

HONEY OVERVIEW

category trends | honey on menus



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key findings

1

After a slight downturn following the pandemic, honey has emerged as a growing ingredient. Projected growth is positive across all segments, with strongest growth projected at QSRs. Honey also continues to trend positively on college & university menus.

2

Among restaurants that serve items with honey, limited-service restaurants feature it in the most dishes. Across segments, honey is offered in higher numbers among food menu items than beverages, although it's growing in both more food and beverage items across the menu.

3

While honey is dominantly menued among American, pizza, and sandwich restaurants, further opportunity lies in expanding into global cuisines. Take advantage of honey's versatility to pair it with growing global, spicy flavors and incorporate it in dishes inspired by cuisines from around the world.

4

Honey sauces with a spicy element – most notably “hot honey”, sriracha honey, and ginger honey – continue to grow in prevalence. Lean into this trend and explore the spicy honey space for new innovations that might be the next big hit.

5

Honey continues to pair very strongly with chicken. Chicken is found in the most common dishes featuring honey (salads, sandwiches, chicken strips) along with the fastest growing dishes (boneless and bone-in wings, fried chicken sandwiches, and chicken & waffles).

honey trends on restaurant menus

SAVORY SAUCES & FLAVORS

MAC



inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

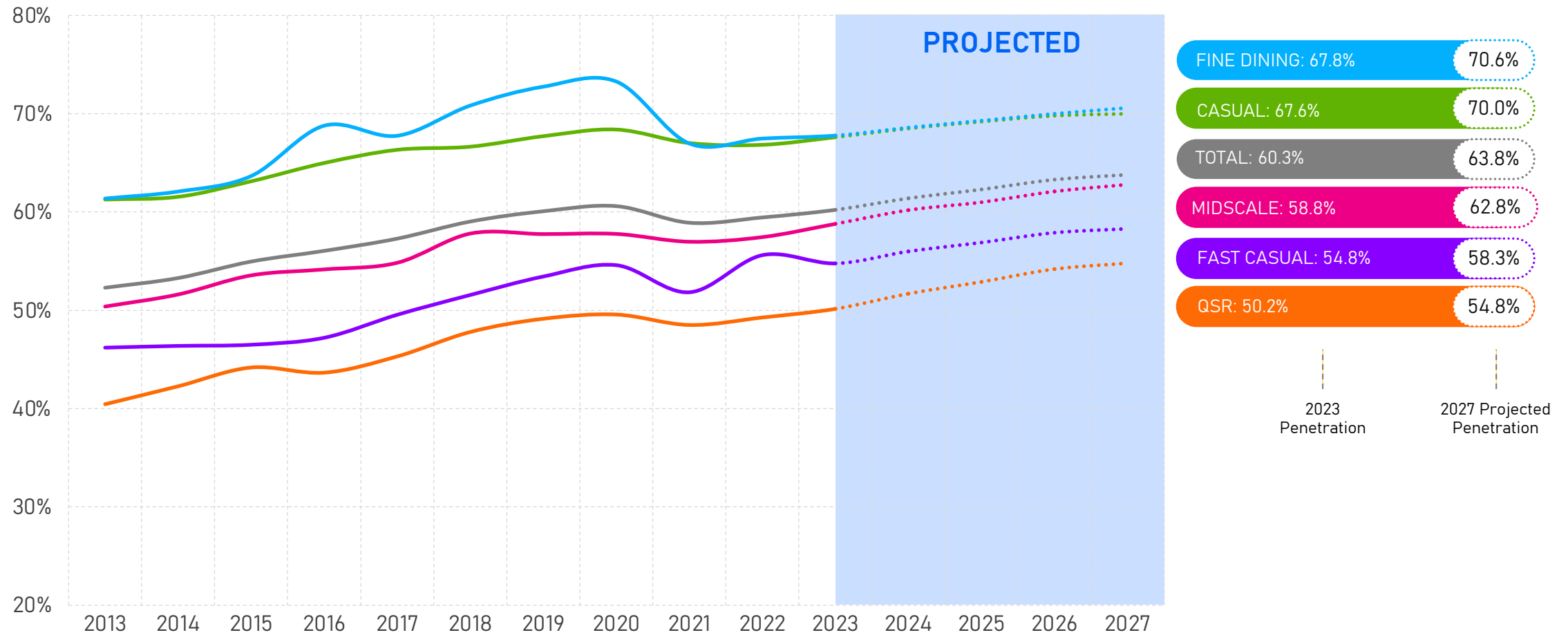
ubiquity
find it just about anywhere

While some segments lag pre-pandemic heights, the recent pattern of growth projects a strong path forward for honey.

As evidenced by honey's continued success in fine dining restaurants, its status as a premium sweetener holds steady.

HONEY

penetration trend by segment

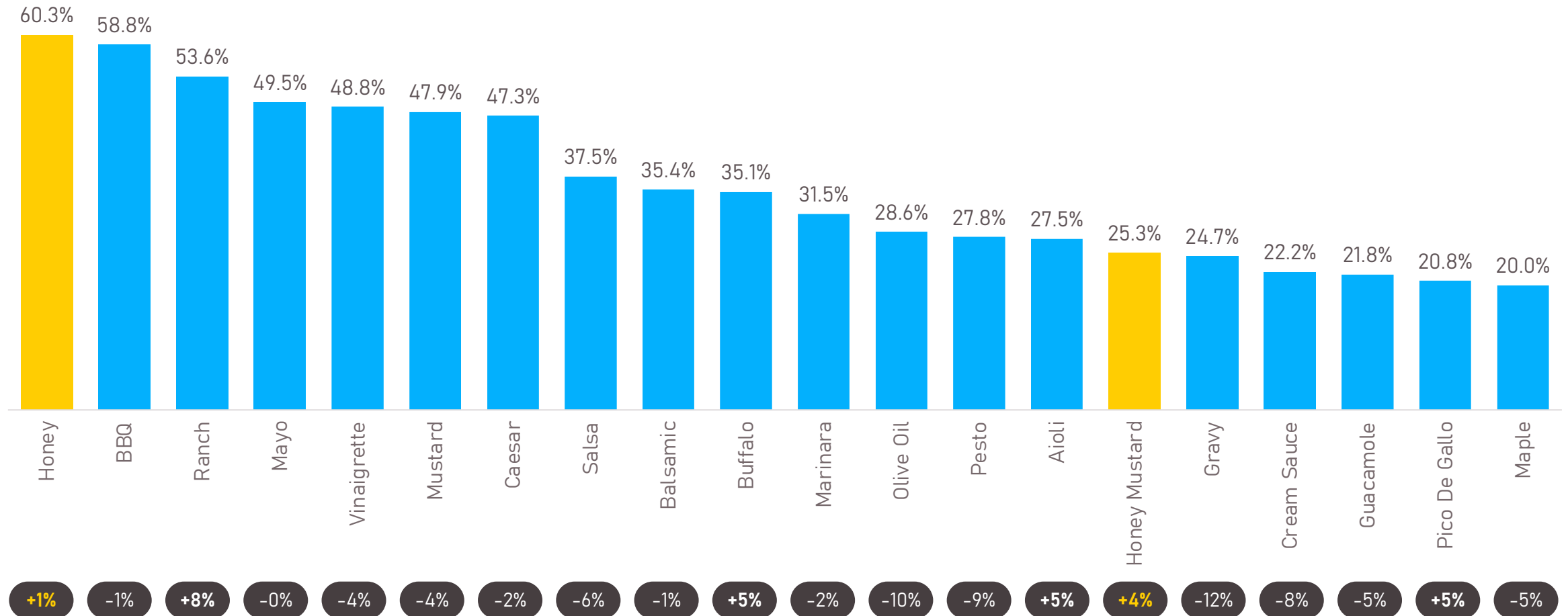


Found on more menus than any other sauce, honey also continues to grow in prevalence.

- Innovative opportunities for honey-infused sauce varieties exist, as proven by the rising penetration of honey mustard.

TOP SAUCES

ranked by penetration and 4-year growth

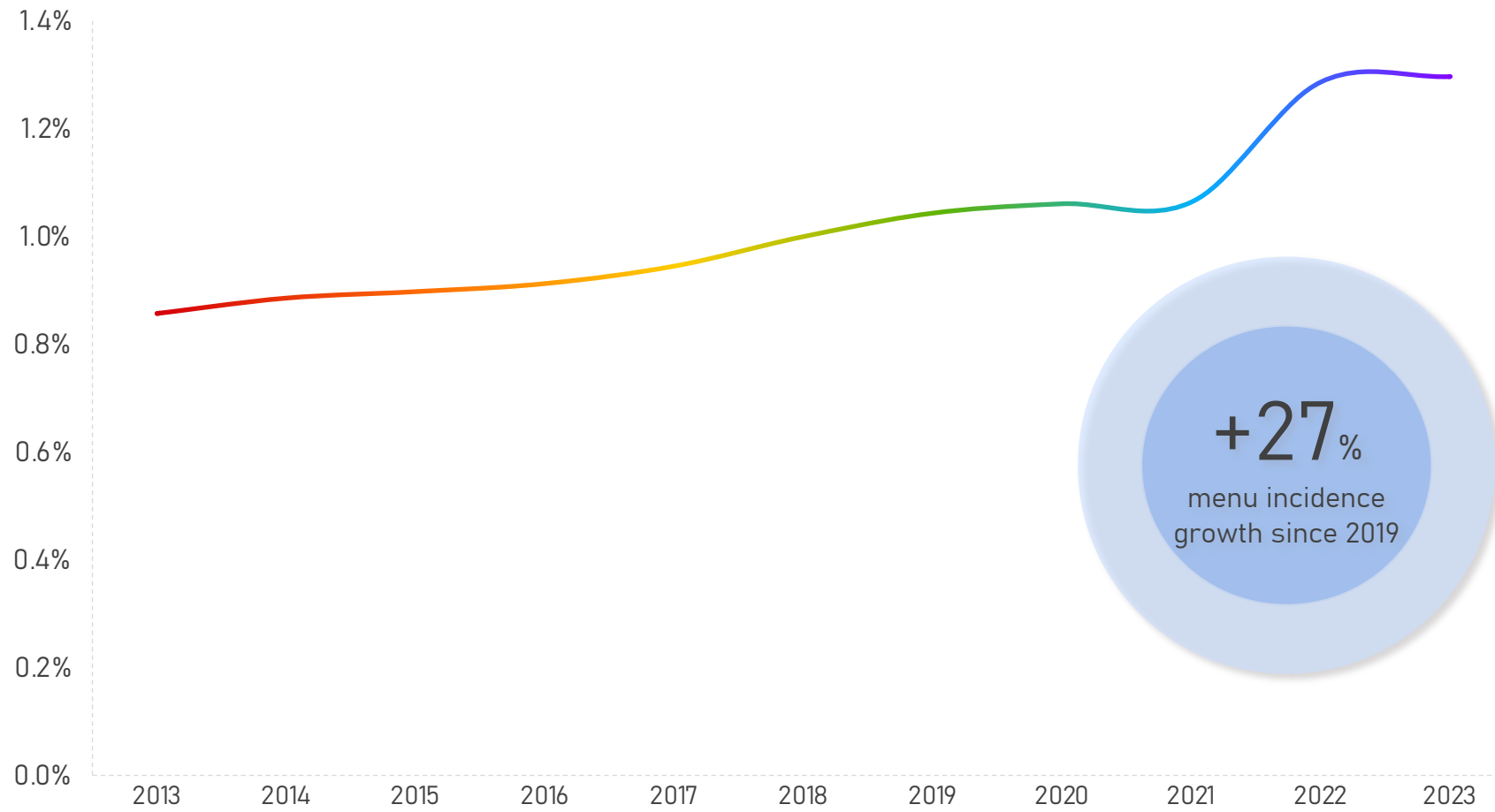


As sweet and spicy flavors gain traction on menus, honey is commonly featured among wings and sandwiches in flavors like hot honey, honey BBQ, honey sriracha, and honey garlic.

- Honey's sharp growth in incidence is attributable to its wide variety of applications across menu categories.

HONEY

incidence time trend & incidence distribution



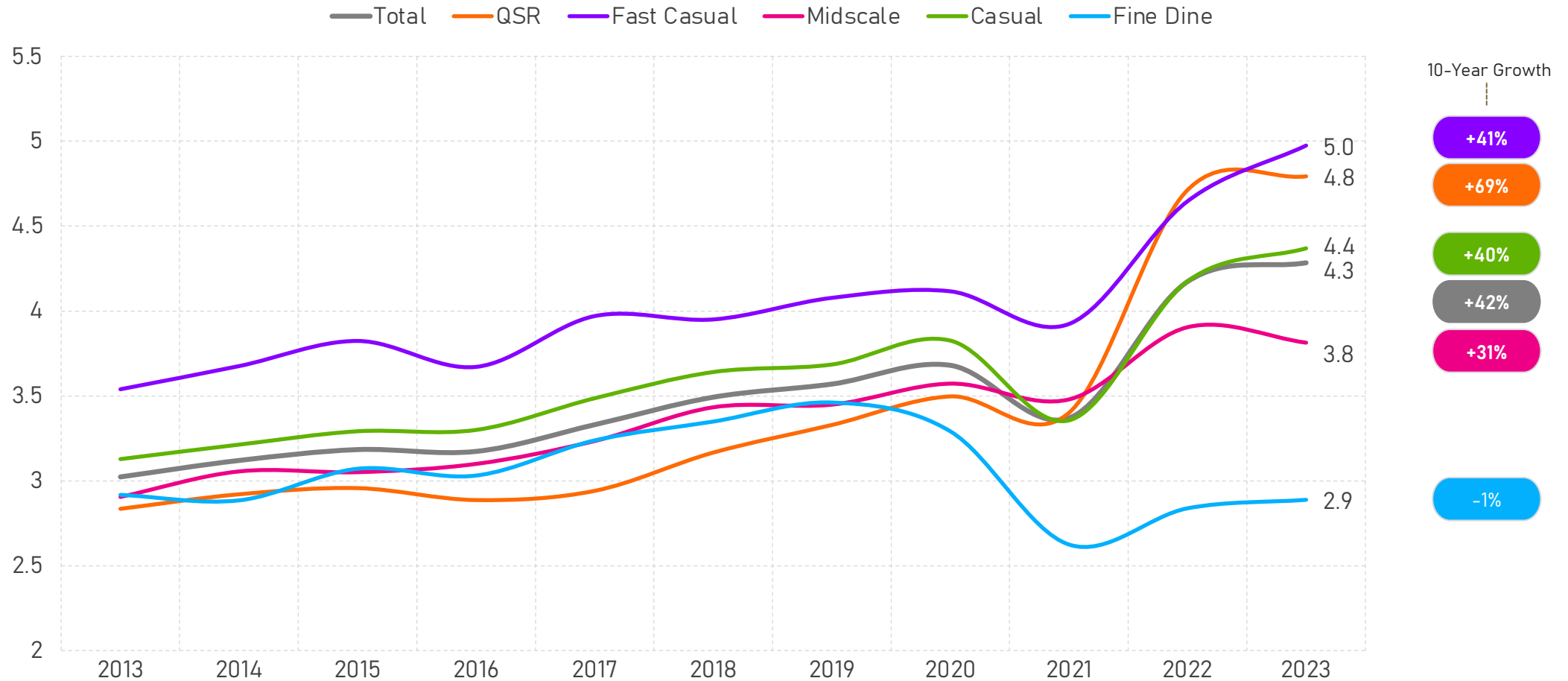
APPLICATIONS	DIST %
Wings	11.3%
Entrée Salad	7.8%
Hot Sandwich	7.1%
Combos/Multi Protein	6.5%
Chicken Main Entree	5.8%
Condiment/Topping	5.4%
Cold Sandwich	5.1%
Cocktail/Mixed Drink	4.9%
Pizza	4.6%
Fried Protein App	2.9%
Appetizer Salad	2.7%
Other Entree	2.3%
Bottled Spirit	2.0%
Bread Appetizer	1.9%
Ethnic Dessert	1.6%
Beer	1.4%
All Other Item Types	27.0%

With the exception of fine dining, honey continues to be featured among more and more menu items per restaurant across segments.

QSRs and Fast Casuals feature honey in the highest number of menu items; roughly 5 menu items per operator feature honey.

HONEY

average number of items time trend by segment

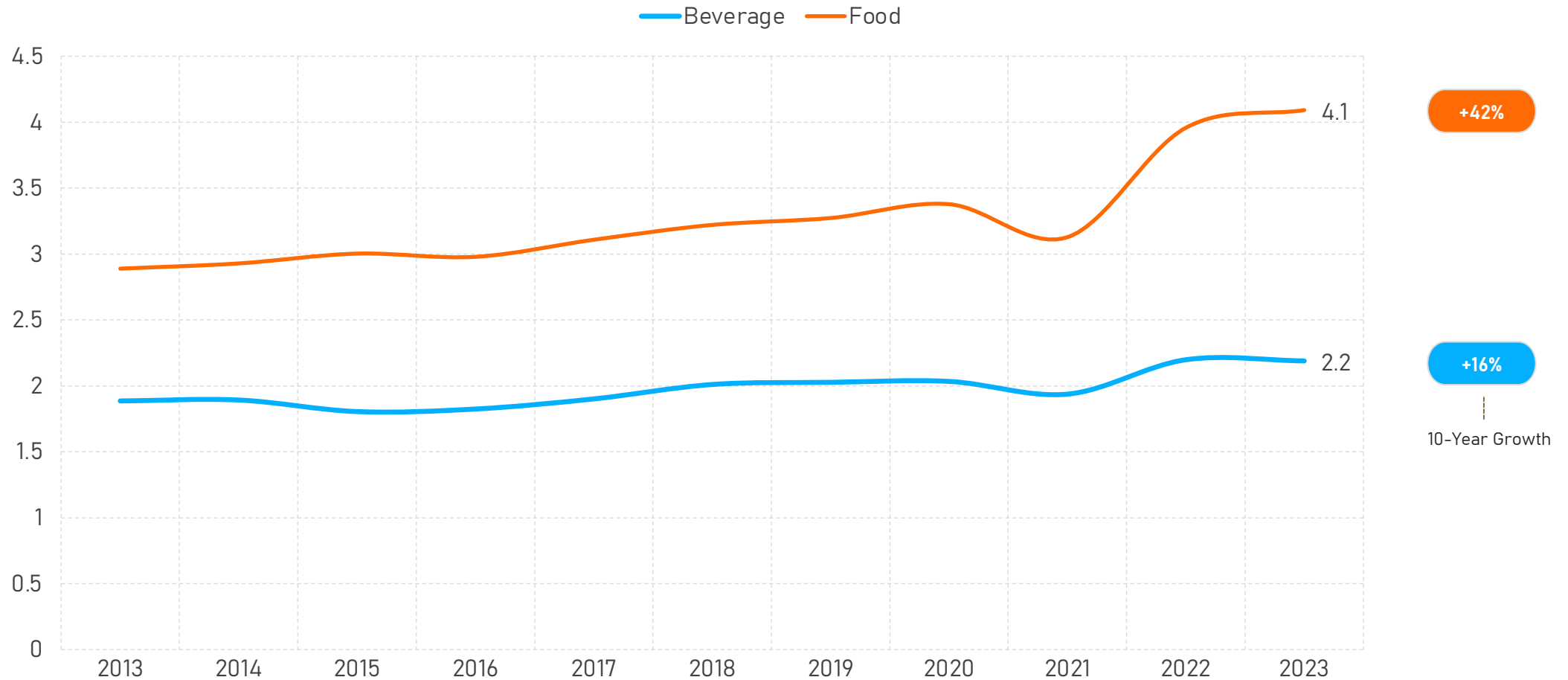


On average, operators feature honey in roughly four food items and two beverage items on the menu.

- Diversify honey applications by looking for trending cocktails that feature honey, such as a Bees Knees or hot toddy.

HONEY

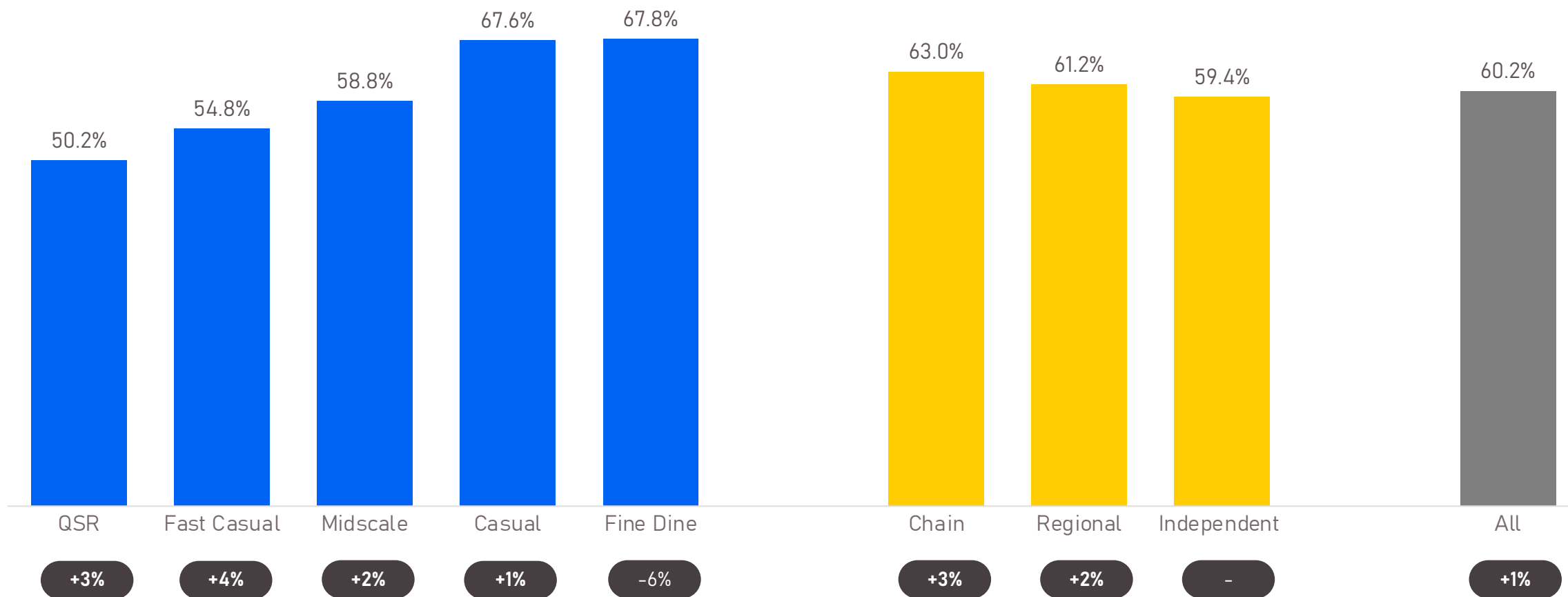
average number of items time trend by segment



Although honey is slightly more common among full-service restaurants, limited-service restaurants are expanding honey usage faster than full-service.

HONEY

penetration by segment and restaurant type and 4-year growth

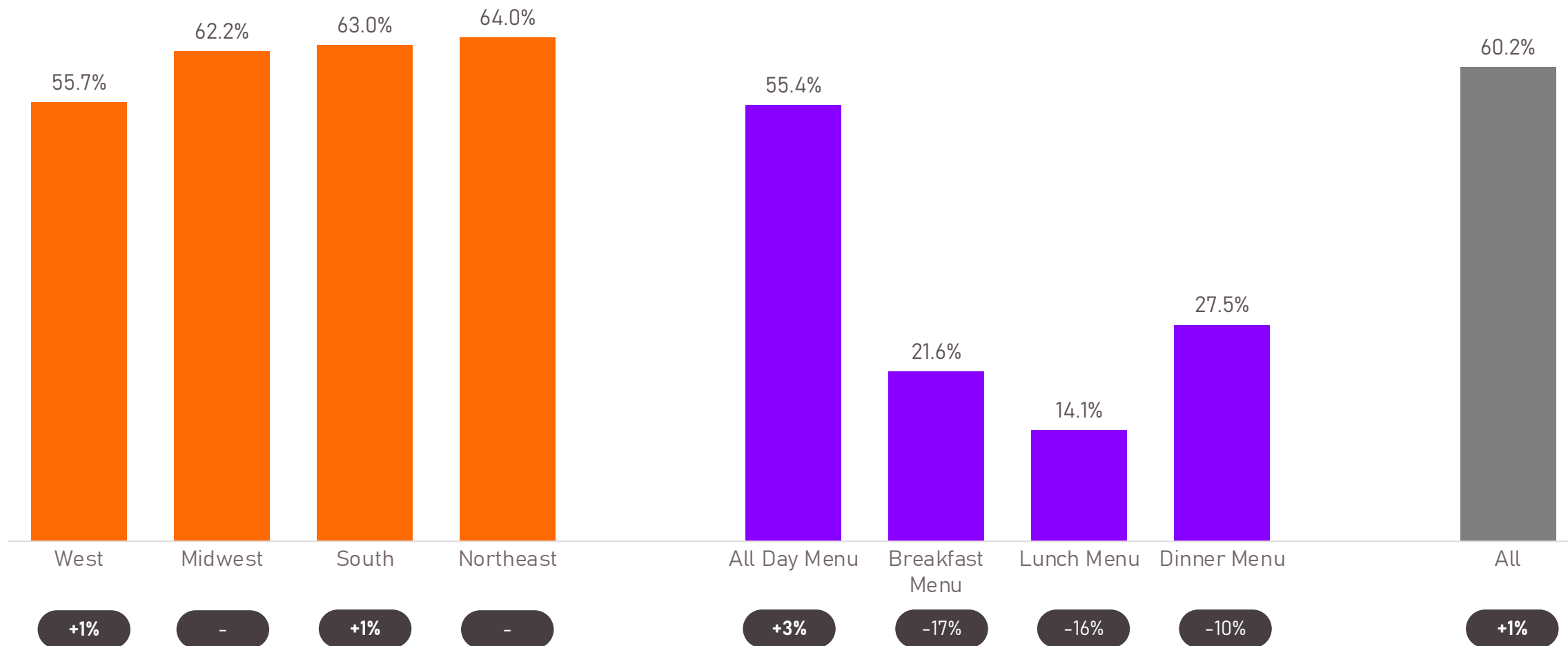


Lunch menus present the greatest opportunity for growing honey menu presence.

- While honey is relatively evenly menued across segments, its penetration is slightly lower in the West, which may represent another opportunity for honey expansion.

HONEY

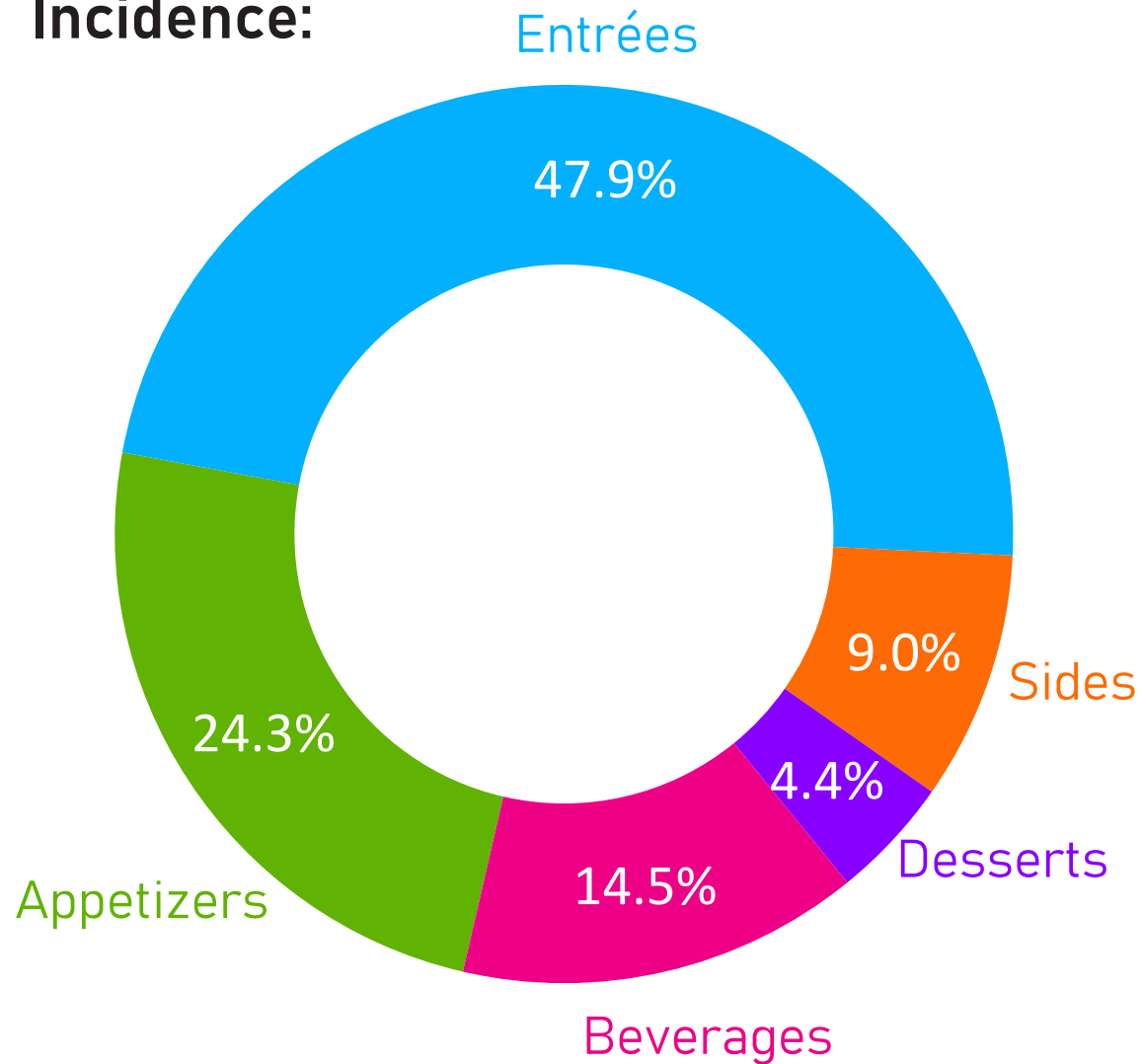
penetration by regions and dayparts and 4-year growth



Honey is growing among entrees, appetizers, and sides – likely due to the growing trend of sweet and spicy combo flavors like hot honey.

- Almost half of all menu items that feature honey are entrees, followed by appetizers and then beverages.
- Honey is most commonly menued among entrees; it appears on roughly a quarter of appetizer menus; and it is evenly menued among sides and beverages.

Incidence:

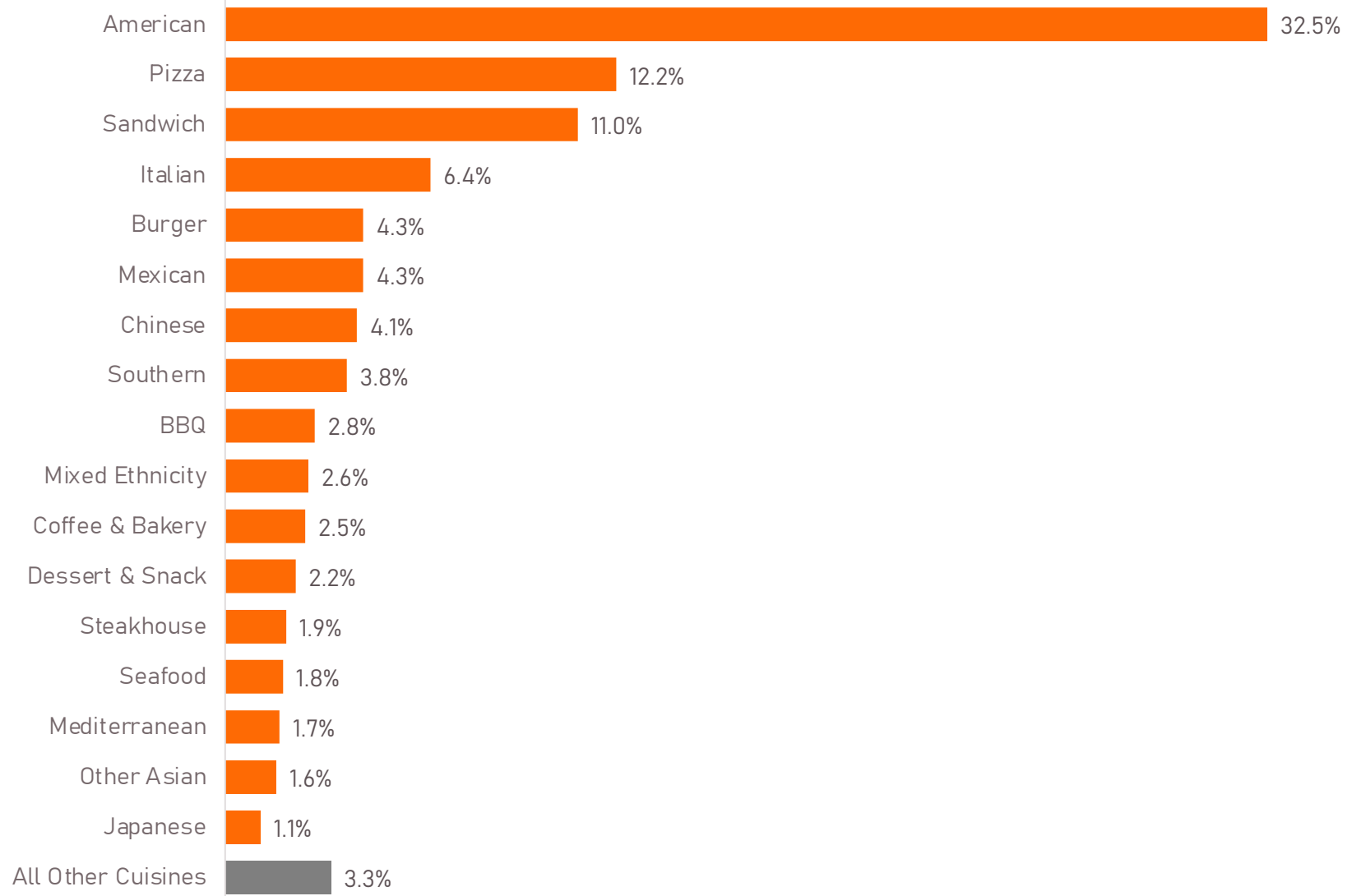


Penetration:

Menu Part	Penetration	4-Year Growth
Entrees	38.0%	+3%
Appetizers	26.6%	+6%
Sides	17.2%	+32%
Desserts	9.1%	-5%
Beverages	17.1%	-5%

HONEY

incidence distribution by cuisine type



Opportunities abound to boost honey's presence in non-American cuisines. Lean into established honey success stories such as pairing it with hot flavors to innovate on multicultural honey-based dishes.

MOST MENUED HONEY VARIETALS AND FLAVOR PAIRINGS

	MENU PENETRATION	4-YEAR GROWTH
Honey Mustard	25.3%	+4%
Hot Honey	5.1%	+98%
Honey BBQ	5.0%	+14%
Honey Glazed	3.3%	-15%
Honey Butter	3.1%	+14%
Honey Dijon	2.9%	-14%
Honey Syrup	2.3%	+13%
Sriracha Honey	1.8%	+58%
Honey Garlic	1.7%	+53%
Honey Lime	1.5%	+25%
Chipotle Honey	1.3%	+7%
Local Honey	1.3%	-2%
Honey Dressing	1.2%	-29%
Honeycomb	1.1%	+12%
Honey Lemon	1.1%	+10%
Honey Balsamic	0.9%	-12%
Honey Vinaigrette	0.9%	-34%
Honey Ginger	0.8%	+25%
Truffle Honey	0.8%	-3%
Organic Honey	0.5%	+47%
Wild Honey	0.5%	-21%

Honey paired with spicy flavors such as sriracha and ginger continues to proliferate. Look for other spicy pairings that can join this trend, such as chili-infused honey.



MOST MENUED DISHES AND BEVERAGES FEATURING HONEY

	MENU PENETRATION	4-YEAR GROWTH
Salad	25.9%	-6%
Sandwich	20.4%	-6%
Chicken Strip	19.3%	+2%
Wing	16.2%	+40%
Fries	10.7%	+3%
Shrimp	7.5%	-13%
Tea	6.5%	-23%
Pizza	6.1%	+55%
Chicken Sandwich	6.0%	+15%
Chicken Salad	5.7%	-12%
Beer	5.3%	+14%
Salmon	5.3%	-13%
Yogurt	5.0%	-30%
Wrap	5.0%	-20%
Boneless Wing	4.7%	+173%

Many dishes historically using honey have seen dips in penetration, but American pub favorites like wings, pizza, and beer present growing opportunities.



FASTEST GROWING DISHES AND BEVERAGES FEATURING HONEY

	MENU PENETRATION	4-YEAR GROWTH
Boneless Wing	4.7%	+173%
Bone In (Wing)	2.7%	+170%
Chef Salad	1.1%	+111%
Fried Chicken Sandwich	1.7%	+102%
Pizza	6.1%	+55%
House Salad	2.2%	+46%
Bowl	3.8%	+41%
Chicken And Waffles	1.9%	+40%
Baklava	1.6%	+32%
Garden Salad	2.0%	+24%
Taco	1.6%	+22%
Bee's Knees	1.5%	+18%
Cider	2.2%	+17%
Pretzel	3.3%	+9%
Chicken Tender	12.6%	+5%

The versatility of honey shines through as it is a growing pairing with American favorites like wings and fried chicken sandwiches, as well as globally-inspired dishes like bowls, baklava, and tacos.



honey examples at
restaurants



Hot Honey Fried Shrimp

Outback | July 2023

Tender, bite-sized shrimp hand-breaded with our signature Bloomin' Onion spices and cooked until golden brown. The dish is **drizzled with house-made hot honey** and spicy signature bloom sauce, topped with Fresno chilies and **served with hot honey**.



Korean BBQ Baby Carrots

Seasons 52 | March 2023

Gochujang chili paste, **honey**, ginger, sesame seeds.



Hot Honey BBQ Hand-Breaded Chicken Tenders

Shane's Rib Shack | March 2023

Try our new **Hot Honey** BBQ Sauce on fried or grilled Tenders.



Honey-Herbed Crispy Chicken Sandwich

Culver's | June 2023

Whole white meat chicken topped with an herbed cream cheese spread, **Mike's Hot Honey® drizzle** on a toasted brioche bun.



From The Fair Corn Dogs

Marie Callender's | June 2023

All-beef hot dogs hand dipped to order in our famous cornbread batter and fried until golden brown. Four half-dogs served with our **housemade honey spread**.



Old Fashioned Cedar Plank Salmon

Bonefish Grill | December 2022

Cedar plank roasted Salmon, brushed with a Jim Beam **honey bourbon glaze**, finished with Bordeaux cherry gastrique and fresh grated orange zest. Served with a choice of two signature sides.



Tim Tam Sundae

Outback | July 2023

Creamy vanilla ice cream rolled in Arnott's Tim Tam cookie crumbles, drizzled with chocolate and caramel sauce, and topped with whipped cream, Tim Tam cookies and **honey caramel popcorn** for a salty sweet crunch.



Peanut Butter Banana Crunch Flatbread

Tropical Smoothie Cafe | January 2023

Peanut butter, banana, granola and **honey**.



Crispy Rice Treat

Sweetgreen | November 2022

Crispy organic brown rice, quinoa, and puffed millet—naturally sweetened with **honey date caramel** and just 6g of sugar.



Sweet and Smoky

Famous Dave's | July 2023

Kurvball Original Barbeque Whiskey, pineapple, lemon, **honey**, dry rub rim.



Honey Caramel Crunch Iced Coffee

First Watch | June 2023

Iced coffee with salted caramel and **honey flavors** topped with sweet cream cold foam and toffee crumbles.



Luxe Punch

P.F. Chang's | April 2023

Zacapa No. 23 Rum, Angostura bitters, lemon, pineapple, Chinese five-spice, **honey**.

APPETIZERS

Restaurant	Item	Description
Lincoln Tavern And Restaurant	Baked Goat Cheese Dip	housemade mixed berry jam, toasted almonds, katz honey , iggy's sourdough
Square Peg Pizzeria	Beet Dropper Salad	baby kale, red and gold beets, goat cheese, crushed pistachios, crispy prosciutto and a honey lemon vinaigrette . gluten free.
Punch Bowl Social	Cilantro Wings	sambal, honey , lime juice, buttermilk dressing.
Feller	Foragers Crostini	local chèvre, marinated mushrooms, ipa honey reduction , porcini crema, herbs.
Alchemist Barrister	Fried Brussels Sprouts	coconut oil, toasted coconut flakes, pomegranate smoked honey aioli . gluten free, vegetarian.
Bistro Campagne	Fromage Et Charcuterie	chef's selection of cheese and charcuterie, candied pecans, beet mustard, seasonal fruit, cornichons, pink peppercorn honey , country bread.
Yellowstone Cafe	Homestyle Chicken Tenderloins	seasoned tender strips, crunchy and served with dijon honey mustard sauce .
Amura Japanese Restaurant	Honey Beef Short Rib	beef short ribs, marinated in our special blend honey marinade and grilled to perfection.
Chin's Asia Fresh	Honey Ginger Salad	mixed greens, carrots, mandarin oranges, green onions and crispy canton noodles tossed with honey ginger dressing garnished with green onions and sesame seeds.
Fish City Grill	Smokin Hot Shrimp	grilled shrimp, honey chipotle sauce , diced jalapeno, bleu cheese crumbles.
Pa'ina Lounge & Restaurant	Sriracha Honey Wing	lime juice, soy sauce, butter

SIDES

Restaurant	Item	Description
India Quality Restaurant	Blueberry Nan	whole wheat or white flour bread made with blueberries, coconut and honey
La Vie	Crispy Brussels	golden raisins, burnt honey , yogurt.
Beauty And Essex	Crispy Panko Vidalia Onion Rings	miso honey mustard and sambal ketchup.
Spartina	Grilled Olive Ciabatta	pugliese ricotta, bloom wild honey .
Magnolia Pancake Haus	Haus Bretzel	made by texas bakery, slow dough, it is the perfect combination between a pretzel and a slice of doughy bread. served with our haus shiner beer cheese, grain mustard and honey butter .
Wit Or Witout	Honey Bbq Boneless Chicken Bites	smothered with choice of sauce.
Blackwood Bbq	Honey Cheddar Cornbread	batched fresh and baked daily. sweet corn and cheddar cheese batter.
Wildflower Bread Co	Millionaire's Bacon	caramelized to perfection and drizzled with honey .
Byblos	Roasted Carrots	harissa with cilantro cress, and orange blossom honey .
Zookz	Side Black Bean And Corn Salad	black beans, corn, tomatoes, fresh basil and feta cheese tossed in a honey balsamic vinaigrette .
Café Gratitude	Strawberry, Banana, Almond Butter Toast	sesame levain toast, chia seed, hempseed, coconut shreds, raw honey .

ENTREES

Restaurant	Item	Description
Mac Gregor's Grill & Tap Room	Bayou Burger	cajun spiced angus reserve burger, avocado, jalapenos, pepper jack cheese, lettuce and tomato with a honey chipotle mayo spread.
Protein Bar	Berry Banana Parfait	organic whole milk yogurt, strawberries, blueberries, banana, chia seed and raw organic honey .
Sancho Pistola's	Brussels Sprout Tacos	pickled jalapeno, caramelized shallot puree, sherry honey vinaigrette .
Talula's Garden	Buttermilk Fried Chicken And Waffle	maple sage gravy, and hot honey drizzle .
Enza Pizzeria	Chicken Parmesan	marinara, mozzarella cheese, arugula, spicy honey .
Joanne's Gourmet Pizza	Honey Dijon Chicken Pizza	chopped chicken breast and our famous honey dijon sauce .
Siamese Basil Thai Restaurant	Honey Duck	roasted tender duck, sliced and sauteed with honey ginger glaze , served on bed of veggies.
Charleston Sports Pub	Honey Lime Grilled Shrimp Quesadilla	fresh grilled shrimp tossed in a honey lime sauce with pico, cilantro and shredded lettuce.
Maru Sushi & Grill	Nirvana Roll	tempura smoked salmon, crab salad, avocado, cream cheese, eel sauce, honey wasabi aioli , orange tobiko, scallion.
Ground Round	Turkey Pretzel Sandwich	shaved turkey, smoked bacon, and swiss cheese with crispy lettuce, tomato, and honey mustard on a grilled pretzel roll.
Grill Smith	Wild Mushroom Meatloaf	pan seared, chili rubbed, honey-bourbon cracked pepper glaze .

DESSERTS

Restaurant	Item	Description
Honeygrow	Apple Pie Honeybar	apples, roasted apples, streusel crumble, candied pecans, whipped cream, and our local wildflower honey . gluten free.
Flippers Pizza	Bacon Honey Buns	smoked all-natural bacon, hand-rolled dough, cinnamon glaze, local honey , powdered sugar.
Jalisco Norte	Carlota De Limon	cookies soaked in eggless custard, mango yogurt sauce, honey cookie crumble , meringue.
Blue Giant	Chinese Donuts	five spice honey butter , chocolate milk.
Dallas Grilled Cheese Co	Dgc Bread Pudding	pecans, cranberries, cinnamon, vanilla icing, honey-bourbon mascarpone with a brown sugar caramel drizzle. made with locally-sourced eggs.
Yogurtland	Honey Roasted Peanut	our special dark-roasted peanuts blend deliciously with a touch of sweet honey that will leave you wanting more. gluten free.
Afuri	Kinako Honey Cake	honey poached apples , kuromitsu caramel, buttermilk ice cream, apple chips.
Guard & Grace	Luxardo Cherry Cheesecake	oreo crust, bourbon honey ice cream , tart cherry compote, chocolate orange crumble, honeycomb brittle
Spartina	Mascarpone Panna Cotta	wild sage honey .
Bunk	Ruby Jewel Ice Cream Sandwiches	vanilla bean with chocolate chip cookie, honey lavender with lemon cookie, salted caramel with chocolate cookie, or butterscotch with oatmeal cookie.
Republic Kitchen Taphouse	The Pb And J Crisp	fresh macerated berries with peanut butter mousse, honey whipped cream , eat good granola and lemon zest.

NA BEVERAGES

Restaurant	Item	Description
Power Smoothie	Banana Bo' Bana Smoothie	double bananas, non-fat milk and honey .
Aladdin's Eatery	Carrot Smoothie	freshly squeezed carrot juice, banana and honey . vegetarian, gluten-free.
Biggy Coffee	Frozen Honey Cinnamon Vanilla Latte	honey and vanilla with a dusting of cinnamon.
Grain And Berry	Healer Juice	orange, lemon, ginger and honey .
11Hauz	Homemade Limeaid	fresh lemon and lime hand-squeezed and mixed with honey and organic brown sugar.
Bella Vista Coffee Shop	Honey Cappuccino	double espresso shot, milk, organic honey , and cinnamon.
Kung Fu Tea	Honey Oolong Milk Tea	a simple twist to our original milk tea. honey milk tea is made with our longan honey and golden oolong tea. this versatile sweet drink can be paired nicely with all our toppings.
Double Chin	Hot Yuzu Tea	refreshing citrus tea lightly sweetened with honey . caffeine free.
Amelie's	Lavender Honey French Soda	our traditional lavender honey french soda brought back with a twist lavender honey syrup , sparkling water, ice and topped with honey drizzle .
Nature's Way Cafe	Nutty Buddy Shake	peanut butter, banana and honey .
Everytable	Turmeric Ginger Honey Shot	small but mighty. this 2 ounce cold-pressed wellness shot is packed full of nutrients with lemon, apple juice, ginger, honey , turmeric, and black pepper.

COCKTAILS

Restaurant	Item	Description
Gigglewaters	Bourbon Sazerac	old forester 100 proof, peychauds and angostura bitters, honey syrup and an absinthe wash.
Independent	Crime Of Passion	anejo rum, passionfruit, honey grapefruit , lemon, tiki bitters.
Cbd Provisions	English Milk Punch	blended scotch whisky, guyanese rum, amontillado sherry, pineapple, phoenix honey oolong tea , battenkill valley milk curd, lemon, spices.
La Merenda	Green With Envy	cazadores tequila, cucumber juice, lime juice, black peppercorn honey syrup , tonic bitters, snap pea garnish.
Bedford Hall	Honeysuckle Mule	tito's handmade vodka, elderflower liquor, honey simple syrup , dash of lime juice, organic ginger beer
Merus Grill	Hummingbird Martini	cathead honeysuckle vodka, honey syrup , fresh basil , jalapenos.
Whistle Binkies Olde World Pub	Maple Toddy	crown royal maple with lemon juice, honey and hot water.
Coriander Modern Indian	Mumbai Mule	tito's vodka, fresh fig jam, house cured honey-ginger syrup , lime juice.
Matchbox American Kitchen + Spirit	Pineapple Smash	belle isle honey habanero moonshine , pineapple, sprite.
Yolan	Smoke And Honey	chattanooga whiskey, forthave coffee liquer, smoked honey , black walnut bitters.
Frankford Hall	Stroopwafel	dutch caramel waffle, vanilla w/ graham crackers, caramel syrup and honey whiskey .

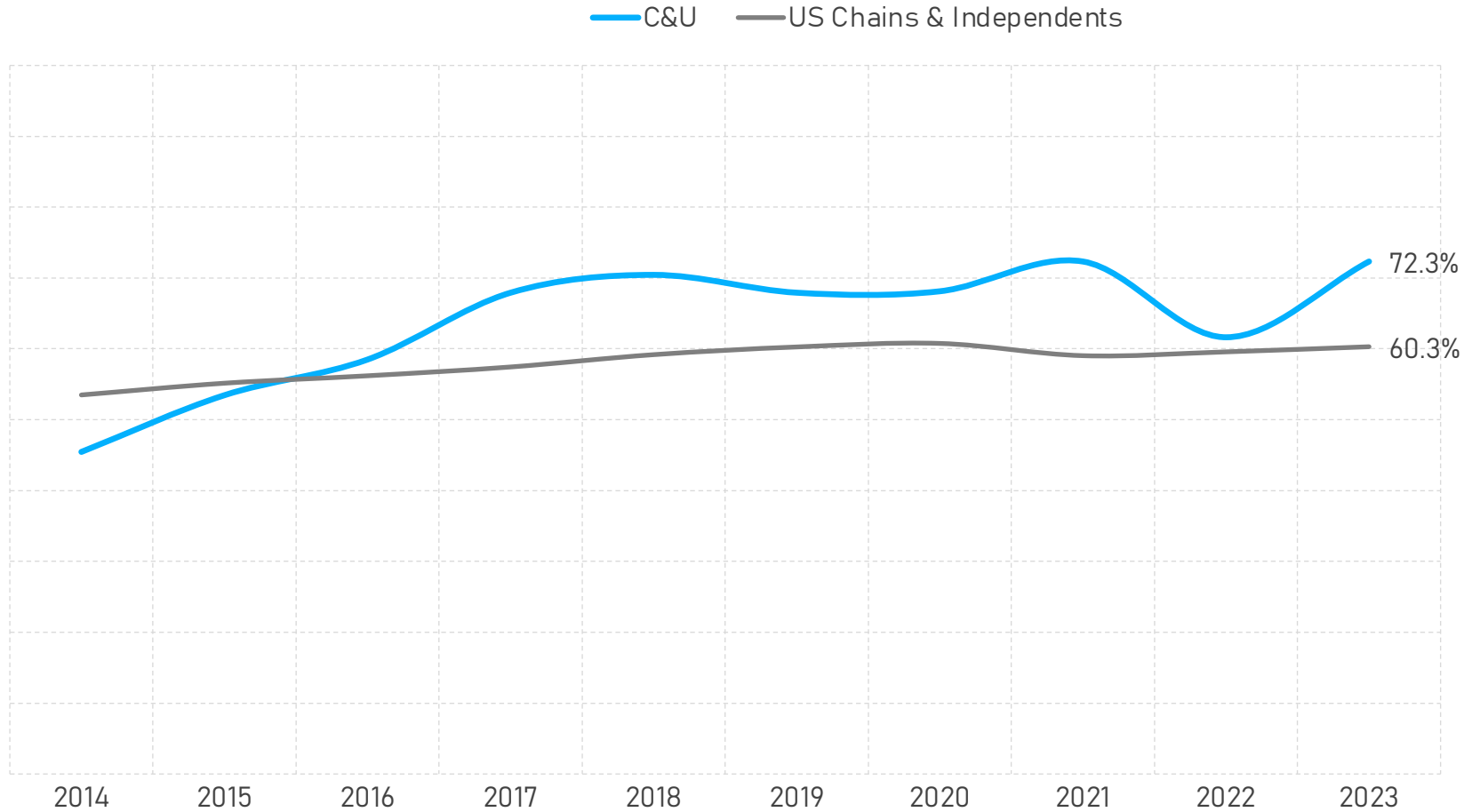
honey trends at
college & university

With the strong growth starting in the mid 2010's, honey is now offered at over seven-in-ten college cafeterias.

Incidence is slightly lower at C&U compared to chains and independents (0.9% vs. 1.3%), but honey applications are growing across both segments.

HONEY

penetration by segment



+35%

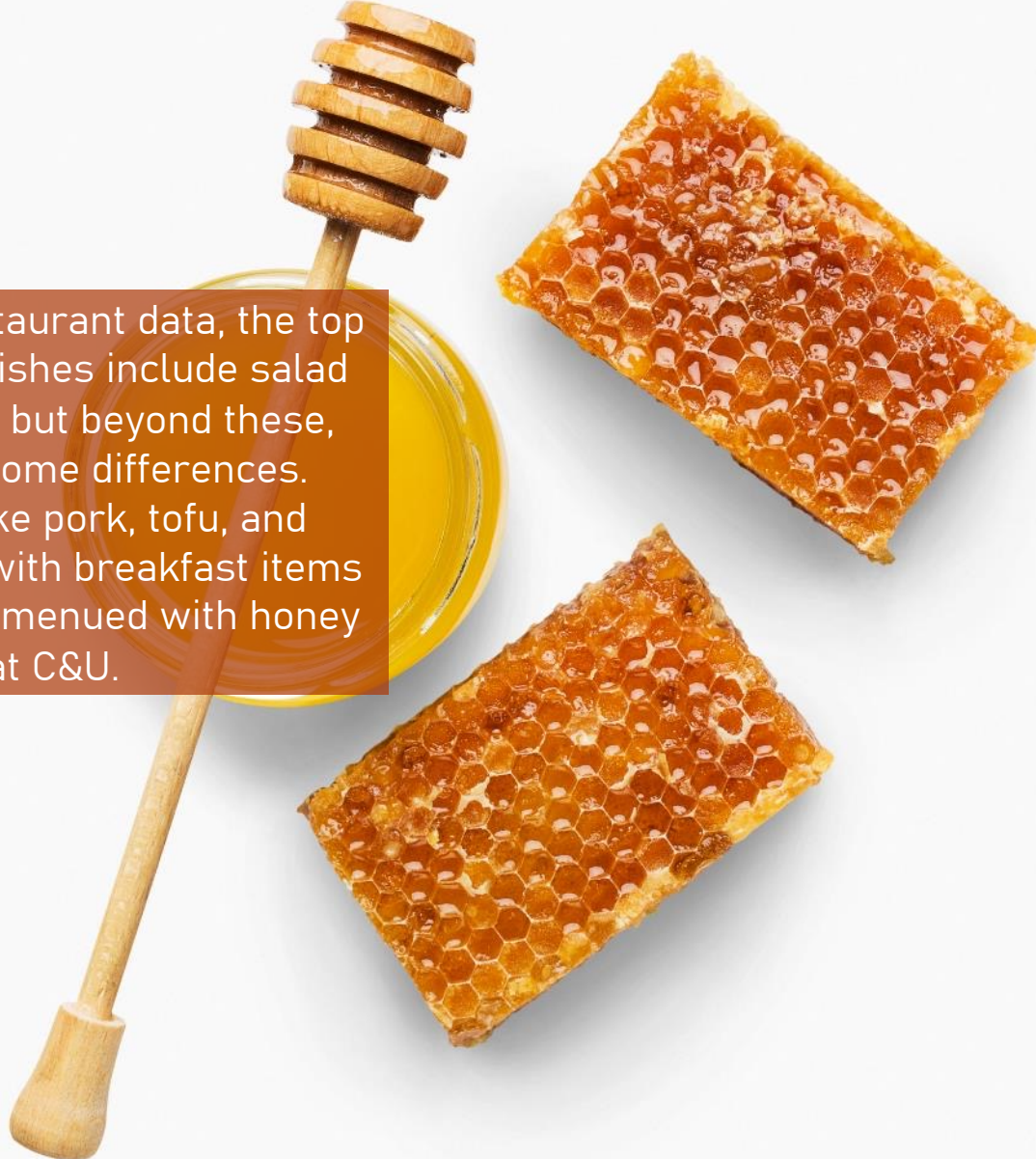
+11%

9-Year Growth

+22%
9-Year
incidence
growth at C&U

MOST MENUED HONEY PAIRINGS (DISHES, PROTEINS, VARIETIES)

Similar to restaurant data, the top paired C&U dishes include salad and chicken, but beyond these, there are some differences. Proteins like pork, tofu, and turkey along with breakfast items are top items menued with honey at C&U.



	C&U PENETRATION	4-YEAR GROWTH
Honey Mustard	52.2%	-1%
Salad	34.8%	+109%
Chicken	33.9%	+26%
Granola	27.0%	+4%
Honey Glazed	23.5%	-35%
Carrot	22.6%	-6%
Orange	13.0%	-26%
Honey Balsamic	12.2%	+10%
Pork	11.3%	-24%
Potato	11.3%	-42%
Honey Butter	9.6%	+29%
Tofu	9.6%	+15%
Turkey	9.6%	-26%
Ham	8.7%	+57%
Honey Siracha	8.7%	+213%
Honey BBQ	7.8%	-66%
Honey Lemon	7.8%	+41%
Yogurt	7.8%	+69%
Oatmeal	7.0%	+++
Sandwich/Wrap	7.0%	-6%
Corn Dog	6.1%	+10%

VEGETARIAN

College/University	Item	Description
Northwestern University	Honey Sriracha Tofu	vegetarian, mindful.
University of Akron	Sweet Potato Salad	roasted sweet potatoes, pecans, green onion and peppers with a spiced brown sugar honey dressing. vegetarian.
King's College	Honey Butter Corn on the Cob	gluten free. vegetarian.
Northen Vermont University	Honey Blueberry Cheesecake Bar	vegetarian, gluten free.
University of Kentucky	Paprika Roasted Vegetables	roasted eggplant, peppers and onions tossed in smoked paprika and honey vinegar. vegetarian
Whittier College	Corned Impossible Beef topped with Spinach, Cremini Mushrooms	corned impossible beef and served with steamed cabbage, herb buttered new potatoes, roasted carrots with dill and honey , vegan butter used for cabbage and potatoes, vegetarian.
Augsburg College	Pickled Beet Salad	sliced beet and yellow onions tossed with balsamic- honey dressing. vegetarian. gluten-free.
Gannon University	Mango Coconut Yogurt Smoothie	mango, vanilla yogurt, coconut milk, honey and ice. vegetarian, gluten free.
University of California-Davis	Overnight Oats with Berries	rolled oats prepared in soy milk, yogurt, and honey . garnished with fresh berries, almond butter and our house chocolate granola. vegetarian and halal.
Northern Maine Community College	Boost Up Pear and Feta Salad	fresh pear, roasted beets, feta and almonds tossed with a spinach, kale and romaine blend and sweet and tangy honey dijon dressing. vegetarian.
University of Richmond	Honey Custard French Toast	vegetarian.

metrics

Food trends follow a predictable life cycle.

The MAC helps you determine a trend's current life stage, as well as its potential for future advancement



inception

Trends start here. Inception-stage trends exemplify originality in flavor, preparation, and presentation.

IN FOODSERVICE

Ethnic Indies
Fine Dining

AT RETAIL

Ethnic Markets
Farmers Markets
(Rare Elsewhere)

adoption

Adoption-stage trends grow their base via lower price points and simpler prep methods. Still differentiated, these trends often feature premium and/or generally authentic ingredients.

IN FOODSERVICE

Gastro Pubs
Upper Casual
Fast-Casual
Food Trucks

AT RETAIL

Specialty Grocery
Gourmet Food
Shops
Food Hall

proliferation

Proliferation-stage trends are adjusted for mainstream appeal. Often combined with popular applications (on a burger, pasta, etc.).

IN FOODSERVICE

Casual Chains
QSR Chains
Progressive C-Stores
Colleges

AT RETAIL

Mainline Grocery
Mass Merchant
Club Stores

ubiquity

Ubiquity-stage trends have reached maturity and can be found across all sectors of the food industry. Though often diluted by this point, their inception-stage roots are still recognizable.

IN FOODSERVICE

Family
Restaurants
Traditional C-Stores
K-12
Healthcare

AT RETAIL

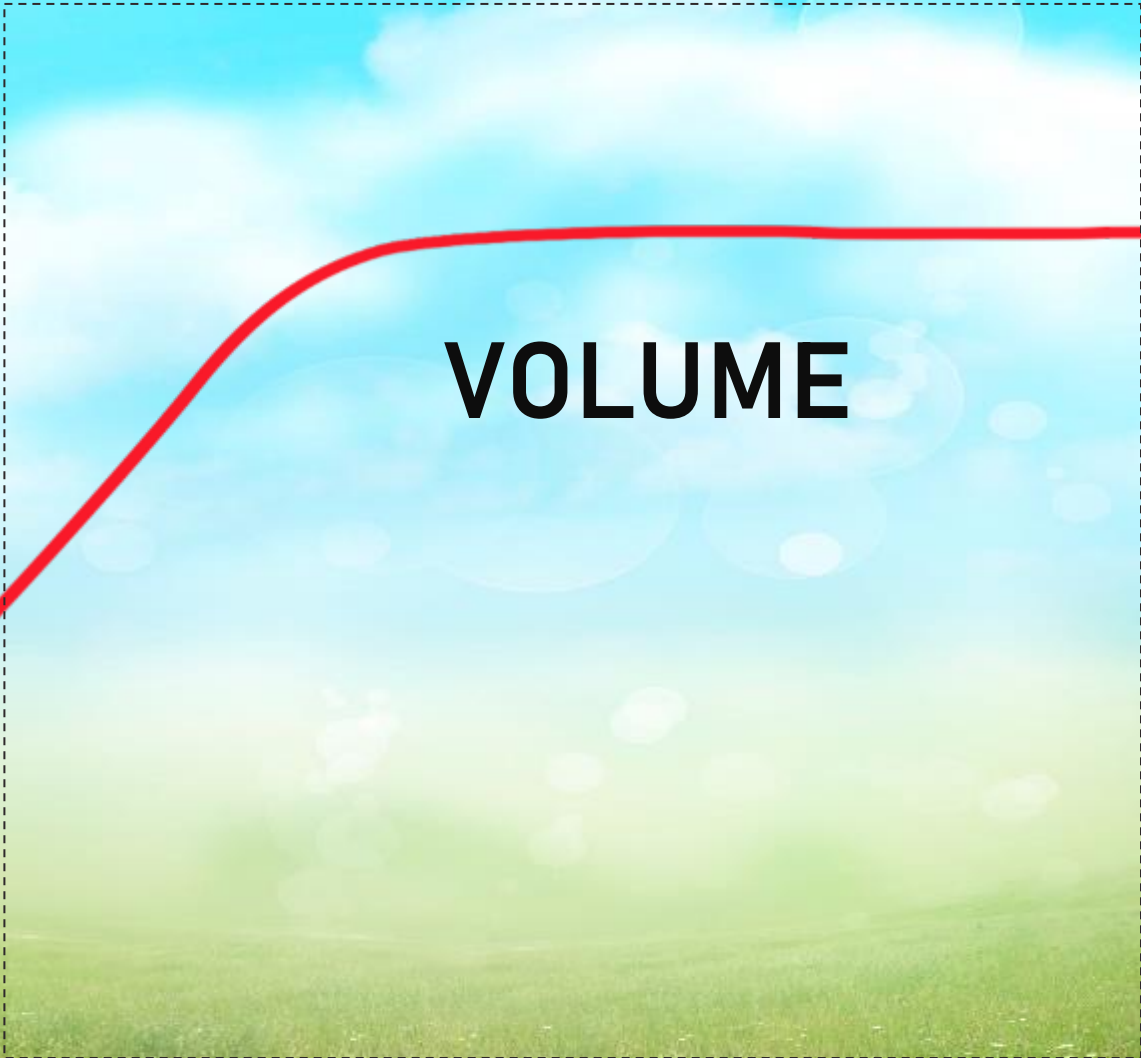
Drug Stores
Dollar Stores

excitement

volume



menu
adoption
cycle



inception
fine dining, mixology, earliest stage

adoption
trendy restaurants + specialty grocers

proliferation
chain restaurants + mainstream grocery

ubiquity
find it just about anywhere

RESTAURANT SEGMENTS



MENUTRENDS METRICS

MenuTrends is the industry's most accurate system for tracking trends at commercial and non-commercial restaurants. The primary U.S. Chains & Independents database is comprised of 4,800 restaurants which are balanced to the U.S. restaurant landscape. Data is reported using two key metrics:

PENETRATION | INCIDENCE

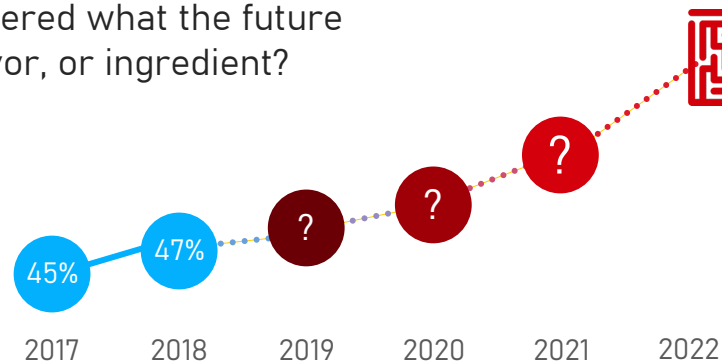
% of RESTAURANTS that serve that food, flavor, or ingredient.

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.

% 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.

Have you ever wondered what the future holds for a food, flavor, or ingredient?



Haiku

Datassential's machine learning platform

Haiku analyzes MenuTrends' historic library of millions of menu items to identify patterns. Those patterns are used to forecast future trends for any term in the database. Haiku can predict an item's menu penetration up to 4-years in the future with a directional accuracy of 97%.

Track, analyze, and report on several thousand LTOs each year. Each month, INSIDER captures new items, returning items, LTOs, and even test market items. Chain websites, social media outlets, trade publications, and email promotions are monitored to capture every item release by top chains and more!



Coverage

Chains & Retailers Tracked

- US Chain Restaurants (n=263)
- C-Stores (28)
- Grocery Deli (n=41)
- Canadian Chains (n=57)
- Meal Kits (n=31)

Capabilities

- Search over 170,000 item releases with full descriptions and pricing
- **Visualize** it with pictures of thousands of new items and LTOs each year
- **Customize** monthly alerts for the chains and food categories you care about
- **Analyze** major chains and menu categories with instant presentations

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.

