

FLAVOR SPOTLIGHT:

HOT HONEY

As flavor boundaries blur, you've likely seen some variation of sweet and spicy or "swicy" flavors. Sweetness is being paired heat for a complexity that's satiating and often unexpected. Hot honey is an iconic swicy profile that has broad appeal and versatility for a range of sweet and savory applications. The natural sweet floral notes of honey is perfectly balanced with a nice kick of heat. Popular for enhancing chicken dishes, the combo can offer sweet heat to snacks (popcorn), meals and even drinks.

TREND SIGNALS

U.S. CANADA
+94% **+82%**
 projected growth of HOT
 HONEY on menus.
Datassential, '24-'28

+500%
 increase in product launches with
 HOT HONEY in title or description,
 '20-'24, North America.
Innova Market Insights

U.S. CANADA
+26% **+44%**
 increase in avg. monthly
 'HOT HONEY' Google
 searches, '23-'24, U.S.
Google Search Data via BrightEdge

FROM OUR EXPERTS

HOT HONEY VANILLA ICE CREAM

To meet the demand for 'swicy', Rob Bowen, Sr Scientist, developed an ice cream that offers sweet and spicy flavor. Vanilla ice cream is infused with a Hot Honey Flavor for a twist on the classic. The flavor is also found in a honey caramel ribbon for an extra delight.



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

