

The Sweet Success of Honey and Syrups

According to a *storebrands.com* August 2018 article, food processors and retailers alike could benefit by promoting clean labels and educating consumers on how to use honey and syrups in new ways. You should capitalize on these two popular categories by offering your own store branded variety playing up the clean free-from label benefits, purities and offer demos on new ways to use honey and syrups; while also cross-promoting and using in fresh store made products.

Because of consumers' awareness of added sugars and the impact on our health, product developers are raising the bar on pure maple syrup qualities and one ingredient honey with no artificial ingredients, then promoting them as healthier alternative sweeteners hoping consumers will make the switch. There is evidence in the article that store branded honey and syrups are already getting a second glance by consumers and retailers as U.S. sales claim **"\$71 million for pancake and waffle syrup and \$58.4 million for honey, according to market research firm IRI. About 45 percent of honey sold in the U.S. retail stores is private brands."***

So what can you do to attract more buzz around your store branded honey? First make sure your label is captivating and then create recipe demonstrations on how to use honey like a Colorado chef featured on National Honey Board website. He added honey to pancake batter, drizzled over holiday ham, mixed with onions to caramelize or added to any sweet/hot recipe. Take advantage of using these two key ingredients in your fresh store-made bakery, deli or to go meals. For more recipe ideas go to honey.com. Everyone loves the unique taste of honey and it pairs well with almost any food in your store, which gives you endless options for cross-promoting in any department and should be part of your store-branded campaign. *Nielsen suggests.*

Similar to honey, the maple syrup category could increase your sales by playing up the clean ingredients and searching for innovative flavors, premium packaging and labeling to provide a premium store branded product to line up with what people seek. Consumers are also looking for more syrup brand choices, and blends and according to the article, "a clean label is having a positive influence on sales. Younger buyers are better label readers. They see the one ingredient as meaning pure."*

Shelf-Stable Honey

	Private Brands	All Brands
Dollar Sales (in millions)	\$296.6	\$657.5
Change vs. Year Ago	+2.14%	+3.9%
Dollar Share	45.1%	100%
Unit Sales (in millions)	58.4	115.1
Change vs. Year Ago	0.81%	3.17
Avg. Price Per Unit	\$5.07	5.71

Maple/Pancake and Waffle Syrup

	Private Brands	All Brands
Dollar Sales (in millions)	\$231.2	\$692.7
Change vs. Year Ago	+1.30%	+1.31%
Dollar Share	33.4%	100%
Unit Sales (in millions)	70.9	193.2
Change vs. Year Ago	-0.67	0.10%
Avg. Price Per Unit	\$3.26	\$3.59

Source: Infoscan Reviews, IRI, a Chicago-based market research firm. Total U.S. Supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ending May 20, 2018

Stick to a plan by creating captivating honey or syrup labels, offer recipe ideas and demonstrations featuring the recipe on a custom sign card, draw attention to the clean or locally sourced honey and syrup with callout labels. We're here to help with idea generation and marketing your store brand solutions. Call 800.882.5104 or sales@bollin.com

