

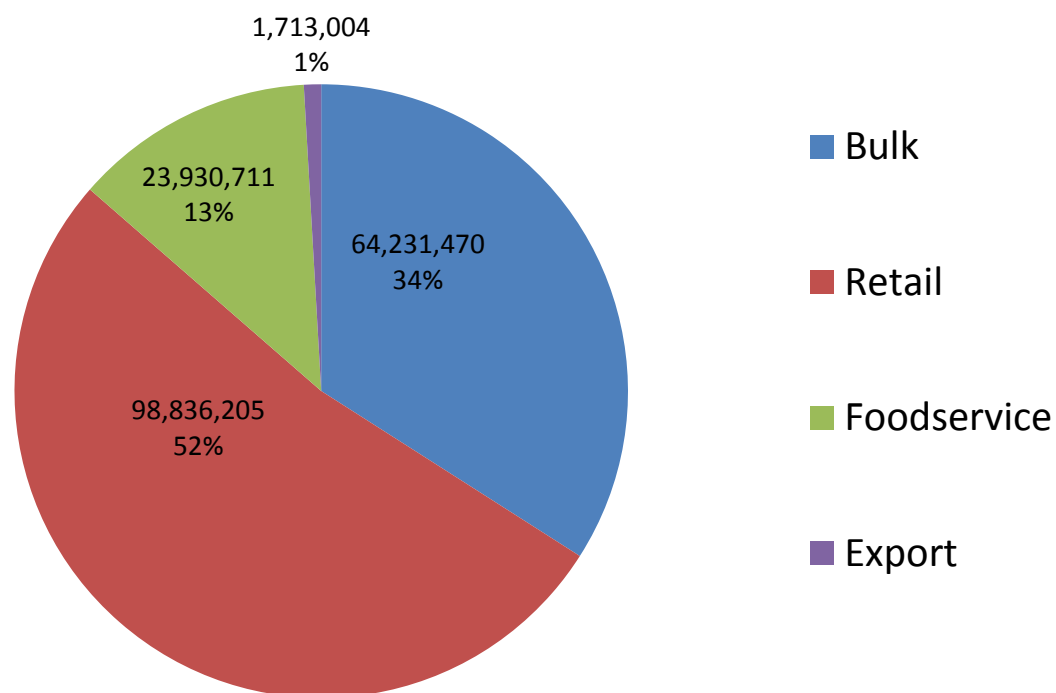
**c**

# **Increasing the demand for honey through research, public relations and advertising**



One ingredient. The way nature intended.

**2009 Packer Tracking Survey**  
**11 Companies - millions of pounds**



# Pure Honey Messaging

How do we make it relevant in consumers' lives *right now*?

- **KEY POINT #1:** Natural food is a huge trend for 2010 and it's here to stay.
- **KEY POINT #2:** Honey is a versatile ingredient in the kitchen lending its natural flavors to many recipes.
- **KEY POINT #3:** Pure honey has other benefits outside of the kitchen.
- **KEY POINT #4:** Pure honey delivers taste, form, function and marketability to an assortment of bakery foods.



# Tagline and “Honey One” Mark

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# Registered Trademarks

**HONEY... THE WAY NATURE INTENDED. \***

**ONE INGREDIENT. THE WAY NATURE INTENDED.**



\* Pending





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# 2010 Marketing Programs



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# **Food Ingredient/Baking Industry**

## **Public Relations and Advertising Programs**



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# 2010 Program Elements

**Raise awareness for honey in the baking, snack food, candy and dairy industries.**

Advertising and PR

Interactive

- [BakingWithHoney.com](http://BakingWithHoney.com)
- [SnackingWithHoney.com](http://SnackingWithHoney.com)
- [CandyWithHoney.com](http://CandyWithHoney.com)
- [DairyWithHoney.com](http://DairyWithHoney.com)

Events/Tradeshows

- International Baking Industry Exposition (IBIE)
- SNAXPO

Collateral


- Honey Substitution Guide
- Snack Ideas with Honey Brochure



# Advertising

**The National Honey Board has continued its “Baking with Honey” ad campaign, securing placements in the following publications:**

- Snack Food & Wholesale Bakery
- Baking & Snack Magazine
- Snack World
- Modern Baking
- Prepared Foods
- Food Processing



“I need my products to do more than just taste good.”

In baking and snack food production, every product has to tell a story. It starts with a great name, continues with a tempting aroma, and finishes with an impeccable flavor. Honey Whole Wheat Bread. Beehive Cookies. Honey Barbecue Potato Chips. These products not only taste good, they sound good. I may be the author of my bakery and snack food formulas, but honey tells the story.

For more information, visit [www.bakingwithhoney.com](http://www.bakingwithhoney.com)

BAKING WITH HONEY



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# Advertising

## INGREDIENT MARKETS

stack up against sugar? "Sucrose is sucrose. Honey, however, has dozens of different organic acids, enzymes, vitamins, minerals and even other sugars. Although honey is primarily fructose and glucose, it also contains maltose, sucrose, and many others. Although each of these constituents occurs in very small quantities, there is a tremendous supply of research that has documented how these compounds improve food products when honey is used as an

ener can't do what honey does," Ropa says.

**Natural Color**

White honey tends to cost more than sugar, Ropa says it really is not a fair comparison. "Included in the cost of honey is flavor enhancement, browning, shelf-life extension, an antimicrobial agent and natural consumer appeal. So honey is typically more expensive than sweeteners, but other sweet-



### Natural Color

eners often decide which bakery products to buy based on appearance, and color plays a big part of that. "Honey can provide a natural browning reaction in bakery products that provides significant consumer appeal," Ropa says. "For example, research

has shown that using dark honeys in breads at levels higher than 8 percent (flour basis) can contribute to crumb and crust darkening, which is a desirable attribute for multigrain and other variety breads. Honey can also be used to promote surface browning of baked, roasted, cooked and extruded products. Manufacturers who do not wish to take advantage of the coloring function of honey can simply select water white, extra white and white honeys."

For only one word on an ingredient list, honey packs in benefits. "Consumers like reading it on a food label. They know what it is, even if they can't explain all the many things it can do," Ropa says.

ANNA COMSTOCK

## At-A-Glance Honey Facts

- Honey contains 64 calories per tablespoon.
- The optimum storage temperature for honey is below 52°F (11°C) or in the 70-80°F range (21-27°C) in air-tight containers.
- The sweetness value of honey is approximately equal to that of invert sugar.
- The colors of honey form a continuous range from water white to dark amber, depending on its mineral content and floral source. Light-colored honey typically has a mild flavor, while dark-colored honey is usually stronger in flavor.
- Generally, the darker honeys and those with higher water content have stronger antioxidant potential.
- Honey is chemically compatible with a wide variety of products. Its pH averages 3.9, which is in a range common to many food systems.

Source: National Honey Board



## FEATURED PRODUCTS

Summer is upon us June 21!

## Production Schedule

The months of May and June signify the onslaught of graduation wedding seasons, so chances are your bakery is at its busiest. Prepare for changes in foot traffic on Memorial Day (May 31), and don't forget about the dads who come into your bakery, as Father's Day is June 9. Help your brides do something special for their fathers and fathers-in-law-to-be. And be sure to take time to breathe and celebrate the beginning of summer on June 21.

Other June holidays include National Donut Day (June 3), National Gingerbread Day (June 4) and Flag Day (June 14). Speaking of flags, did you notice the flags from different countries? Learn about some interesting ethnic bakeries in our cover story on page 30.



**F. Gaviña & Sons** is proud to announce their new Fair Trade Certified Espresso, born of the best coffee regions in the world and ranked among our finest coffees. Gaviña Fair Trade Certified Espresso Whole Bean Coffee is available in 5lb. bags. [www.gavinna.com](http://www.gavinna.com)



### REDUCED-FAT BROWNIES

**National Starch Feed Innovation** announces a new product to reduce the cost of indulgent baked goods by reducing the fat content by as much as 60 percent. **HOMEBAKE** Oreolets™ allows for the formulation of reduced-fat baked goods with texture and sensory properties that closely match a full-fat standard. [www.foodinnovation.com](http://www.foodinnovation.com)



### SUGAR-FREE SYRUP

**Smucker Foodservice** offers Smucker's Sugar Free Blueberry Syrup for a superior sugar-free choice. Sweetened with NutraSweet, Smucker's Sugar Free Blueberry Syrup is a low-calorie food that offers customers on a restricted diet a delicious alternative to top pancakes or waffles, or to swirl into hot oatmeal. [www.smuckerfoodservice.com](http://www.smuckerfoodservice.com)



### CRISPEARLS

**Barry Callebaut** introduces Crisppearls in dark and white chocolate varieties. Measuring just 2 to 3 mm. in diameter, the new pearl-shaped product features a toasted brioche core that has been enrobed with fine Callebaut dark or white chocolate couverture. Ideal for adding taste, texture and a refined look to pastries, desserts and other confections. 1-800-225-1418

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# Advertising

## REFERENCES

## Honey is a Sweet Substitute

Honey [Click to zoom in. Double-click to open the article.](#)

\*Substitutions are on a total solids basis. On a sweetening basis, honey is about 25% sweeter than sugar or sucrose due to its fructose content (about 38.5 g fructose per 1,000 g honey). Values listed below are based on averages and may vary.

### SUGAR – Honey Substitution (gram basis)

Ingredient	Solids	Water
Sucrose (dry)	100%	0%
Honey	82.4%	17.6%

Conversion factor: 1,000 g solids in 1,000 g sucrose/824 g solids in 1,000 g honey = 1.223522. To replace 1,000 g sucrose with honey, use 1,214 g honey and subtract 214 g of water from the total formula.

### HIGH FRUCTOSE CORN SYRUP (42%) – Honey Substitution (gram basis)

Ingredient	Solids	Water
HFCS (42%)	71%	29%
Honey	82.4%	17.6%

Conversion factor: 710 g solids in 1,000 g HFCS (42%)/824 g solids in 1,000 g honey = 0.86185048. To replace 1,000 g HFCS (42%) with honey, use 952 g honey and add 138 g of water to the total formula.

### HIGH FRUCTOSE CORN SYRUP (55%) – Honey Substitution (gram basis)

Ingredient	Solids	Water
HFCS (55%)	77%	23%
Honey	82.4%	17.6%

Conversion factor: 770 g solids in 1,000 g HFCS (55%)/824 g solids in 1,000 g honey = 0.934466. To replace 1,000 g HFCS (55%) with honey, use 934 g honey and add 66 g of water to the total formula.

### HIGH FRUCTOSE CORN SYRUP (90%) – Honey Substitution (gram basis)

Ingredient	Solids	Water
HFCS (90%)	75%	25%
Honey	82.4%	17.6%

Conversion factor: 750 g solids in 1,000 g HFCS (90%)/824 g solids in 1,000 g honey = 0.9101942. To replace 1,000 g HFCS (90%) with honey, use 910 g honey and add 90 g of water to the total formula.

### CORN SYRUP (42 DE) – Honey Substitution (gram basis)

Ingredient	Solids	Water
Corn Syrup (42 DE)	80.3%	19.7%
Honey	82.4%	17.6%

Conversion factor: 803 g solids in 1,000 g corn syrup (42 DE)/824 g solids in 1,000 g honey = 0.974246. To replace 1,000 g corn syrup (42 DE) with honey, use 974 g honey and add 26 g of water to the total formula.



As a sweetener, honey imparts exceptional flavors in all bakery foods, including breads, tortillas, cookies, crackers, sweet goods, fillings and toppings. More importantly, it sweetens bakery foods naturally and gives bakers a clean label alternative to other sweeteners. Honey's moisture content also extends the shelf life of baked goods, thereby improving your bakery's bottom line. Use this substitution chart, provided by the National Honey Board, to begin incorporating honey into your baked goods today.

NATIONAL HONEY BOARD

## REFERENCES

## Consistent Measures

For master baker Cyril Hitz, consistency is the secret ingredient. More specifically, the process of measuring out each ingredient by weight is the driving force behind creating decorative and artisan breads and pastries. As CEO of the Web- and workshop-based educational baking company Bread-Hitz, Chef Hitz has made it his personal mission to convince his students to trade in their measuring cups, teaspoons and tablespoons for one fundamental product: the scale.

Educating professional and novice bakers to measure their ingredients by weight – not volume – is a lesson that facilitates the production of consistent, profitable food. "The scale is the first piece of equipment that should be in every kitchen," says Hitz.

In each of his educational DVDs, Hitz stresses to his students that the most important component in baking is ingredient consistency. "Baking breads and pastries is based on science, exact amounts of ingredients are critical to the final product," says Hitz.

In their raw form, the creations Hitz bakes start as doughs and preferments, which can rely on just a half-gram of yeast to catalyze fermentation. Extreme accuracy is needed, as even just the slightest amount of yeast can cause the dough to over-ferment, resulting in a loss of strength, color, and most importantly, flavor. Even slightly over-applying

yeast can cause artisan breads to cave in, requiring time-consuming, costly rework. On hectic deadlines, it can run more than just decorative breads, it can result in lost customers and a tarnished reputation.

However, the need for measurement precision does not just apply to yeast. When baking with spices, accurate quantities are required in relation to the amount of flour used. For example, the correct amount of salt helps to control yeast fermentation, though too much can ruin it. Also, cinnamon generally impedes yeast fermentation and needs to be used judiciously. Therefore, the ability to measure the precise weight of each ingredient can arm bakers with the ability to efficiently manage their food production.

Putting his theory into practice, Hitz had been utilizing scales he thought would stand up to the constant rigors of his kitchen. However, time and again he found that some of the industry's top scales would bow to the pressure of professional baking and dessert creation. Some scales grew increasingly inaccurate as weights approached the scales' limits. "The digital displays never warned me when my ingredients exceeded the maximum weight limit of the scale," says Hitz. "An inaccuracy such as this can correlate directly to spoiled final products, which is completely unacceptable in any kitchen where profit margins hinge on the amount of ingredients

used." Simultaneously, Hitz ran into maintenance problems; he needed scales that could withstand the often messy, wet or powdery substances he would weigh, without having to send products across the globe for repair.

After years of putting scales to the test in his kitchen only to see less than optimal results, Hitz finally found consistently accurate measurements from OHAUS EB and Valor series scales. "The OHAUS EB scale provided me with a combination of repeatable durability that no other product delivered," said Hitz. He specifically points to the combination of toughness, accuracy and price point as the reasons he chose the brand. OHAUS



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# Public Relations

**The National Honey Board has broadened its reach into the candy, dairy and snack food segments, in addition to baking. Working closely with editorial calendars and various publishers, editorial placements were secured in the following publications:**

- Functional Ingredients
- Snack World
- Food Processing
- Baking Buyer
- Modern Baking
- Baking Management
- Baking & Snack Magazine
- Snack Food & Wholesale Bakery



# Marketing and Collateral Materials

## Honey Substitution Guide

- Focused on the wholesale market because of honey's limited visibility in this area.
- National Honey Board currently working with the American Institute of Baking to develop new wholesale formulas for this guide.

## Snack Ideas with Honey Brochure

- Details honey's use in the snack food segment
- Offers ideas on how snack food manufacturers can incorporate honey into an assortment of products.



# Interactive

**National Honey Board's expansion into the baking, snack food, candy and dairy segments warrant a new approach to positioning honey.**

- Focus is on food manufacturers and foodservice professionals.

**To maximize honey's exposure and to position honey as a versatile ingredient, the following websites have been created:**

- [BakingWithHoney.com](http://BakingWithHoney.com)
- [SnackingWithHoney.com](http://SnackingWithHoney.com)
- [CandyWithHoney.com](http://CandyWithHoney.com)
- [DairyWithHoney.com](http://DairyWithHoney.com)



# Events and Tradeshow

## **SNAXPO, March 3-5, 2010**

- The world's largest, most comprehensive trade show devoted exclusively to the international snack food industry
- National Honey Board exhibited at this event and identified three key trends
  - Honey is a dominant flavor and marketing tool.
  - Honey is versatile and can be used in a variety of products.
  - Growth in the number of niche manufacturers who promote cleaner labels (such as one-ingredient honey).





# Events and Tradeshow

## **International Baking Industry Exposition (IBIE), Sep. 26-29, 2010**

- IBIE is known worldwide as the Baking Expo™ that brings together the complete range of equipment, ingredient and supply solutions.
- National Honey Board exhibited at this event; found great interest in using honey from manufacturers in the snack and baking segments.
- A professional baker gave a presentation, created by the Honey Board, about the benefits of honey. The same presentation was also given at the Healthy Baking Seminar





**“Honey... The Way  
Nature Intended!”**



# Topics of Discussion

- Honey and the baking industry
- Honey is nature's perfect sweetener
- Honey's functional benefits
- Baking guidelines for honey
- Honey's marketing benefits
- Consumer perceptions of honey

# Honey's Functional Benefits

Honey's benefits include an array of functional and flavor attributes:

- **Natural Sweetener:** It offers food manufacturers the opportunity to provide a sweet product using a natural sweetener that promotes a clean label.
- **Shelf Life Extender:** Honey's fructose content holds in a bakery food's moisture, thus reducing dry products. Honey's high acidity (average pH 3.91) also inhibits mold growth.

# Honey's Functional Benefits *continued*

- **Flavor:** Naturally occurring organic acids, such as gluconic acid, in honey enhance the flavors of spices, fruits and nuts.
- **Color:** Honey sugars caramelize during baking and add a golden color to bakery foods. The color of honey impacts taste with lighter-colored honey typically having a mild flavor, and dark-colored honey usually having a stronger flavor.
- **Mouthfeel:** Honey naturally coats, binds and thickens products, improving mouthfeel and leading to a more enjoyable eating experience.

# 2010 Ingredient Marketing

## Formulas/Photography

The National Honey Board is investing in the production of commercial/wholesale bakery formulas and photographs.

- Tortilla
- Honey Oatmeal Cookie
- Soft Filled Bar
- Gluten-free Pound Cake
- Soft White Dinner Roll
- Honey Cinnamon Biscuit
- Honey Corn Muffin
- Honey Whole Wheat Bread

These formulas will be featured in the marketing/collateral materials.



# Foodservice Industry

## Public Relations

A decorative graphic at the bottom of the slide featuring a honeycomb pattern. The pattern consists of several hexagons of varying sizes, some of which are outlined in a light yellow color. The pattern is arranged in a way that it appears to be a cross-section of a honeycomb structure, with some hexagons being more prominent than others. The overall effect is a clean, modern, and thematic design element that complements the 'honey' brand mentioned in the text.

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# 2010 Foodservice Program

## Student Culinary Competitions

- Culinary Institute of Charleston (SC)
- College of Southern Nevada (Las Vegas)

## Tradeshows/Events

- Foodservice Educators Learning Community (FELC)
- Catersource
- International Foodservice Editorial Council (IFEC)





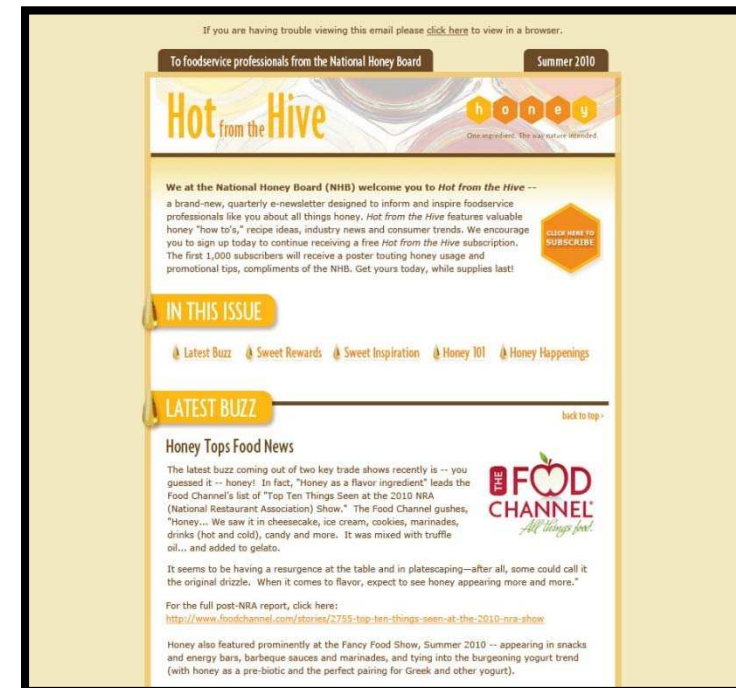
# 2010 Foodservice Program

## Hot from the Hive

- Quarterly e-newsletter geared toward foodservice professionals to inspire them to use more honey
- First issue was sent to more than 46,000 foodservice professionals

## What's your Honey IQ?

- Survey among foodservice professionals to measure their knowledge about honey



# 2010 Foodservice Survey

## **Selected Survey Highlights:**

- Honey is the preferred sweetener, second only to sugar
- 52% of respondents say they specify “pure honey” all or most of the time when purchasing honey
- 18% of respondents used more honey this year, attributing the increase to new menu items (34%) and greater demand (22%)
- Even more (21%) expect to increase their honey usage in 2011

# General Consumer

# Public Relations



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# 2010 Consumer Program Elements

- **Save the Endangered Honey Bear Campaign**
  - Program to raise awareness and help consumers understand the value of checking the label and buying pure honey
  - Activities include: media kit development, production of t-shirts, posters, postcards, NYC CBS Early Show appearance
- **Media Relations**
  - Activities include: Family Feature articles, NYC editor desktide visits, production of an educational video, Meredith Publications test kitchen seminar and blogger conference



# 2010 Consumer Program Elements

- **Cooking With My Honey Bear Recipe Contest**
  - Internet based recipe contest to find unique new honey recipes that consumers submit to win a cookware set
  - Advertised contest on Allrecipes.com
- **Versatility Campaign**
  - Radio media tour discussing great honey recipes that consumers can use while tailgating at sporting events to add flavor and a natural energy booster to their favorite tailgating recipe





# Hispanic

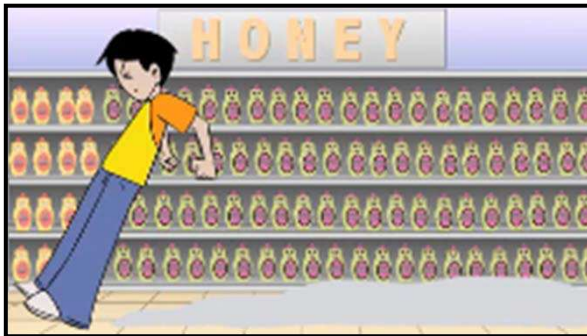
# Public Relations

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# Hispanic Program Elements

- **Honey Purity Campaign, January - December**
  - Program to educate Hispanic consumers on how to differentiate pure honey from honey syrups
  - Activities include: audio news release, public service announcement, media tours and two web based videos (one animated and one in a TV soap opera format)



# Hispanic Program Elements

- **Summer Party Campaign, July – October**
  - Recipe promotion to encourage Hispanic consumers to think of new uses for honey in summer themed recipes
  - Activities include: recipe development, recipe photo shoot and media relations
- **Honey: The Natural Soother Campaign, July - December**
  - Program to educate Hispanic consumers that pure honey is a great natural throat soother
  - Activities include: recipe development, recipe photo shoot, recipe booklet development and media events





# Minor League Baseball

## Team Sponsorships



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# Minor League Baseball



**In 2010, the National Honey Board began its third year of support for Minor League Baseball. Working with five teams, the National Honey Board expanded its honey messaging through a strong in-park promotion and broadcast media presence.**



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# Events & Tradeshows

honey

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# Events and Trade Shows

**Throughout 2010, NHB marketing staff participated in several trade shows and events. Each tradeshow or event was focused around at least one of honey's many benefits.**

## **Energy & Nutrition :**

- International fitness convention**
- National dieticians conference**
- National youth volleyball tournament**

## **Versatile Culinary Ingredient:**

- International culinary conference**



# Social Media

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# Social Media

- Become a fan on Facebook: National Honey Board
- Become a follower on Twitter: @NationalHoney
- Read our blog, *Straight from the Hive*, on [www.honey.com](http://www.honey.com)
- Direct any social media questions, concerns or comments to Emily Jack: [emily@nhb.org](mailto:emily@nhb.org).

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Twitter logo, featuring the word "Twitter" in its signature white script font on a light blue rectangular background.

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# Honey

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energy

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Sign up for our newsletter  
**THE HONEY FEAST**  
*Delicious recipes for the honey lover.*

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## Hot from the Hive

A complimentary e-newsletter for  
foodservice professionals from the  
National Honey Board.

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## HONEY LOCATOR



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### Featured Recipe



#### Apple Honey Crisp

The trees are turning, the breeze has become cooler and long-sleeved shirts have made their arrival for the year. Quilts...[More](#).

### Straight from the Hive

#### It's National Honey Month!

*Posted by Emily on Fri, September 03, 2010 - 2:29 PM*

Before you take a bite of that crisp apple or ripe pear, take a second to salute the humble honey bee who pollinates it and about 80 percent of our nation's agricultural crops. These hard-working bees also keep us in constant supply of sweet-tasting honey for consumption. September is National Honey Month, providing a perfect opportunity to celebrate nature's original sweetener. Americans consume nearly 1.5...





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THANK YOU

