cereal	3.8%	-4%	24.7%	-5%	Granulated Sugar & Cane Sugar	Stevia & Monk Fruit
Snacks	6.2	-13%	10.8%	-9%	Sugar – Granulated, Cane & Brown	Maple Syrup
Cold Drinks	6.6	2%	4.0%	-23%	Sugar, Stevia, Monk Fruit	Maple Syrup & Agave
Spreads	2.0	-17%	6.2%	-37%	Granulated & Cane Sugar	Maple Syrup & Brown Sugar

\*Honey mentioned anywhere on pack

# Metrics Dashboard – 2020 Data Updated with 2021 Report

Key Tracking Metrics YOY		
	2019	2020
<b>New Products with Honey</b>		
Total New Product Introductions with Honey	1755	1330
Percent Change from Previous Year	5%	-24%
Share of Total U.S. Introductions	3.9%	3.2%
<b>Cereal with Honey</b>		
Cereal Products with Honey	348	329
Percent Change from Previous Year	-6%	-5%
Share of Category Introductions	21.2%	20.9%
<b>Bakery with Honey</b>		
Bakery Products with Honey	225	129
Percent Change from Previous Year	-18%	-43%
Share of Category Introductions	5.6%	4.0%
<b>Spreads with Honey</b>		
Spread Products with Honey	130	82
Percent Change from Previous Year	-6%	-37%
Share of Category Introductions	12.7%	9.7%

Key Tracking Metrics YOY		
	2019	2020
<b>Sauces and Seasonings with Honey</b>		
Hot Drink Products with Honey	155	102
Percent Change from Previous Year	11%	-34%
Share of Category Introductions	4.3%	3.4%
<b>Cold Drinks with Honey</b>		
Cold Drink Products with Honey	69	53
Percent Change from Previous Year	-9%	-23%
Share of Category Introductions	2.6%	1.9%
<b>Alcoholic Beverages with Honey (honey anywhere on pack)</b>		
Alcoholic Beverages with Honey	310	328
Percent Change from Previous Year	<b>27%</b>	<b>6%</b>
Share of Category Introductions	8.1%	6.8%



# Deep Dive





**TOTAL NEW US PRODUCTS**

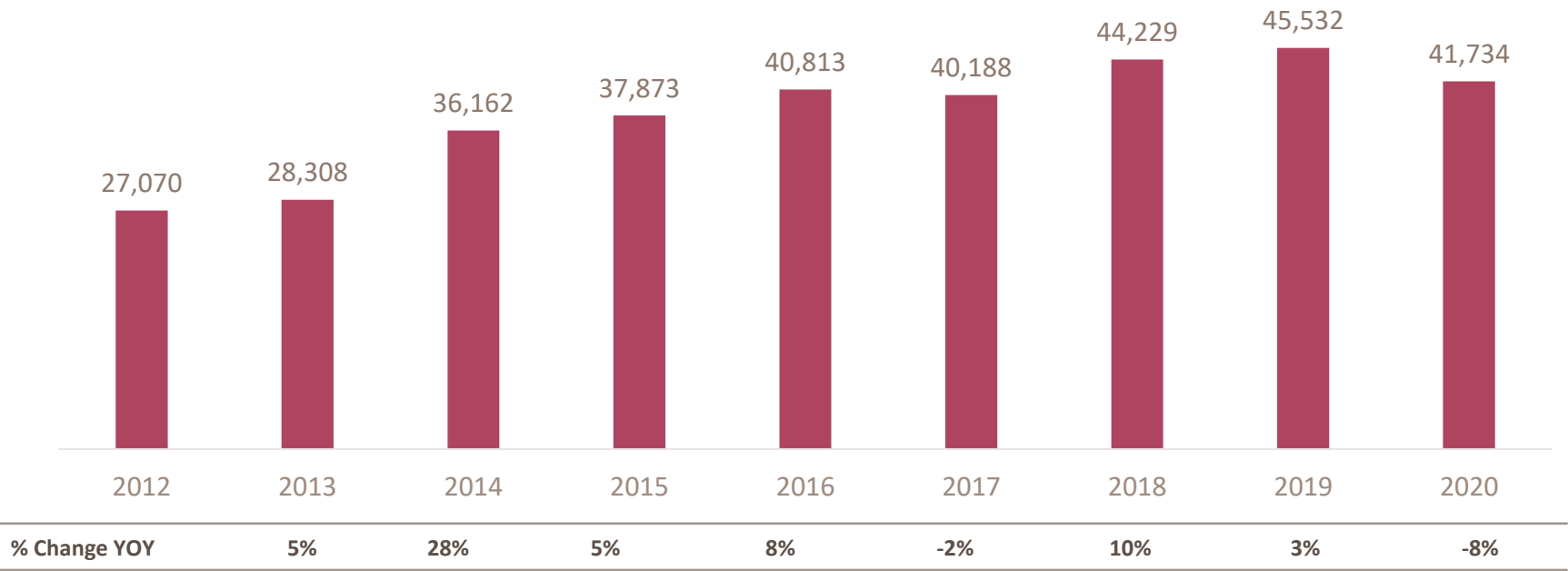
**TOTAL NEW HONEY PRODUCTS**

# National Food Introductions



In 2020, total new product introductions in the United States saw an 8% decline from 2019.

**Total U.S. Introductions (2012-2020)**



## National Food Introductions – By Category



Alcoholic beverages and cold drinks were the only two category's that experienced growth in new product introductions vs YA. All other categories saw rather significant declines in new product introductions.

U.S. Food Introductions by Category: Change from 2019-2020

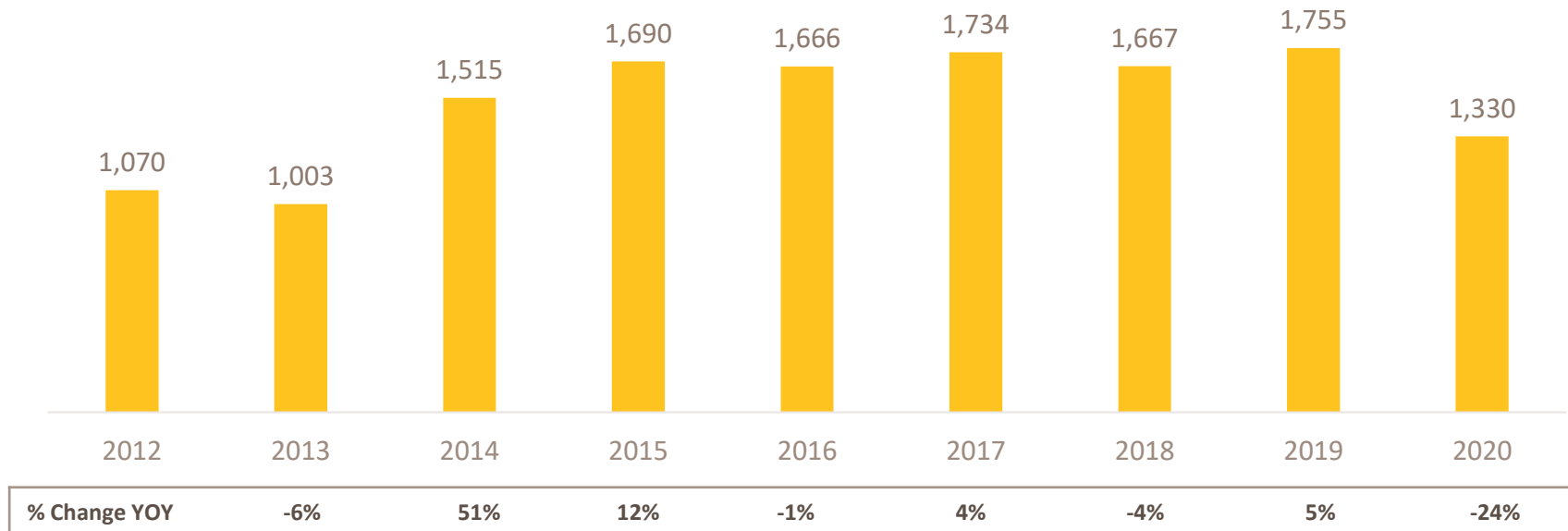
Category	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Change 2019-2020	Share of All New Introductions in 2019
Alcoholic Beverages	1,499	2,094	2,202	1,764	2,816	3,064	3,593	3,828	4,818	26%	11.5%
Bakery	2,671	2,603	3,509	3,767	3,664	4,091	4,160	4,044	3,195	-21%	7.7%
Sauces & Seasonings	1,641	2,188	2,843	3,691	4,134	3,806	3,879	3,618	3,002	-17%	7.2%
Cold Drinks	1,703	2,616	2,490	2,497	2,353	2,280	2,735	2,683	2,749	2%	6.6%
Snacks	1,471	1,406	2,063	2,560	2,446	2,625	2,951	2,964	2,571	-13%	6.2%
Cereals	1,053	985	1,434	1,510	1,621	1,606	1,656	1,643	1,572	-4%	3.8%
Desserts & Ice Cream	1,125	996	1,141	1,189	1,206	1,178	1,275	1,335	1,255	-6%	3.0%
Spreads	473	520	798	913	887	878	959	1,021	847	-17%	2.0%
Sugar & Sweeteners	109	150	198	228	193	193	159	158	129	-18%	0.3%
<b>Total</b>	<b>27,070</b>	<b>28,308</b>	<b>36,162</b>	<b>37,873</b>	<b>40,813</b>	<b>40,188</b>	<b>44,229</b>	<b>45,532</b>	<b>41,734</b>	<b>-8%</b>	

## National Honey Introductions

Similar to total new product introductions, new honey product introductions experienced a decrease in growth in 2020 (-24% pts).



### U.S. Honey Introductions (2012-2020)



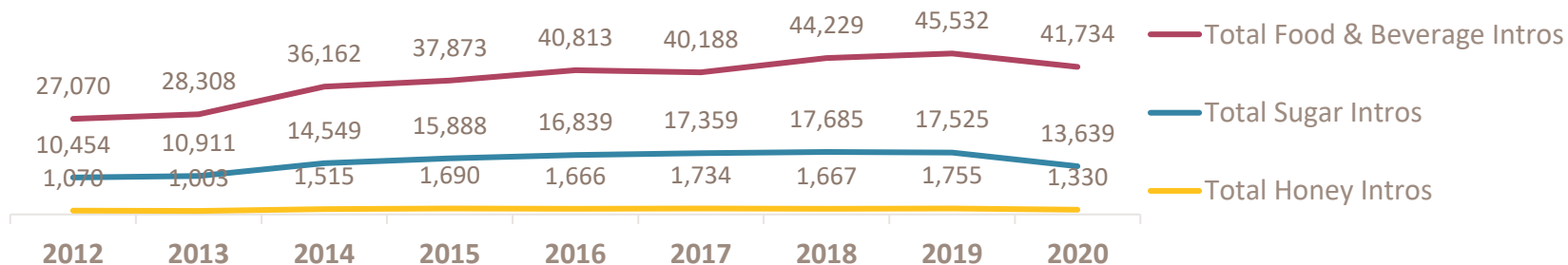


# National Honey Introductions



Of the ~41,000 new products introduced in 2019, honey as an ingredient is included in ~3% of all introductions (1,330) down slightly from last year.

## Total & Honey U.S. Introductions (2012-2019)



## "Sugar" Share of New Product Intros

2012	2013	2014	2015	2016	2017	2018	2019	2020
38.6%	38.5%	40.2%	42.0%	41.3%	43.2%	40.0%	38.4%	32.7%

## Honey Share of New Product Intros

2012	2013	2014	2015	2016	2017	2018	2019	2020
4.0%	3.5%	4.2%	4.5%	4.1%	4.3%	3.8%	3.9%	3.2%



## National Honey Introductions – By Category

U.S. Honey Introductions by Category											
Category	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Change 2019-2020	Share of All Honey Introductions in 2020
Cereals	257	271	366	404	349	396	369	348	329	-5%	24.7%
Alcoholic Beverages	81	155	149	99	255	224	244	310	328	6%	1.2%
Snacks	50	61	104	132	147	150	140	159	144	-9%	10.8%
Bakery	175	141	257	254	263	283	273	225	129	-43%	9.7%
Sauces & Seasonings	90	89	149	156	157	141	140	155	102	-34%	7.7%
Confectionery	77	68	58	108	101	127	94	104	92	-12%	6.9%
Ready Meals & Side Dishes	69	67	123	87	82	75	104	108	90	-17%	6.8%
Spreads	41	55	71	98	145	117	138	130	82	-37%	6.2%
Pet Food	46	21	39	34	37	72	41	60	63	5%	4.7%
Dairy	59	57	61	108	65	101	85	90	59	-34%	4.4%
Cold Drinks	47	46	81	81	66	92	76	69	53	-23%	4.0%
Meat, Fish & Eggs	37	22	67	69	74	72	91	72	50	-31%	3.8%
Supplements	13	21	20	60	45	29	53	51	41	-20%	3.1%
Desserts & Ice Cream	51	43	55	51	46	43	47	67	39	-42%	2.9%
Sports Nutrition	30	23	24	29	23	21	58	73	24	-67%	1.8%
Fruit & Vegetables	2	5	10	2	8	5	8	10	4	-60%	0.3%
Baby & Toddlers	3	3	9	0	7	5	11	8	2	-75%	0.2%
Soup	5	3	5	8	8	4	9	3	0	-100%	0.0%
<b>Total</b>	<b>1,070</b>	<b>1,003</b>	<b>1,515</b>	<b>1,690</b>	<b>1,666</b>	<b>1,734</b>	<b>1,667</b>	<b>1,755</b>	<b>1,330</b>	<b>-24%</b>	<b>100.0%</b>

## National Honey Introductions – By Category



Cereals, alcoholic beverages, and snacks are the top categories for new honey introductions with bakery not falling far behind.

### New Honey Introductions by Category\*



Top New Honey Introductions by Category

	2012	2013	2014	2015	2016	2017	2018	2019	2020	% Change 2019-2020
Cereals and Bars	257	271	366	404	349	396	369	348	329	-5%
Alcoholic Beverages*	81	155	149	99	255	224	244	310	328	6%
Snacks	50	61	104	132	147	150	140	159	144	-9%
Bakery	175	141	257	254	263	283	273	225	129	-43%
Sauces & Seasonings	90	89	149	156	157	141	140	155	102	-34%
Spreads	41	55	71	98	145	114	138	130	82	-37%

A top-down view of a white bowl with a black rim, filled with granola and coconut flakes. The bowl is surrounded by a large pile of the same granola mixture on a dark, textured surface. A gold-colored spoon is partially visible, resting in the granola to the right of the bowl. A semi-transparent yellow rectangular box with a thin white border is centered over the bowl, containing the text "CEREAL SECTION (INCLUDES GRANOLA & BARS)".

**CEREAL SECTION (INCLUDES GRANOLA & BARS)**



## Categories of Interest – Cereal & Bars

This category continues to own the largest share of new honey product introductions at 25%, up 5% from last year. However, new product introductions with honey dipped for the third year in a row (-5%).



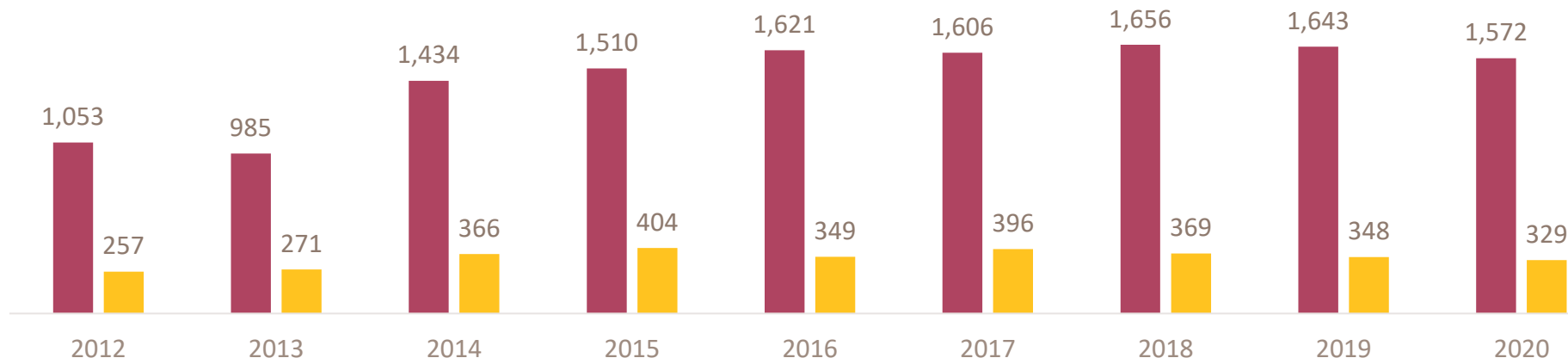
**Honey continues to have an opportunity to steal share from other natural sweeteners. Monk fruit was the only sweetener who experienced growth from last year.**

## Total Cereal/Bar & Honey Introductions in the Category



Both total new cereal introductions and honey introductions experienced a slight decline from 2019.

### Total Cereal/Bar Introductions and Honey Introductions in the Category (2012-2019)



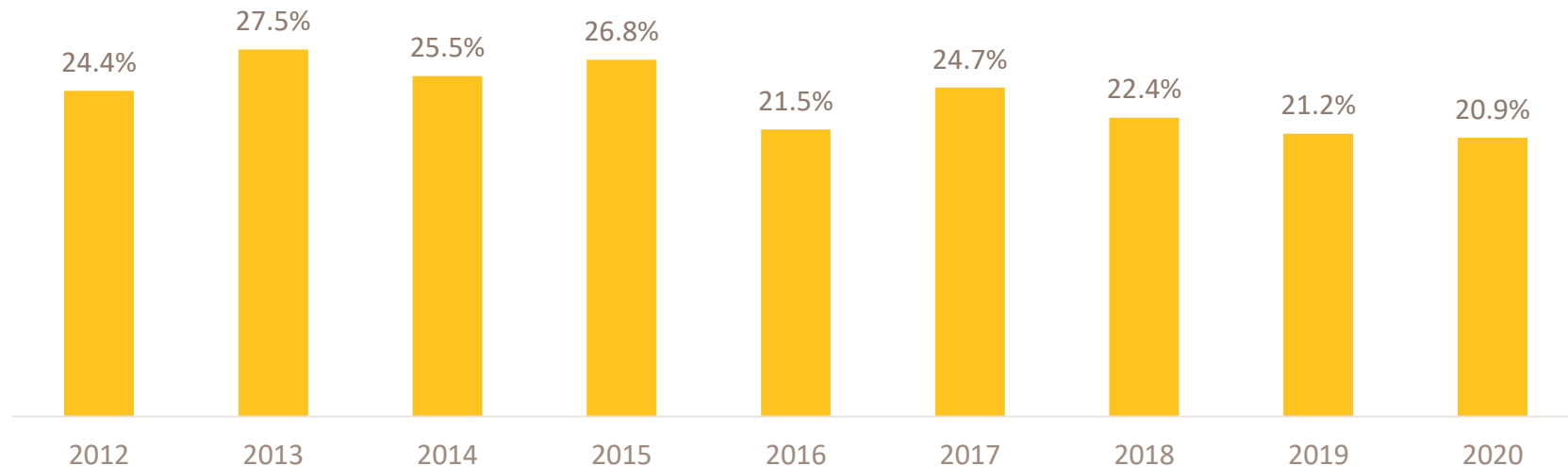
% Change YOY (Total Cereal/Bars)	-6%	46%	5%	7%	-1%	3%	-1%	-4%
% Change YOY (Cereal w/ Honey)	5%	35%	10%	-14%	13%	-7%	-6%	-5%

## Honey Share of Cereal/Bar Introductions



Growth of honey within the category decreased slightly (20%), bringing honey introductions to the lowest percentage since beginning the tracker in 2012.

### Honey Share of New Cereal/Bar Intros (2012-2020)



## New Product Ingredient Comparison – By Category



Honey only trails behind sugar (granulated and cane) in ingredients used in new products within the cereal category. Monk fruit was the only sweetener to see growth in this category from last year.

Cereal Category										
<i>Ingredient</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>% Change 2019-2020</i>
Granulated Sugar	611	647	792	845	849	854	837	731	658	-10%
Cane Sugar	65	75	179	189	226	329	426	382	340	-11%
Honey	257	271	366	404	349	396	369	348	329	-5%
Brown sugar	138	143	199	187	195	223	172	159	133	-16%
Stevia	12	15	43	51	45	60	87	133	98	-26%
Monk fruit	4	5	10	24	26	26	47	85	92	8%
Maple Syrup	46	44	50	79	77	90	72	83	82	-1%
Coconut Sugar	7	10	22	38	54	31	74	69	62	-10%
Agave	93	62	115	98	113	59	41	61	43	-30%



# Cereal/Bars with Honey – New Product Examples



UHC/Company	General Mills
Product	Cascadian Farm Organic Honey Nut Os Cereal
Description	Organic wholegrain oat and barley with a hint of golden honey and organic almond flavor, in a plastic packet held in a carton box.
Claims Features	Contains 27g wholegrain and 3g fiber per serving. Always organic. Never ordinary. Non GMO Project Verified. USDA organic. USDA certified biobased product. Certified kosher. Plastic bag, recycle if clean and dry. 100% recycled paperboard.
Ingredients	Organic wholegrain oats, organic wholegrain barley, organic sugar, organic wheat starch, organic malted barley extract, <b>organic honey</b> , sea salt, organic molasses, organic calcium carbonate, organic oats, organic malted barley, organic natural almond flavor, vitamin E (mixed tocopherols) added to preserve freshness.



UHC	Amazon
Company	Whole Foods Market
Product	365 Whole Foods Market Lemon Blueberry Protein Oat Clusters
Description	Protein oat clusters with blueberries and lemon, in a 340g resealable plastic pouch.
Claims Features	With 6g protein per serving. Certified kosher.
Ingredients	Lemon blueberry granola (wholegrain rolled oats, non GMO brown cane sugar, non GMO expeller pressed canola oil, non GMO dried blueberries [blueberries, cane sugar, expeller pressed sunflower seed oil], <b>honey</b> , egg whites, pea protein isolate, cinnamon, salt, lemon oil, natural flavor), yogurt flavored confectionery coating (fractionated expeller pressed palm kernel oil, milk protein isolate, non GMO erythritol, yogurt powder [whey protein concentrate, nonfat dry milk, yogurt cultures (L. Bulgaricus, s. Thermophilus)], cane sugar, soy lecithin* [emulsifier], natural flavor).

# Cereal/Bars with Honey – New Product Examples



UHC	General Mills
Company	Larabar
Product	Larabar Cashew Cookie Flavored Cereal
Description	Cashew cookie flavored cereal in a plastic packet held in a carton box.
Claims Features	Contains 270 calories, 1.5g saturated fat 7% DV, 230mg sodium 10% DV and 12g total sugar per 2/3 cup serving. Just 7 real ingredients. Inspired by popular treat. Dairy free. No artificial sweeteners. Non GMO Project Verified. Certified kosher. 100% recycled paperboard. Recyclable paper box.
Ingredients	Wholegrain oats, honey, rice, cashews, sunflower seeds, cashew butter (cashews, safflower oil), sea salt.



UHC	Albertsons
Company	Safeway
Product	Open Nature Almond Vanilla Flakes And Clusters Cereal
Description	Naturally flavored vanilla cereal clusters and flakes with almonds, in a plastic packet held in a 396g carton box.
Claims Features	Contains 250 calories, 1g saturated fat 5% DV, 125mg sodium 5% DV and 13g total sugars per 3/4 cup serving. No artificial flavors or colors. Naturally flavored. 28g wholegrains per serving. Wholegrain council logo. Quality and satisfaction 100% guaranteed or your money back. Certified kosher.
Ingredients	Whole rolled oats, cane sugar, whole wheat flour, rice flour, expeller pressed canola oil, almonds, cornstarch, brown rice, wheat bran, <b>honey</b> , barley malt syrup, salt, vanilla extract, natural flavor, rice bran.

# Cereal/Bars with Honey – New Product Examples



UHC	Pepsico
Company	Quaker Oats Company
Product	Quaker Oats, Apple, Cranberry And Almonds Simply Granola
Description	Sweetened multigrain cereal with wholegrain oats. Comes in a plastic packet held in a carton box.
Claims Features	Simply granola that will satisfy your taste buds with the simply sweet and subtly tangy addition of apples, cranberries and sliced almonds. One spoonful and you'll welcome this delicious trio to your wholegrain granola. Comes in a plastic packet held in a carton box.
Ingredients	Wholegrain rolled oats, wholegrain rolled wheat, brown sugar, canola oil, almonds, dried apples, sugar, inulin, whey, dried cranberries, nonfat dry milk, glycerin, whey protein concentrate, <b>honey</b> , sunflower oil, natural flavor, tocopherols (to preserve freshness).



UHC/Company	Kodiak Cakes
Product	Kodiak Cakes Peanut Butter Protein Packed Crunchy Granola Bars
Description	Kodiak Cakes peanut butter crunchy granola bars are made with 100% wholegrains, non-GMO ingredients, and packed with protein to ensure they always hit the spot. Comes in six plastic packets held in a carton box.
Claims Features	Crafted with 100% wholegrains. With 10g protein per serving. Non GMO. Certified kosher.
Ingredients	100% wholegrain rolled oats, cane sugar, wheat protein isolate, peanut butter (peanuts, salt), pea protein concentrate with tapioca starch, sunflower oil, roasted peanuts, tapioca syrup, peanut oil, molasses, honey, sunflower lecithin, salt, baking soda, palm oil.

# Cereal/Bars with Honey – New Product Examples



UHC	Glanbia
Company	Think
Product	Think Peanut Butter Honey Protein And Fiber Wholegrain Oatmeal
Description	Six plastic packets of peanut butter honey protein and fiber wholegrain oatmeal with thick, rich texture perfectly balanced with crunchy peanut pieces and the mouthwatering flavor of creamy peanut butter with a hint of honey, in a carton box.
Claims Features	Protein and fiber fueled to help keep you satisfied. With hearty blends of wholegrains, rolled oats, steel cut oats and super grain red quinoa. Non GMO Project Verified. With 10g protein, 5g fiber and 190 calories.
Ingredients	Wholegrain blend (rolled oats, steel cut oats, red quinoa), cane sugar, soy protein isolate, peanuts, chicory root fiber, peanut flour, palm kernel oil, <b>honey</b> , salt, maltodextrin, nonfat dry milk, lecithin.



UHC/Company	Kind
Product	Kind Thins Caramel Almond And Sea Salt Bar
Description	Twenty individually wrapped caramel almond and sea salt bars with sliced almonds and diced peanuts roasted to perfection and covered in rich caramel with just a touch of sea salt. Comes in a carton box.
Ingredients	Almonds, peanuts, tapioca syrup, sugar, chicory root fiber, rice flour, palm kernel oil, <b>honey</b> , canola oil, milk powder, sea salt, carob powder, natural flavor, soy lecithin, annatto, vitamin E (tocopherols to maintain freshness).







## Categories of Interest – Bakery



Similar to all categories this year, total bakery introductions and honey introductions declined significantly from YA. Bakery is the third largest category for honey innovation, at roughly 10%.

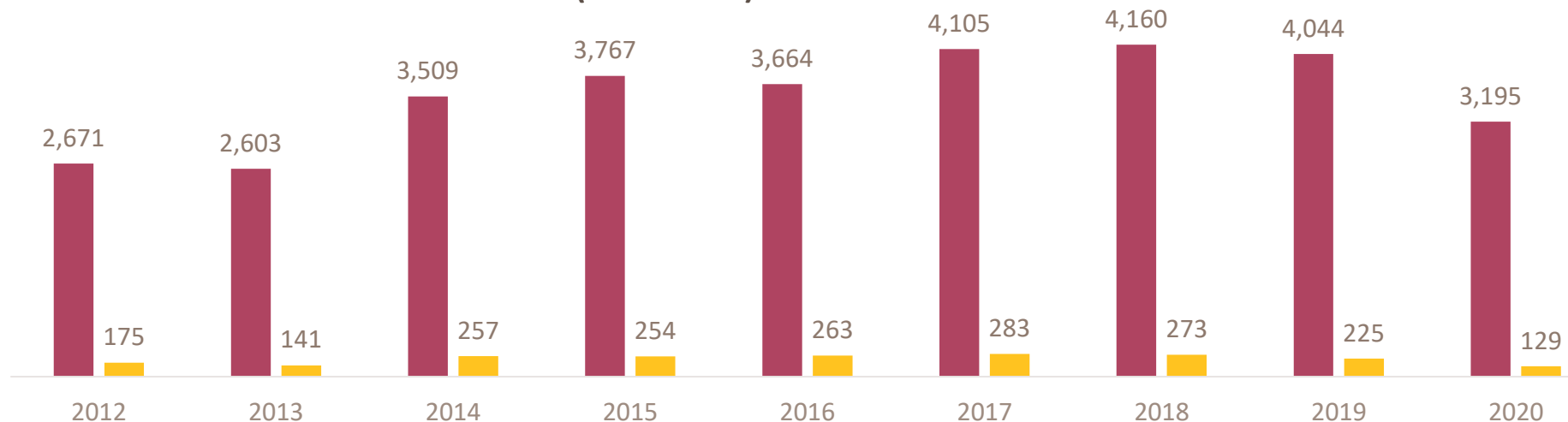
**Sugar remains honey's biggest competitor, especially in baked snacks and desserts. Alternative sweeteners were the only sugars to see growth in this category this year. Honey should continue to promote its positive health benefits in this space to help minimize growth of other natural sweeteners.**

## Total Bakery & Honey Introductions in the Category



Total bakery introductions declined significantly from 2019 to 2020, honey introductions also decreased.

### Total Bakery Introductions and Honey Introductions in the Category (2012-2020)



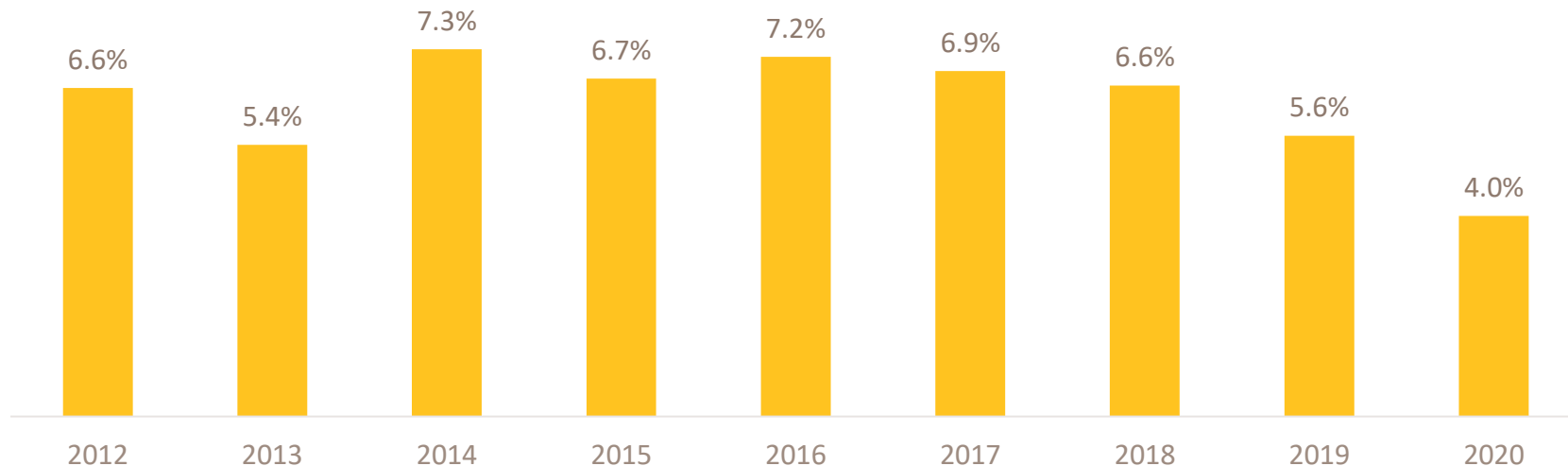
% Change YOY (Total Bakery)	-3%	35%	7%	-3%	12%	1%	-3%	-21%
% Change YOY (Bakery w/ Honey)	-19%	82%	-1%	4%	8%	-4%	-18%	-43%

## Honey Share of Bakery Introductions



Honey share of new bakery introductions declined largely from last year owning only 4% of all introductions.

### Honey Share of New Bakery Intros (2012-2019)





## New Product Ingredient Comparison – By Category

Similar to last year, sugar tends to dominate this category; with honey falling behind brown sugar. Stevia, monk fruit, and coconut sugar saw growth from last year and continue to gain awareness.

Bakery Category										
<i>Ingredient</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>% Change 2019-2020</i>
Granulated Sugar	1561	1654	2149	2446	2395	2638	2719	2611	1,814	-31%
Cane Sugar	185	129	299	321	339	468	539	512	458	-11%
Brown sugar	293	226	305	324	285	367	351	326	218	-33%
Honey	175	141	257	254	263	283	273	225	129	-43%
Stevia	17	23	44	32	26	48	55	69	105	52%
Monk fruit	4	4	7	17	3	22	31	43	74	72%
Coconut Sugar	4	7	11	34	27	42	45	28	46	64%
Maple Syrup	7	19	200	32	43	38	46	38	29	-24%
Agave	25	15	38	29	17	35	17	20	10	-50%

## Bakery with Honey – New Product Examples



UHC/Company	Kroger
Product	Private Selection Sliced Honey Wheat Berry Wide Pan Bread
Description	Sliced honey wheat berry wide pan bread in a 680g recloseable plastic packet.
Ingredients	Unbleached enriched flour (wheat flour, malted barley, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), water, wheat bran, wheat flakes, whole wheat flour, barley flakes, oat flakes, rye meal, <b>honey</b> , contains 2% or less of sugar, soybean oil, yeast, salt, vital wheat gluten, molasses, soy flour, raisin juice concentrate, sodium stearoyl lactylate, monocalcium phosphate, ammonium sulfate, calcium sulfate, enzymes, ascorbic acid, calcium propionate (preservative).



UHC/Company	Aunt Millies
Product	Aunt Millies Live Organic 100 Percent Whole Wheat Bread
Description	Sliced organic whole wheat bread <b>blended with honey</b> , molasses and sea salt for a sweet, simple loaf that is sure to become your pantry staple. Comes in a 567g plastic packet.
Ingredients	Organic whole wheat flour, water, organic crushed wheat, organic sugar, organic wheat gluten, <b>organic honey</b> , organic soybean oil, yeast, organic cultured wheat starch, sea salt, organic molasses, organic vinegar, organic wheat flour, organic acacia gum, ascorbic acid.



## Bakery with Honey – New Product Examples



UHC	Aldi
Company	Trader Joes
Product	Trader Joes Gluten Free Italian Panettone With Raisins And Orange Peel
Description	Gluten free Italian panettone with raisins and orange peel. Comes in a plastic packet, held in a carton box.
Ingredients	Lactose free milk (milk, lactase), golden raisins (raisins, sunflower seed oil), whole eggs, cornstarch, concentrated butter (cream [milk]), sourdough culture (cultured rice flour, water), candied orange peel (diced orange peels, glucose-fructose syrup, sugar, citric acid [acidifier]), rice starch, sugar, <b>honey</b> , psyllium husk powder, hydroxypropyl methyl cellulose (thickener), invert sugar syrup, mono- and diglycerides of fatty acids, enzymes, xanthan gum, yeast, sea salt.



UHC/Company	Make Each Day Delicious
Product	Evergreen Pumpkin And Pecan Mini Waffles
Description	Nine pumpkin and pecan mini waffles, in a resealable plastic pouch.
Claims	Just heat and eat. Wholegrain. No refined sugars. 6g protein per serving. Dairy free. 14g fiber per serving. Nourishing breakfast. Satisfying snack. Limited edition.
Ingredients	Pumpkin, wholegrain wheat flour, eggs, <b>honey</b> , water, almonds, pecans, avocado oil, baking soda, cinnamon, nutmeg, salt.

# Bakery with Honey – New Product Examples



UHC/Company	Kodiak Cakes
Product	Kodiak Cakes Graham Bear Bites Baked Frontier Crackers
Description	Protein packed <b>honey flavor graham crackers</b> , in a 255g plastic packet, held in a carton box.
Claims Features	Crafted with 100% wholegrains. Non GMO ingredients. Certified kosher dairy. Protein packed. Snack adventurously
Ingredients	100% wholegrain wheat flour, 100% wholegrain graham flour, cane sugar, sunflower oil, milk protein concentrate, water, brown sugar, malted barley, dried <b>honey (honey, wheat starch)</b> , egg whites, natural flavor, leavening (sodium bicarbonate, baking powder), molasses, sunflower lecithin, salt.



UHC	Amazon
Company	Whole Foods Market
Product	365 Whole Foods Market Organic Honey Cinnamon Whole Grain Animal Cookies
Description	Animal shaped cookies with honey cinnamon flavor, in a 312g resealable plastic pouch.
Claims Features	USDA Organic. Peanut free. Naturally flavored. May contain tree nuts (coconut), milk, eggs, soy. If it's organic it's non GMO. Vegetarian. Made with real honey. Certified kosher.
Ingredients	Organic whole wheat flour, organic enriched wheat flour (organic wheat flour, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid), organic cane sugar, organic expeller pressed palm oil, organic invert cane sugar, <b>organic honey</b> , sea salt, leavening (sodium bicarbonate), organic cinnamon, organic soy lecithin (emulsifier).

## Bakery with Honey – New Product Examples



UHC/Company	Chelsea Milling
Product	Jiffy Honey Corn Muffin Mix
Description	Honey corn muffin mix bakes into a sweet, golden muffin or cornbread. This mix is a new take on America's favorite Jiffy corn muffin mix, as it is made with real honey and all vegetable shortening. Add egg and milk.
Claims Featured	Quality and value since 1930. America's favorite. <b>Made with real honey.</b> Vegetarian as packaged.
Ingredients	Wheat flour, sugar, degerminated yellow corn meal, vegetable shortening (palm oil, soybean oil), malted barley flour, <b>dried honey</b> , sodium acid pyrophosphate, salt, baking soda, wheat starch, ethoxylated mono and diglycerides, soy lecithin, dextrose, maltodextrin, artificial flavors, calcium stearate, ascorbic acid, tricalcium phosphate, acacia gum, capric/caprylic acid triglycerides, niacin, reduced iron, thiamine mononitrate, riboflavin, folic acid.



UHC/Company	Aldi
Product	Specially Selected Hazelnut Cookies
Description	Mini hazelnut cookies with dark chocolate base in a 200g paper tray, held in a plastic packet.
Claims Features	No artificial flavors or colors. 250 calories per 4 cookies. Recyclable paper tray.
Ingredients	Wheat flour, sugar, hazelnuts, chocolate liquor, palm fat, cocoa butter, egg white, almonds, sorbitol, invert sugar syrup, eggs, apple pulp, glucose syrup, fructose, rapeseed oil, butter, whole milk powder, glucose fructose syrup, cherry juice concentrate, barley malt extract, <b>honey</b> , whey, elderberry juice concentrate, dried egg white, wheat starch, soy lecithin, mono and diglycerides of fatty acids, disodium pyrophosphate, potassium carbonate, sodium carbonate, citric acid, pectin, turmeric (color), natural flavor (contains milk), salt.

A top-down view of a wooden cutting board on a white surface. On the board are two slices of rustic, hole-filled bread, a butter knife with a pat of butter on its blade, and three small bowls containing different spreads: a yellow-orange spread with red bits, a white spread with red bits, and a dark red jam with whole strawberries. In the bottom left corner, a wooden rolling pin and a dark bowl are partially visible.

## SPREADS



## Categories of Interest – Spreads

Total spreads as a category in addition to honey introductions experienced saw declines from last year.



**Honey continues to have a unique opportunity in this category as other sweeteners such as stevia and monk fruit still don't play a big role here, yet.**

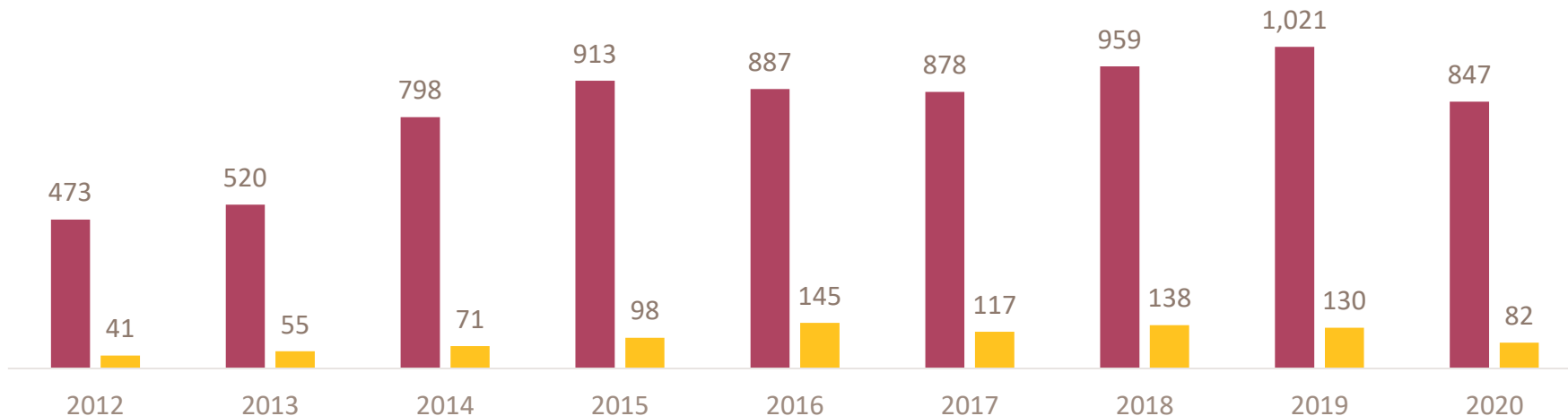


## Total Spreads & Honey Introductions in the Category



Total spreads and honey introductions experienced a decline in growth in 2020.

### Total Spread and Honey Introductions in the Category (2012-2020)



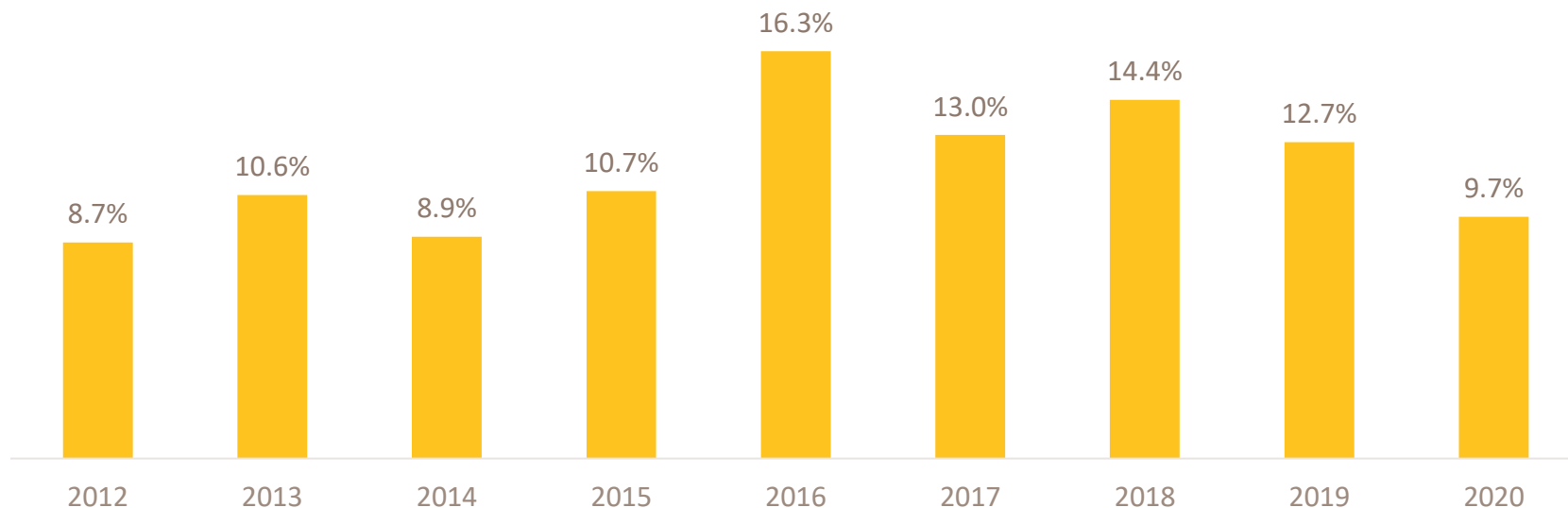
% Change YOY (Total Spreads)	10%	53%	14%	-3%	-1%	9%	6%	-17%
% Change YOY (Spreads w/ Honey)	34%	29%	38%	48%	-19%	18%	-6%	-37%

## Honey Share of Spread Introductions



Honey owns roughly 10% share of new spread introductions in 2020 bringing honey percentages closer to earlier years.

### Honey Share of New Spread Intros (2012-2019)



## New Product Ingredient Comparison – By Category



Sugar continues to be honey's biggest competitor although honey still owns a portion of the category. Sweeteners such as stevia, coconut sugar, and monk fruit have still not yet gained much traction in this category.

Spreads Category										
<i>Ingredient</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>% Change 2019-2020</i>
Granulated Sugar	162	226	298	272	257	305	266	298	233	-22%
Cane Sugar	53	50	82	109	115	76	148	121	117	-3%
Honey	45	59	76	100	153	117	138	126	82	-35%
Maple Syrup	12	13	18	27	38	40	38	39	27	-31%
Brown sugar	7	19	15	17	34	11	24	23	23	0%
Stevia	2	1	10	9	11	6	10	17	17	0%
Coconut Sugar	1	7	8	29	14	17	10	14	16	14%
Monk fruit	0	0	0	0	4	0	5	5	7	40%
Agave	7	7	20	12	11	13	14	4	6	50%
Peanut butter	2	9	11	15	10	9	12	1	5	400%

## Spreads with Honey – New Product Examples



UHC/Company

Truffle Shuffle

Product

Truffle Shuffle Brown Butter Truffle Honey

Description

**Brown butter truffle honey**, in an 85g glass jar. The honey we use for this very special product comes from marshall's farm in American canyon. Spencer marshall has a knack for honey and was discovered by thomas keller, which is why this honey is used in all of keller's restaurants. Marshall is a 4th generation beekeeper and he is absolutely in love with what he does. This honey is pure, unheated, unfiltered, raw, and bottled by hand. There's no wonder why chef tyler and chef jason diligently revisited marshall's farm time and time again in the hopes of purchasing the honey. They went back ten times before they were able to convince spencer to give them the honey. They combined this small-batch honey with real oregon truffles, brown butter and a touch of fleur de sel creating a perfectly balanced toasty and sweet truffle flavor.

Ingredients

**Pure bee honey**, oregon truffles (tuber oregonense, tuber gibbosum), brown butter, sea salt, natural truffle flavor.



UHC/Company

Bumbleberry Farms

Product

Bumbleberry Farms Sea Salt Caramel Honey Cream Spread

Description

Sea salt caramel honey cream spread in a 226g glass jar.

Ingredients

Whole milk, pure cane sugar, butter, **honey**, pure vanilla, sea salt.

## Spreads with Honey – New Product Examples



UHC/Company	American Dream Nut Butter
Product	American Dream Nut Butter Autumn Harvest Peanut Butter
Description	Autumn harvest peanut butter in a 454g glass jar.
Claims Features	High protein. Gluten free. Great taste. American made, locally sourced ingredients. Family owned and operated in Indiana kitchen. Handcrafted in small batches, always fresh. No fake sugars, no sucralose, no erythritol. Low carb, macro friendly. Low sugar, butters bases and whey protein sweetened with stevia.
Ingredients	Roasted peanuts, whey protein isolate, xanthan gum, stevia, toppings gluten free wholegrain rolled oats, brown sugar, expeller pressed canola oil, wholegrain brown rice flour, <b>honey</b> , brown rice syrup, vanilla bean, sea salt, vitamin E, white chocolate (sugar, palm kernel oil, whole milk powder, nonfat dry milk, palm oil, soy lecithin an emulsifier, vanilla), dried cranberries (cranberries, sugar, sunflower oil).



UHC	Amazon
Company	Whole Foods Market
Product	365 Whole Foods Market Organic Cookie Butter
Description	Organic cookie butter made with speculoos cookies, in a 350g glass jar.
Claims Features	USDA organic. Fairtrade certified. If it's organic, it's non GMO.
Ingredients	Organic speculoos cookie (organic wheat flour, organic cane sugar (fair trade certified), organic butter, <b>organic honey (fair trade certified)</b> , organic soy flour, baking soda [sodium bicarbonate], organic cinnamon (fair trade certified), organic nutmeg), organic expeller pressed canola oil, organic cane sugar (fair trade certified), organic highly refined coconut oil, organic concentrated butter, organic sunflower lecithin (emulsifier), organic spices (organic cinnamon (fair trade certified), organic ginger, organic coriander, organic nutmeg, organic cloves, organic mace, organic anise).



## Spreads with Honey – New Product Examples



UHC/Company	Julies Manufacturing
Product	Julies Real Cashew Butter: Coconut Vanilla Bean
Description	Cashew butter with coconut and vanilla bean. Comes in a PET jar with room to stir.
Claims Features	Non GMO project verified. Certified gluten free. Paleo. Peanut-free. Dairy-free. Soy-free. Non-GMO. Julie's real uses only 100% all-natural, good-for-you ingredients to create our exceptionally tasty nut butters. All of our products are crafted in small batches with real vanilla beans and are <b>sweetened with a touch of real honey</b> . Certified kosher. Recyclable packaging.
Ingredients	Cashews, unsweetened coconut, <b>organic honey</b> , organic coconut oil, cinnamon, vanilla beans, sea salt.



UHC/Company	Darista Cafe
Product	Darista Dips Hip Hoppin: Moroccan Carrot Dip
Description	Moroccan carrot dip in a plastic tray.
Claims	Real veggies. Non-GMO ingredients. Woman owned. No preservatives. Gluten free. Suitable for vegans. Nut-free. Soy-free. Contains 3g protein and 4g fiber per 28g serving. 23g veggies per serving.
Ingredients	Carrots, garbanzo beans (chickpeas, water, salt), tahini (stone-ground sesame seeds), lemon juice, <b>honey</b> , extra-virgin olive oil, capers (capers, distilled vinegar, water, salt), salt, ginger, garlic, spices, citric acid.

# Spreads with Honey – New Product Examples



UHC/Company	D Avocado
Product	D Avocado Avocado Chocolate Spread
Description	Two packs of avocado chocolate spread held in a cardboard sleeve. Avocado chocolate is a legitimately healthy and surprisingly delicious chocolate fix made of 50% avocado and 0% junk. Including avocado, cocoa and <b>some honey</b> .
Claims Features	Dairy free. Gluten free. Nut free. Spoon it, spread it, deep it and freeze it.
Ingredients	Avocado, <b>honey</b> , water, alkalized cocoa, pure vanilla extract, arrowroot, lemon, juice concentrate.



UHC	Honey Acres
Company	Honey Acres Cinnamon Honey Spread
Description	Cinnamon honey spread in a 340g glass jar. This honey is a delicious blend of <b>pure raw clover honey</b> and natural ground cinnamon. These two combine to make a delicious guilt-free smooth spread, as well as a delicious enhancement to your cup of tea.
Claims Features	Certified kosher. Gluten free. Dairy free.
Ingredients	<b>Raw honey</b> , cinnamon.

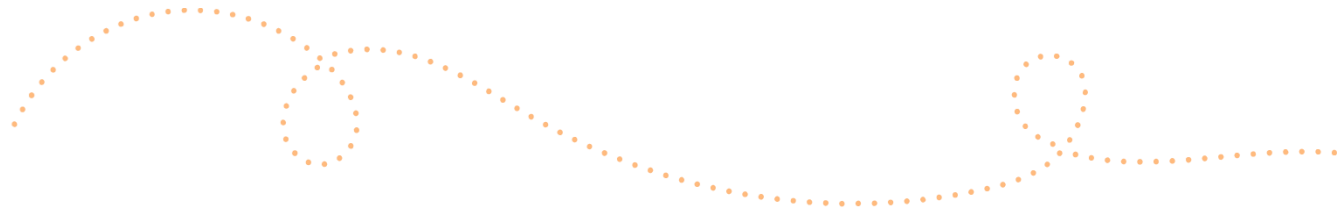
A person wearing blue gloves is preparing cold beverages. They are using a metal pitcher to pour liquid into clear plastic cups. Some cups already contain ice and a green liquid, while others are empty or partially filled. The background is slightly blurred, showing more cups and a stainless steel surface.

## COLD BEVERAGES

## Categories of Interest – Cold Beverages



Total cold beverage introductions saw a slight increase while honey introductions declined in 2020.



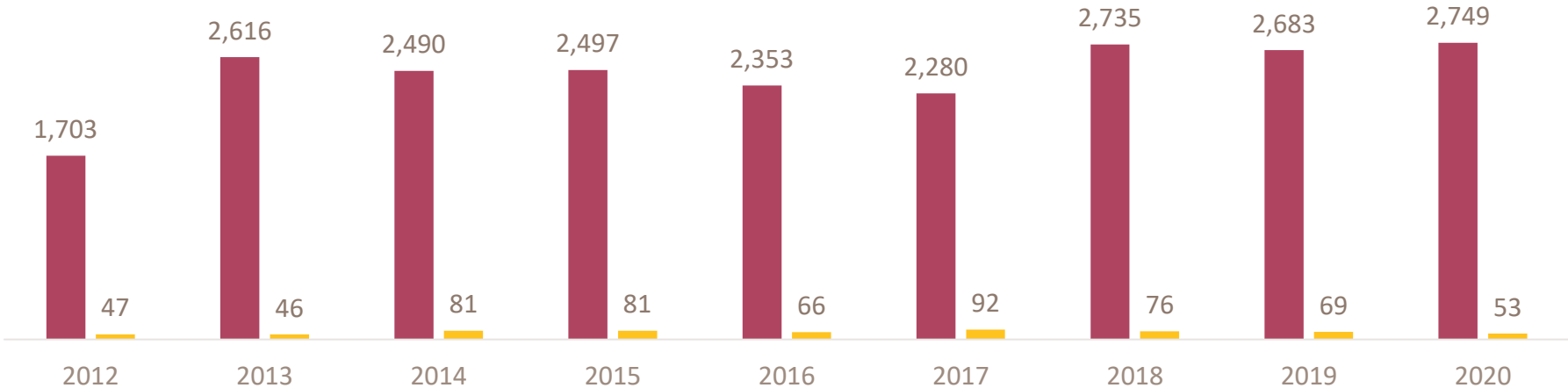
**Stevia and Monk fruit are key competitors among natural sweeteners for honey in cold beverages. Honey and granulated sugar were the only two sweeteners not to experience growth in this category.**

# Total Cold Beverage & Honey Introductions in the Category



Total cold beverage introductions saw a slight increase whereas honey introductions decreased significantly from year ago.

**Total Cold Beverage Introductions and Honey Introductions in the Category  
(2012-2020)**



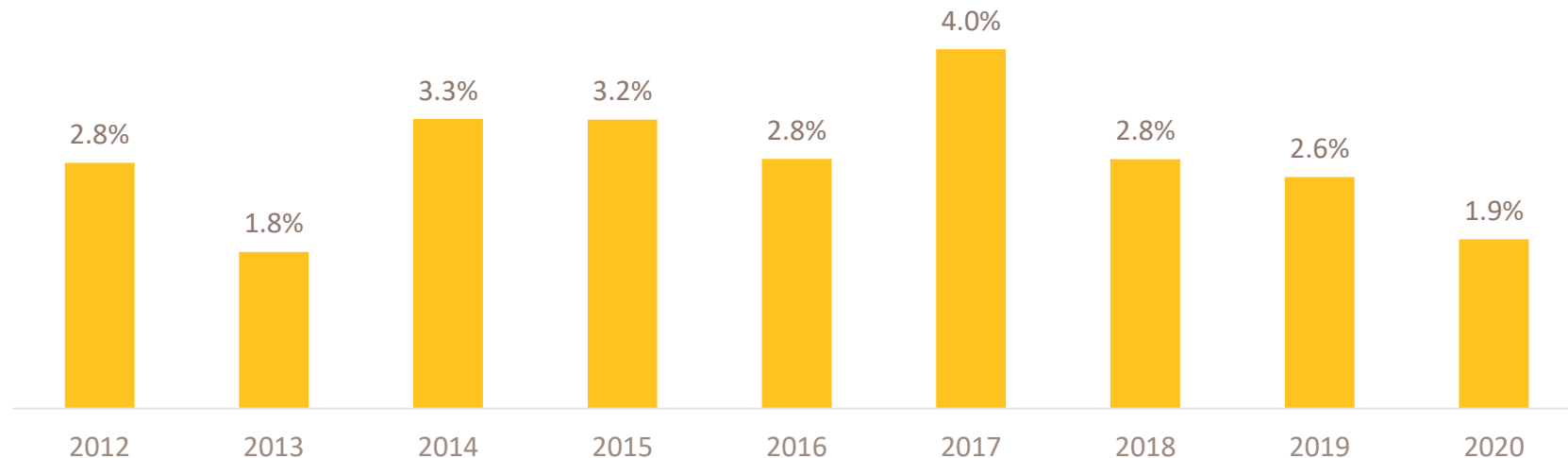
% Change YOY (Total Cold Drinks)	54%	-5%	0%	-6%	-3%	20%	-2%	2%
% Change YOY (Cold Drinks w/ Honey)	-2%	76%	0%	-19%	39%	-17%	-9%	-23%

## Honey Share of Cold Beverage Introductions



Honey share of cold beverage introductions declined slightly from last year at roughly 2%.

### Honey Share of Cold Beverage Intros (2012-2020)





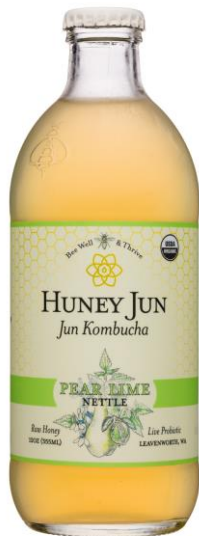


## New Product Ingredient Comparison – By Category

Next to sugar, stevia continues to play a big role as a sweetener in cold beverages. Monk fruit saw significant growth in 2019 and 2020 as it gains in popularity. All sweeteners other than honey and granulated sugar saw growth from last year.

Cold Beverages Category										
<i>Ingredient</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>% Change 2019-2020</i>
Cane Sugar	191	239	347	360	375	331	351	324	403	24%
Granulated Sugar	341	487	421	478	480	451	485	395	373	-6%
Stevia	163	197	273	229	341	229	231	284	349	23%
Monk fruit	5	30	39	54	42	31	52	92	142	54%
Honey	47	46	81	81	66	92	76	69	53	-23%
Maple Syrup	1	7	23	22	18	21	30	7	48	586%
Agave	35	50	87	55	69	50	38	36	41	14%
Coconut Sugar	3	2	15	6	7	8	11	6	13	117%
Brown sugar	1	3	5	2	6	13	3	3	4	33%

# Cold Drinks with Honey – New Product Examples



UHC/Company	Huney Jun
Product	Huney Jun Kombucha With Pear, Lime, And Nettle
Description	Kombucha with pear, lime, and nettle flavor, in a 355ml glass bottle.
Claims Features	USDA organic. <b>With pure honey.</b> With live probiotic 4.2 billion CFU per ml. Non-GMO. Certified organic. Non alcoholic: contains less than 0.5% alcohol by volume. Handcrafted in Washington state raw and probiotic.1% for the planet. As a member of 1% for the planet, we share our abundance with non-profits that support thriving honey bee population. Recyclable packaging.
Ingredients	Cascade mountain water, jun culture, <b>organic raw honey</b> , organic green tea, organic pear juice, organic nettle leaf, organic lime juice, organic apple juice.



UHC/Company	D B Miller
Product	Texas Tea Austins Own Goodflow Green Tea Made With Goodflow Honey, Spearmint And Premium Tea
Description	Green tea made with <b>honey</b> and spearmint, in a 473ml glass bottle.
Claims Features	Made with natural ingredients. Made with Texas water. Recyclable packaging. Gluten free. Non-GMO Project verified.
Ingredients	Brewed organic green tea (water tea), pure cane sugar, spearmint, <b>goodflow texas wildflower raw honey</b> , citric acid and lemon juice.

## Cold Drinks with Honey – New Product Examples



UHC/Company	Sweet Reason Beverage Company
Product	Sweet Reason Citrus Spice Evening Blend Sparkling Beverage
Description	Citrus spice flavored sparkling beverage with hemp extract, herbs and adaptogens, in a 355ml glass bottle. Journey into the night with Sweet Reason's powerful blend of calming herbs, adaptogens+ 30mg of broad spectrum hemp CBD. Cheers to calming your spirit
Ingredients	Carbonated water, <b>organic honey</b> , lemon juice, calming blend (broad spectrum hemp extract, organic chamomile extract, lemon balm extract, l-theanine, limonene, ginseng extract, ashwaganda extract, scelletium extract), organic lemon extract, organic orange extract, vanilla extract, oak extract, black pepper extract, cinnamon leaf extract.

NEW PRODUCTS REPORT | 2021



UHC	Goldthread
Company	Goldthread Plant Based Tonics With Honey Rose
Description	Plant based tonics with honey rose, held in a 360ml glass bottle. Native to coastal South Africa, this powerfully restorative tonic is as rich as the ochre soil of its homeland. Honeybush, blended with a delicious combination of bold spices and delicate flowers creates a smooth and satisfying infusion.
Claims Features	With super-herbs, spices, and adaptogens. Suitable for vegans. Gluten free. Non GMO project verified. Ingredients sourced from sustainable farms. Supports immune system, rich source of antioxidants, vitamins and minerals, improves digestion.
Ingredients	Filtered water, lemon, lime, <b>honey rose proprietary herb blend (honey bush, goji, cardamom, orange peel, cinnamon, ginger, rose petals, tulsi, vanilla beans)</b> , maple syrup, monk fruit extract.

## Cold Drinks with Honey – New Product Examples



UHC/Company	Matchabar
Product	Hustle Matcha Tea With Hint Of Honey
Description	Matcha tea with hint of honey, in a glass bottle. A little bit of sweetness, a whole lotta energy.
Claims Features	Contains 80mg caffeine.
Ingredients	Water, <b>wildflower honey</b> , ceremonial grade matcha, lactic acid, chlorophyllin.



UHC/Company	Vina Beverages
Product	Vina Sparkling Bubbly Apple Cider Vinegar Drink With Honey Flavor
Description	Sparkling bubbly apple cider vinegar drink with honey flavor, in an aluminum can.
Claims	USDA certified organic. No artificial sweeteners. Pro digestive. Non GMO. Healthy PH balance. Lowers blood sugar levels. Fights free radicals. Supports circulation. Helps satisfy hunger cravings. Maintains cholesterol and heart health. Protects from bacteria. With 4% juice content.
Ingredients	Carbonated water, organic apple cider vinegar, <b>organic honey</b> , organic apple juice, organic pear juice, natural flavor, <b>organic honey distillate</b> .

## Cold Drinks with Honey – New Product Examples



UHC/Company	Rebbl
Product	Rebbl Sparkling Prebiotic Tonic With Lemon Lime
Description	Subtly sweet and citrusy, with just the right amount of tang, this sparkling prebiotic tonic is crafted with real, organic lemon and lime juices and sweetened with coconut sugar for a delicious balance. Comes in a 450ml plastic bottle.
Claims Features	Contains 6g prebiotics for digestive support. USDA organic.
Ingredients	Sparkling water, organic yerba mate (water, organic yerba mate leaves), <b>organic honey</b> organic inulin (prebiotic fiber), organic lemon juice concentrate, organic orange extract, organic hibiscus tea concentrate, organic vanilla extract, organic peppermint extract, organic mint extract, organic stevia extract.



UHC	Blue Bus Cultured Foods
Company	Blue Bus Cultured Foods
Description	Natural sparkling hemp beverage with blood orange and coconut flavor, in a 355ml aluminum bottle. Antioxidant rich blood orange meets mouth-watering coconut for a tropical melange of epic proportions.
Claims	Cloud Water is the only sparkling CBD beverage that blends premium botanicals with 25 mg of pure, bioavailable CBD. All-natural ingredients. <b>Sweetened with organic honey.</b> Gluten-free. Non-GMO. THC free. Contains 40 calories per bottle. Certified kosher. Eco-friendly packaging.
Ingredients	Carbonated water, <b>organic raw honey</b> , lemon juice concentrate, natural flavors, 25mg pure hemp (CBD) extract



## SAUCES AND SEASONINGS



## Categories of Interest – Sauces and Seasonings

While total sauces and seasonings have declined over the last four years, honey introductions experienced a slight decline in growth in 2020 after years of growth. This is the fourth largest category for honey innovation, at roughly 8%.



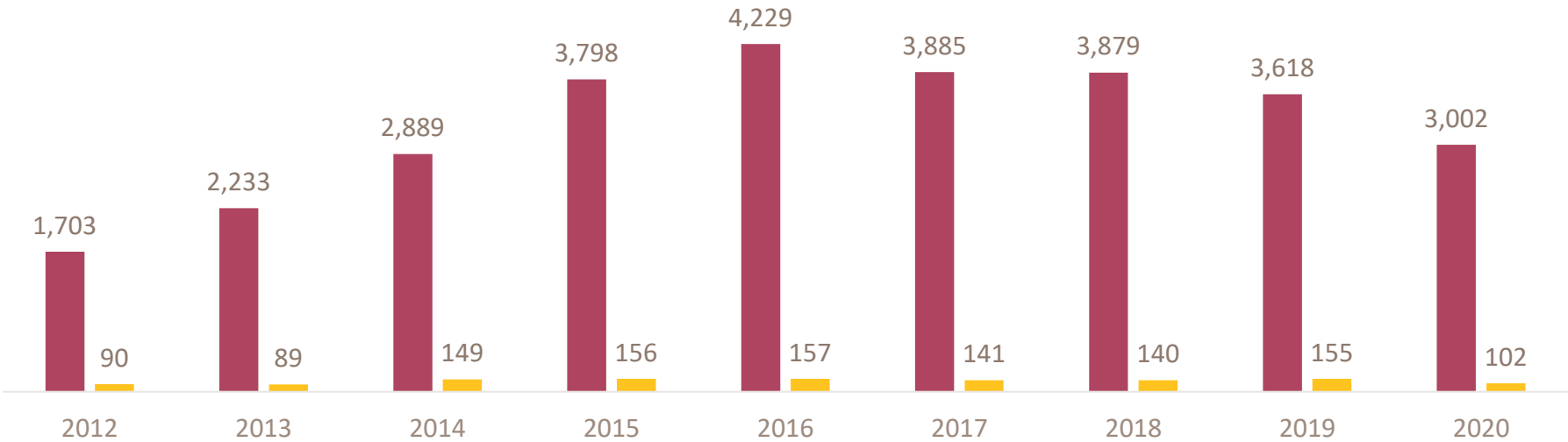
**The primary opportunity still lies for honey to source volume from sugar used in new product introductions in sauces and seasonings.**

# Total Sauces & Seasonings and Honey Introductions in the Category



Total category and honey introductions declined year over year.

**Total Sauces and Seasoning Introductions and Honey Introductions in the Category  
(2012-2020)**



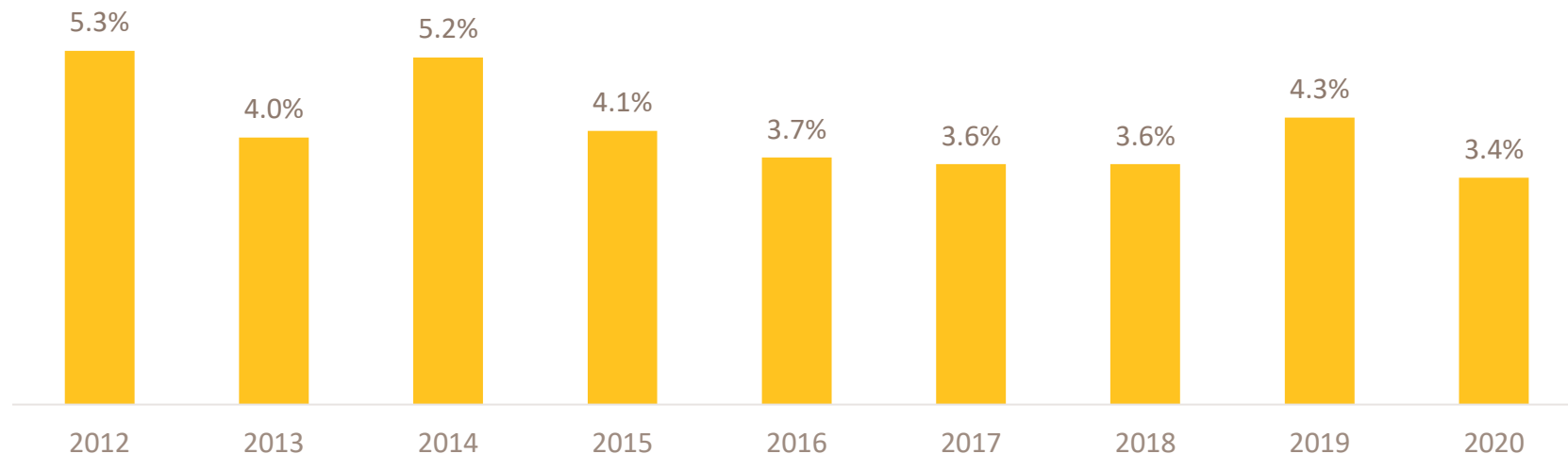
% Change YOY (Total Sauces & Seasonings)	31%	29%	31%	11%	-8%	0%	-7%	-17%
% Change YOY (Sauces & Seasonings w/ Honey)	-1%	67%	5%	1%	-10%	-1%	11%	-34%

## Honey Share of Sauces & Seasonings Introductions



Honey share of sauces and seasonings is roughly 3% of all introductions and declined from previous years.

### Honey Share of Sauces & Seasonings Intros (2012-2019)



## New Product Ingredient Comparison – By Category



On trend with previous years, after sugar (granulated, cane, and brown), honey has the most new product introductions. Agave, maple syrup, and stevia still fall far behind however all sweeteners saw declines in growth compared to 2019.

Sauces and Seasonings Category										
<i>Ingredient</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>% Change 2019-2020</i>
Granulated Sugar	502	755	919	1106	1213	1147	1145	1101	814	-26%
Cane Sugar	78	75	144	190	214	221	281	236	224	-5%
Brown sugar	71	108	157	208	229	211	154	187	115	-39%
Honey	90	89	149	156	157	141	140	152	102	-33%
Coconut Sugar	0	1	1	9	15	5	6	22	17	-23%
Agave	33	12	14	21	16	15	13	23	11	-52%
Maple Syrup	7	6	26	17	20	22	12	17	11	-35%
Stevia	3	2	9	7	10	13	7	22	4	-82%
Monk fruit	0	0	0	0	0	0	3	14	1	-93%

## Sauces & Seasonings with Honey – New Product Examples



UHC/Company	Sweet Baby Rays
Product	Sweet Baby Rays Gourmet Sauces: Honey Bbq
Description	Honey barbecue gourmet sauce in a plastic bottle.
Ingredients	High fructose corn syrup, distilled vinegar, tomato paste, <b>honey</b> , modified cornstarch, salt, less than 2% of: caramel color, natural flavor, pineapple juice concentrate, spice, sodium benzoate (preservative), natural smoke flavor, molasses, dried garlic, corn syrup, sugar, mustard flour, tamarind, celery seeds.



UHC	Del Sol Food
Company	Briannas
Product	Briannas Organic Honey Ginger Vinaigrette Dressing
Description	Hot buffalo sauce in a glass bottle.
Claims Features	National award winning sauce. With real honey and real butter. All natural. Sweet with a kick.
Ingredients	Aged cayenne peppers, vinegar, <b>honey</b> , butter, cayenne pepper, salt, molasses, water, sugar, onions, garlic cloves, tamarind extract, natural flavorings, chili pepper extract, natural vegetable gums.

# Sauces & Seasonings with Honey – New Product Examples



UHC/Company	Iya Foods
Product	Iya Foods Spicy Coconut Rice Seasoning: Sweet And Savory
Description	Spicy coconut seasoning made with real coconut, red chilli pepper, and garlic, in a 56.5g resealable plastic pouch.
Claims Features	Made 100% with whole foods. Steam sterilized. Non-GMO. Free from MSG and preservatives. An authentic house blend made with real coconuts, herbs and peppers to deliver the perfect balance of coconutty goodness and flavor. Each ingredient is purposefully and carefully selected to deliver a lasting experience with each bite. This spicy coconut is so good, its one of MVPs.
Ingredients	Organic coconut flakes, African red chili pepper, organic coconut milk, <b>honey</b> , paprika, turmeric, garlic, onion, salt, coriander, fennel, ginger.



UHC/Company	Murrays Cheese
Product	Murrays Honey Mustard
Description	Honey mustard with a gentle sweetness and bright flavor, this tangy spread boasts a smooth, rich texture making it a pantry staple. Great with Murray's High Plains cheddar, Murray's sopressata salami and pickles.
Ingredients	Water, mustard seed, vinegar, <b>honey</b> , salt.



# Sauces & Seasonings with Honey – New Product Examples



UHC/Company	Target
Product	Good And Gather Organic Honey Sriracha Seasoning
Description	Organic honey sriracha seasoning offers sweet and spicy flair. Add rich flavor to meats, seafood, marinades and more with organic honey sriracha seasoning from Good And Gather. This delectable seasoning offers a sweet and spicy flavor with the bright acidity of sriracha and the round sweetness of a dollop of <b>honey</b> .
Claims Features	Certified kosher. Non GMO. USDA Organic certified. Certified organic by QAI.
Ingredients	Organic sugar, organic cayenne pepper, <b>organic honey powder</b> (organic maltodextrin, organic honey), organic garlic granules, organic vinegar powder (organic maltodextrin, organic distilled white vinegar), sea salt, contains 2% or less of tricalcium phosphate (anti-caking agent).



UHC/Company	McCormick
Product	Franks Redhot Stingin' Honey Garlic Seasoning Blend
Description	<b>Honey</b> and garlic seasoning blend in a 151g plastic bottle. A delicious blend of heat, honey and garlic that swarms the taste buds with pure, irresistible flavor. Mildly spicy with sweet honey, savory soy sauce and rich garlic, this seasoning brings mouthwatering tastes to the table. Great on wings, burgers, pasta, fries and just about everything.
Ingredients	Sugar, corn maltodextrin, garlic, <b>honey</b> , tamari soy sauce powder (soybean, salt), modified cornstarch, refinery syrup, salt, fumaric acid, spice, onion, molasses, sodium diacetate, citric acid, silicon dioxide (to make free flowing) and garlic oil.

# Sauces & Seasonings with Honey – New Product Examples



UHC/Company	Prosups
Product	Ps Hot Honey Bee Sting
Description	Hot honey chipotle barbecue sauce in a glass bottle.
Ingredients	Water, <b>honey</b> , sugar, tomato paste, corn syrup solids, vinegar, chipotle chili peppers, with less than 2% salt, brown sugar, modified food starch, spices, onion powder, paprika, garlic powder, citric acid, xanthan gum, natural flavors, sodium benzoate (preservative).



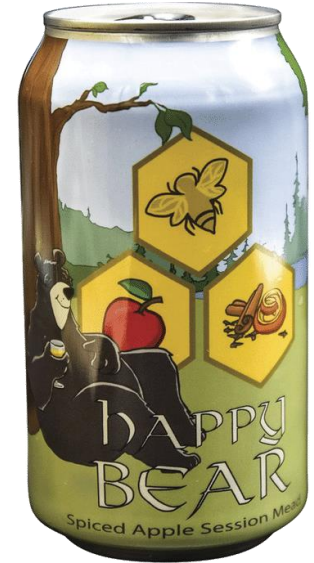
UHC	Amazon
Company	Whole Foods Market
Product	365 Whole Foods Market Organic Honey Soy Ginger Marinade
Description	Organic honey, soy and ginger marinade in a 355ml glass bottle.
Ingredients	Water, <b>organic honey</b> , organic soy sauce (water, organic soybeans, organic wheat, salt), toasted sesame seed oil, organic rice vinegar organic red miso paste (organic soybeans, organic koji [organic rice koji, koji spores (aspergillus sea salt water), organic red jalapeno puree re jalapeno peppers, organic distilled white vinegar, salt) organic minced garlic, organic ginger puree (organic ginger, water), organic lemon juice concentrate, organic cornstarch, organic ginger powder, organic onion powder, organic red pepper, organic dehydrated green onions, seed, xanthan gum.

A photograph of a bottle of Jack Daniel's Tennessee Honey liqueur and a glass of the drink. The bottle is on the left, with a white label that reads "JACK DANIEL'S", "ORIGINAL RECIPE", "Tennessee HONEY", "SINGLE CRAFTED HONEY LIQUEUR", "BLENDED WITH JACK DANIEL'S TENNESSEE WHISKY", and "SHALLON, TENNESSEE". The glass is on the right, filled with the golden liqueur and garnished with a sprig of fresh mint. A yellow banner with the text "ALCOHOLIC BEVERAGES" is overlaid across the middle of the image. The background is a rustic wooden wall.

## ALCOHOLIC BEVERAGES

## Categories of Interest – Alcoholic Beverages

The alcoholic beverage category experienced its largest year of growth in new product introductions. Honey share decreased but still represents roughly 7% of new products in this category



**With the increases in total new alcoholic beverage introductions honey has a large opportunity to grow it's share.**

## Total Alcoholic Beverages & Honey Introductions (PACKAGING)

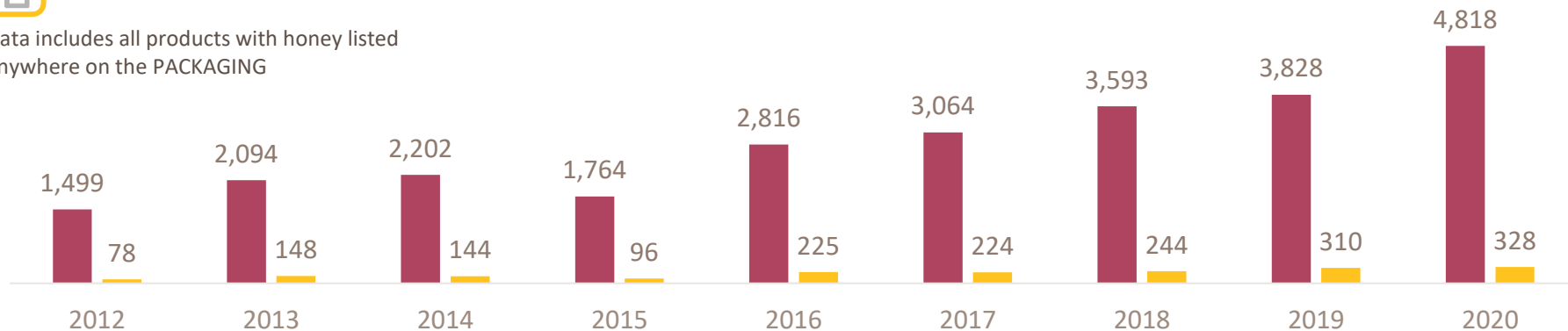


There continues to be significantly more products being introduced with “honey” listed somewhere on pack, vs. as an ingredient\*. Total alcoholic beverage introductions saw significant increases compared to YA.

### Total Alcoholic Beverage Introductions and Honey Introductions in the Category (2012-2020)



Data includes all products with honey listed anywhere on the PACKAGING



% Change YOY (Total Alcoholic Beverages)	40%	5%	-20%	60%	9%	17%	7%	26%
% Change YOY (Alcoholic Beverages w/ Honey)	90%	-3%	-33%	134%	0%	9%	27%	6%

## Honey Share of Alcoholic Beverage Introductions (PACKAGING)

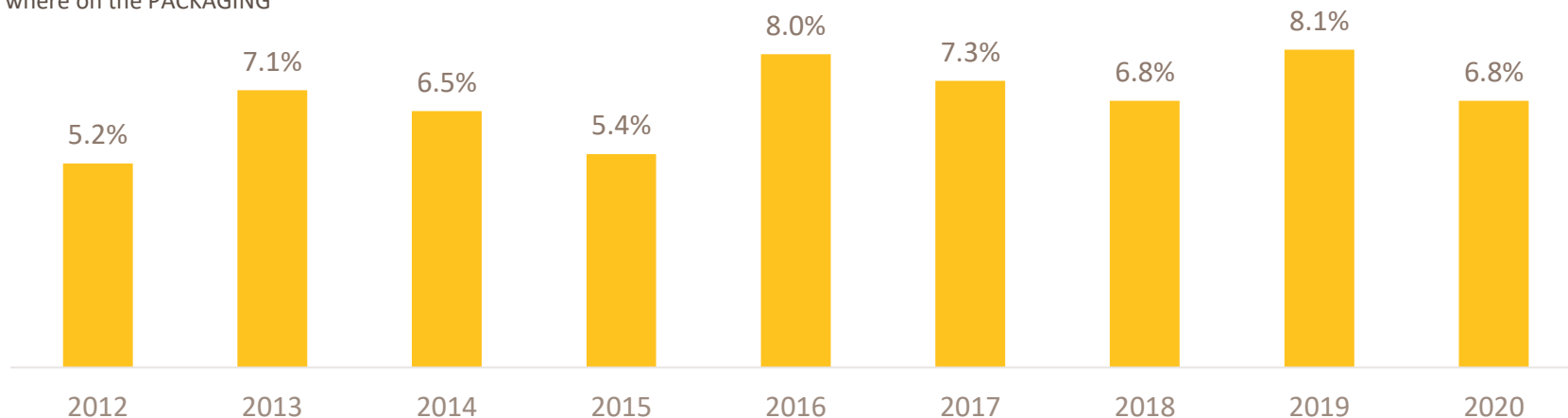


Honey owns roughly 7% share of alcoholic beverage introductions when considering those that have “honey” listed somewhere on the packaging, a slight decrease from 2019. This slight decline is driven by the increase in total alcoholic beverage introductions.



### Honey Share of Alcoholic Beverage Intros (2012-2020)

Data includes all products with honey listed any where on the PACKAGING







## New Product Ingredient Comparison – By Category

Of those who listed ingredients in alcoholic beverages, sugar continues to play the biggest role, followed by stevia and honey. All sweeteners aside from monk fruit and coconut sugar saw significant growth.

Alcoholic Beverages Category										
<i>Ingredient</i>	<i>2012</i>	<i>2013</i>	<i>2014</i>	<i>2015</i>	<i>2016</i>	<i>2017</i>	<i>2018</i>	<i>2019</i>	<i>2020</i>	<i>% Change 2019-2020</i>
Granulated Sugar	10	15	12	11	23	10	20	19	74	289%
Cane Sugar	11	6	1	4	14	14	17	45	62	38%
Stevia	0	0	0	0	2	0	2	16	35	119%
Honey	10	6	9	1	14	8	3	13	16	23%
Agave	0	3	4	1	0	1	2	3	9	200%
Maple Syrup	2	1	2	2	2	1	1	8	9	13%
Brown sugar	1			1	1		9	4	5	25%
Monk fruit	0	1	0	0	0	0	0	7	2	-71%
Coconut Sugar	1	0	0	0	0	1	0	1	0	-100%

# Alcoholic Beverage Product Example (Honey listed as an ingredient)



UHC	Ethereal Meads
Company	Happy Bear
Description	Washington- Mead- 6.8% ABV. A delightful golden mead that combines two of nature's autumn gifts - blackberry flower honey and the juice of Washington apples, together with select spices. <b>Honey</b> and apples are dominant, with a subtle spice undertone and light carbonation.
Claims Features	Spiced apple session mead beer with 6.5% alcohol content, in a 355ml easy-to-open aluminum can.
Ingredients	Water, <b>honey</b> , apple juice, spices.



UHC	Jiant Hicamaya Hard Kombucha
Company	Jiant
Description	Green tea jun kombucha with grapefruit and hibiscus, in a 473ml aluminum can. Refreshing effervescence, light body and clean finish make this the perfect take-anywhere, pair-with-anything drink.
Ingredients	Organic jun kombucha (purified water, <b>organic honey</b> , organic green tea, jun culture), organic grapefruit juice, organic cane sugar, organic hibiscus, organic sage, yeast.

# Alcoholic Beverages with Honey – New Product Examples



UHC	Vultaggio And Sons
Company	Arizona Sunrise Cherry Punch Hard Seltzer
Description	Spiked sparkling water with a splash of cherry punch, in a 340ml aluminum can.
Claims Features	Contains 4.6% alcohol by volume. Contains 8% fruit juice. <b>Naturally flavored.</b> Made with real fruit. Recyclable packaging. Gluten free. 4g of carbs.
Ingredients	Carbonated water, alcohol from sugar, cranberry juice concentrate, apple essence, apple juice concentrate, cranberry essence, cherry juice concentrate, natural flavor, <b>honey</b> , lemon juice concentrate.



UHC	June Shine Pineapple Orange Hard Kombucha
Company	Juneshine
Description	Pineapple orange hard kombucha in a 355ml aluminum can. Revel in this refreshing remix of the signature hard kombucha. Its stripped-down flavor formula means can do more sippin without trippin. It's light made right.
Claims Featured	Contains 4.2% alcohol by volume. Organic. Probiotic. Gluten free. Non GMO. 1g sugar. 100 calories. 1% for the planet. Certified kosher.
Ingredients	Pineapple, orange, green tea, <b>honey</b> , cane sugar, jun kombucha.

# Alcoholic Beverages with Honey – New Product Examples



UHC	Other Half Balaklava Imperial Porter With Walnuts, Honey, And Cinnamon
Company	Other Half Brewing Company
Description	A big rich porter dosed with toasted walnuts, honey, and cinnamon. Comes in a 473ml aluminum can.
Ingredients	Cinnamon, <b>honey</b> and walnuts.



UHC	Rogue Shavasana Imperial Granola Blonde Ale
Company	Rogue Ales And Spirits
Description	This imperial blonde ale features delicious, subtle spice flavors along with granola, coconut, and sweet oats making it the perfect cool down beer. Comes in a 650ml glass bottle.
Ingredients	2-row malt, naked oats, Crystal hops, Pacman yeast, free range coastal water, granola, coconut, tea, <b>honey</b> .



Thank You