

Menu Tracker

Datassential Menu Trends
October 2020





Background & Methodology

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.

PENETRATION

% 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.

INCIDENCE

% 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.

PRICE

MEDIAN PRICE of items that feature that food, flavor, or ingredient.

This is the median price of the menu item featuring that ingredient at the time of data collection. Regional pricing is not reflected.

Restaurant Segments



A close-up, warm-toned photograph of a wooden honey dipper resting in a jar of honey. The dipper is positioned diagonally across the frame. A decorative dotted line starts near the dipper's head and extends towards the right edge of the image. The text "Honey Menu Trends" is overlaid in white on the left side.

Honey Menu Trends

Summary

Honey is found on 61% of menus and is projected to **grow 3 percentage points in the next 4 years**. It has the highest penetration on **fine dining menus**.

Honey usage has grown in the **non-alcoholic beverage category**. Honey works as a natural superfood and functional ingredient in many trending health-focused beverages, such as **matcha latte, kombucha, and functional juices**.

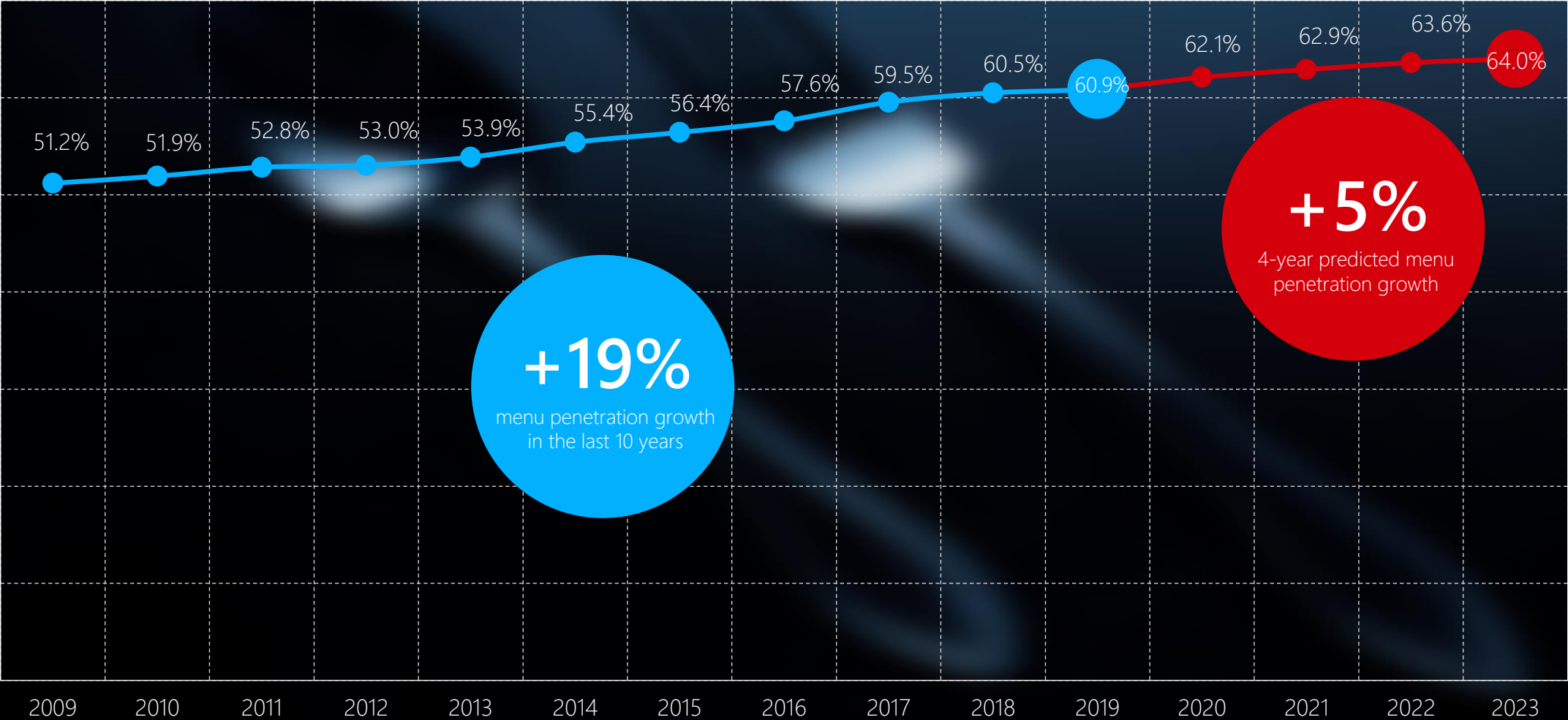
Honey is growing in the vintage cocktail space. It's used both as a sweetener and counterbalance to vinegar or bitter liquors like shrubs, Campari, and fernet.

Chicken and honey pairings are growing through the **introduction of southern classics** like chicken thighs, fried chicken sandwiches, and chicken & waffles.

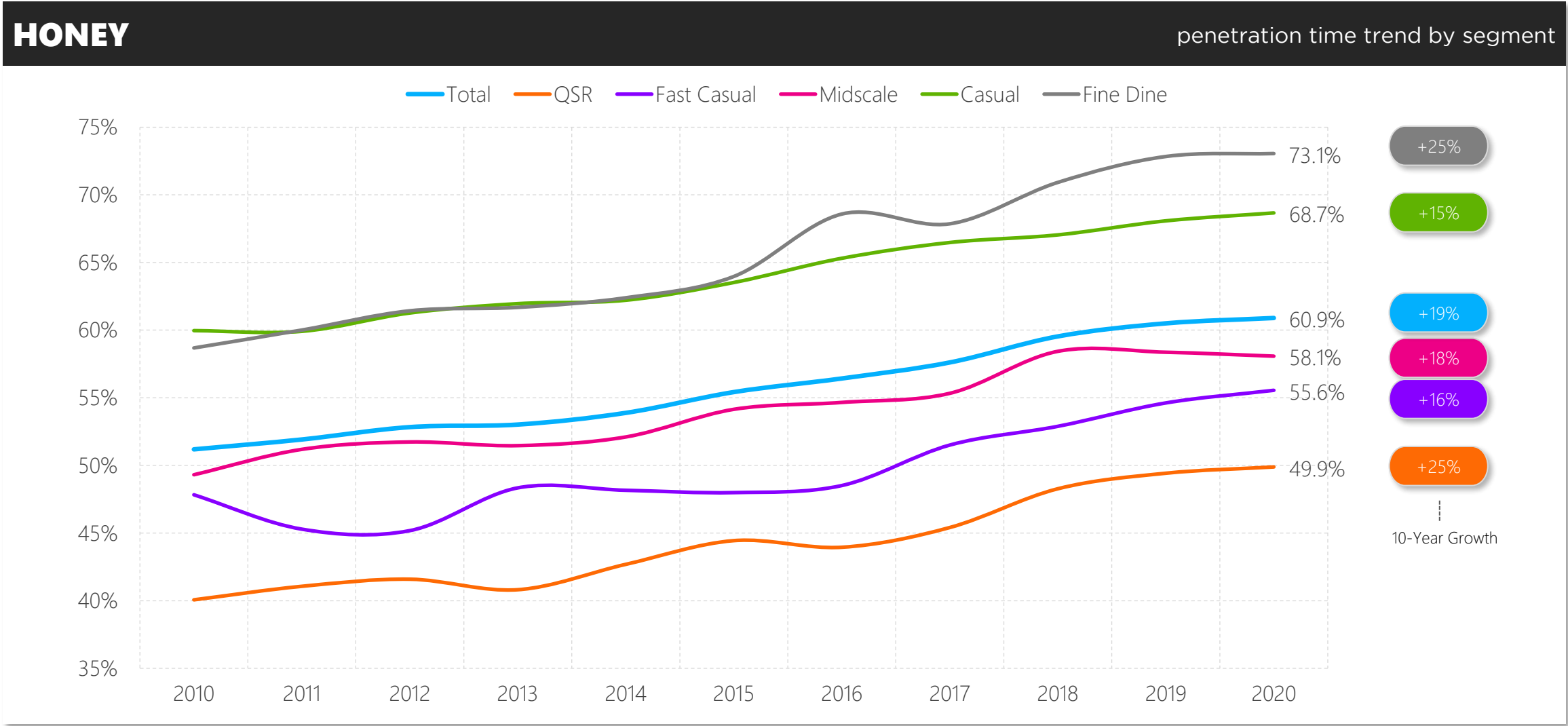
Honey is recognized for its flavor versatility. Beyond the traditional honey mustard, honey can take on **bold, spicy flavors** like spicy honey, hot honey, and habanero.



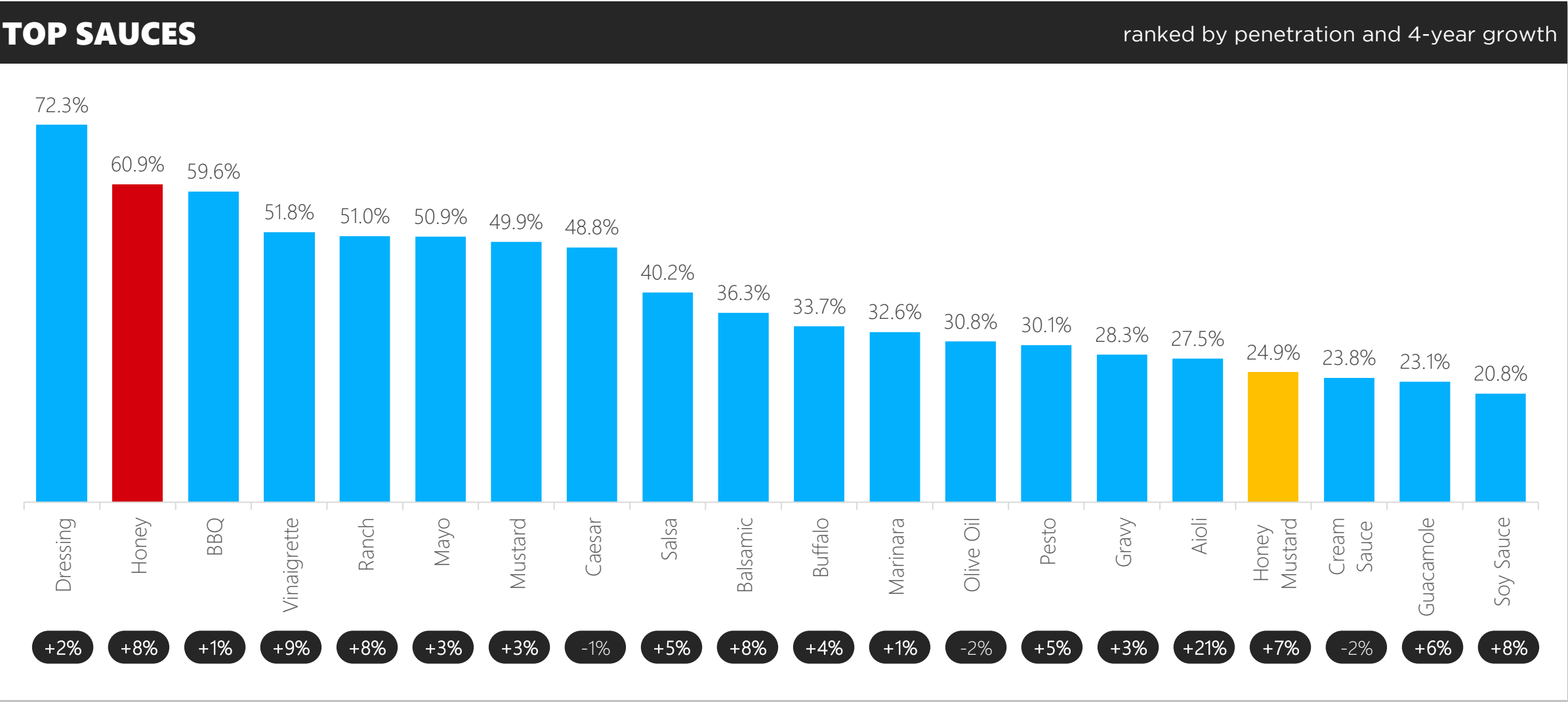
Honey 10 year growth and forecasted growth



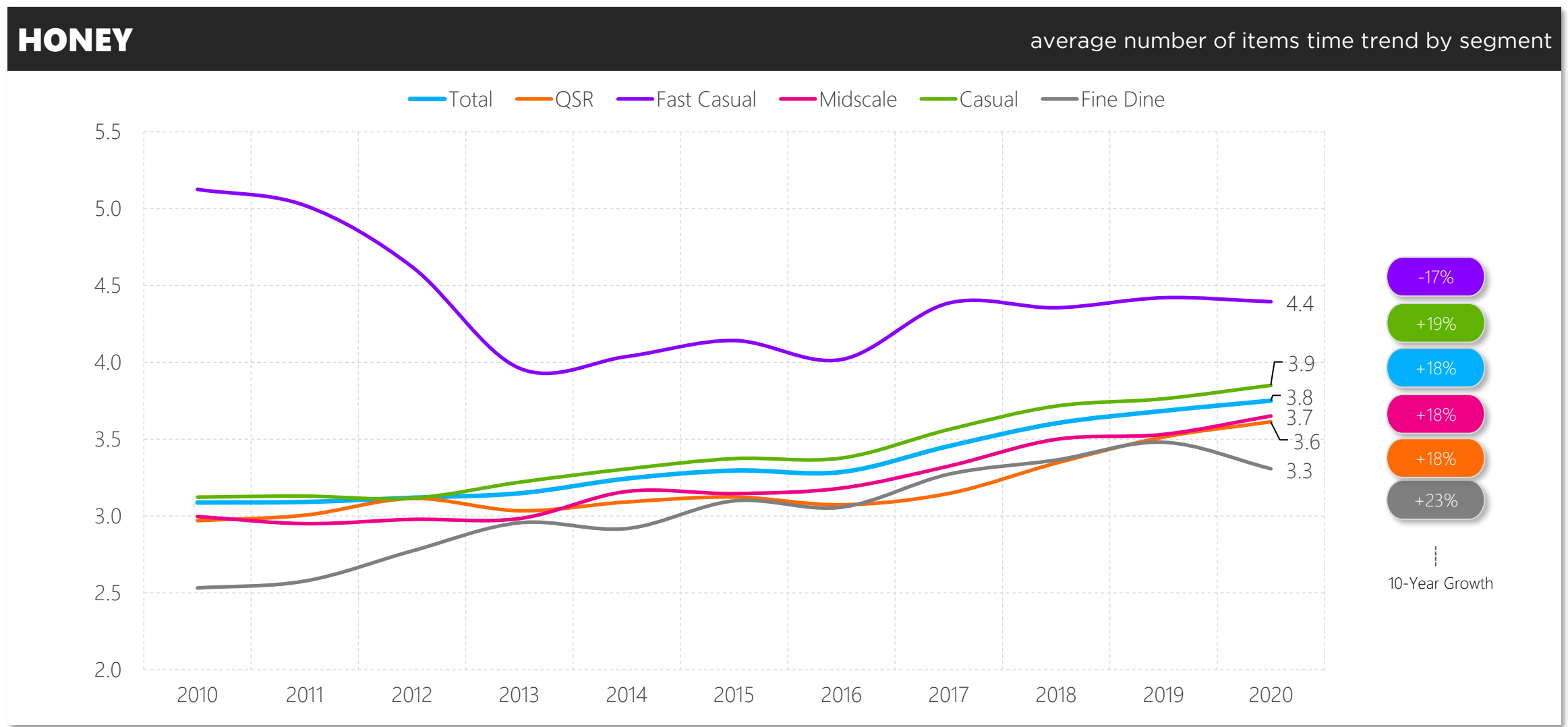
Honey penetration grew or was stable across all channels compared to 2019. Fine dining continues to have the highest honey penetration.



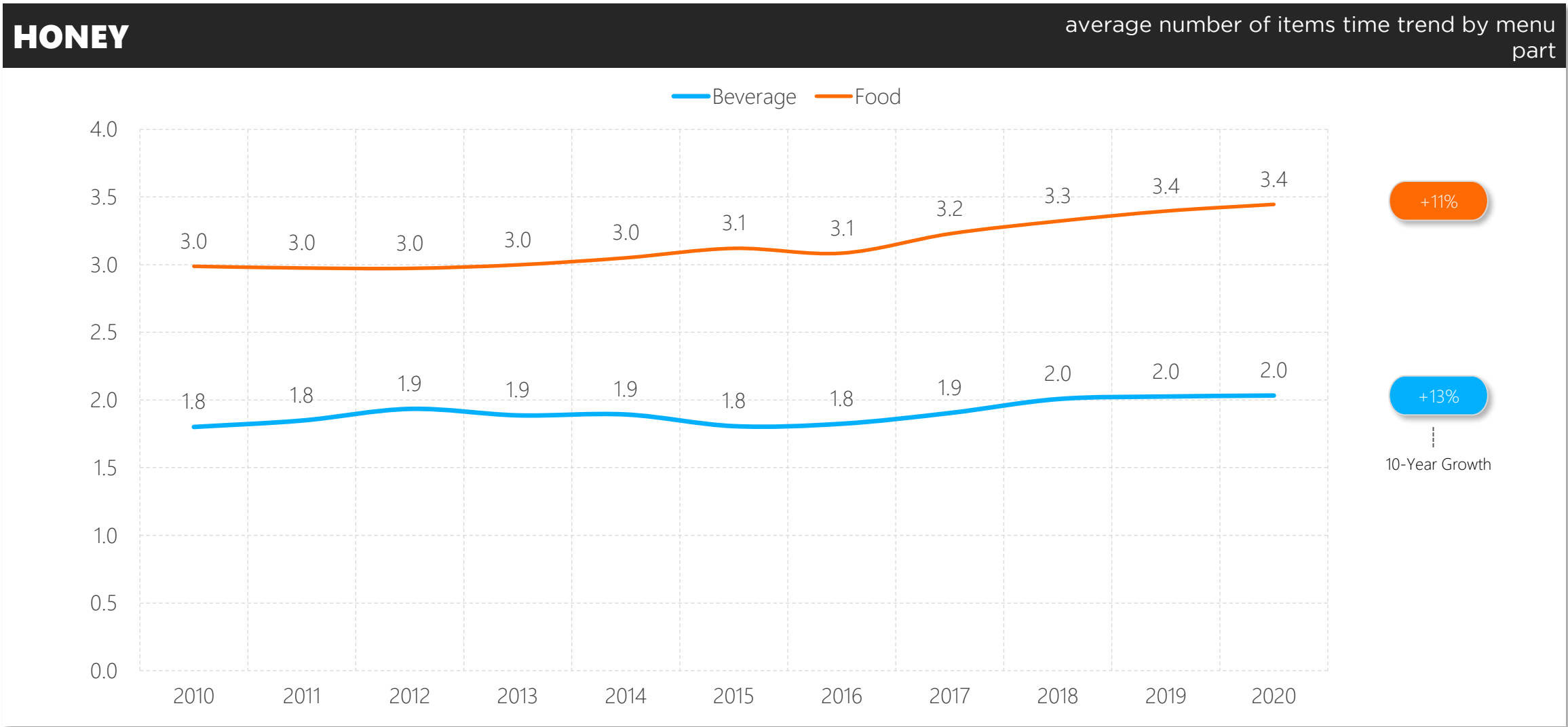
Honey’s 8% growth rate over the past four years matches vinaigrette, ranch, and balsamic.



The average number of items per menu featuring honey dipped slightly in fine dining. QSR, Midscale, and Casual all saw minor boosts.



Food operators are more likely to feature honey as an ingredient in food than beverages.



Sides, desserts, and non-alcoholic beverages all experienced 5% growth from last year.

MENU PART		ranked by penetration	
MENU PART	PENETRATION %	1-YEAR GROWTH	4-YEAR GROWTH
Total	60.9%	+1%	+8%
Entrée	38.8%	+2%	+7%
Appetizer	25.5%	+1%	+10%
Alcoholic Beverage	22.4%	-1%	+18%
Side	14.8%	+5%	+48%
Dessert	10.0%	+5%	+13%
Non-Alcoholic Beverage	5.3%	+5%	+37%

Honey’s strongest penetration and growth is occurring in all-day and dinner menus.

HONEY				ranked by penetration	
DAY PART	PENETRATION %	1-YEAR GROWTH	4-YEAR GROWTH		
Total	60.9%	+1%	+8%		
All Day Menus	55.6%	+2%	+10%		
Dinner	31.6%	+2%	+14%		
Breakfast	26.8%	-1%	+6%		
Lunch	16.8%	-2%	+3%		

Chicken dishes are the top dish featuring honey, with growth coming from the popularity of Southern dishes like fried chicken and chicken & waffles.

FOOD & BEVERAGE FEATURING HONEY

TOP ranked by penetration	PENETRATION	1-YEAR GROWTH	4-YEAR GROWTH	TRENDING ranked by 4-year growth	PENETRATION	1-YEAR GROWTH	4-YEAR GROWTH
Salad	27.7%	-1%	-	(Chicken) Thigh	1.0%	+10%	+++%
Sandwich	22.6%	-	-3%	Fried Chicken Sandwich	1.3%	+49%	+++%
Chicken Strip	18.4%	-1%	-8%	Chicken and Waffles	1.6%	+9%	+142%
Fried Chicken	13.2%	+1%	+16%	Bee's Knees	1.5%	+21%	+119%
Grilled Chicken	12.4%	-	-2%	Skewer	1.6%	+23%	+107%
Wing	11.9%	+5%	+5%	Cauliflower	1.6%	-8%	+102%
Fries	10.0%	-1%	-7%	Brussels Sprouts	2.5%	+2%	+83%
Tea	8.4%	-2%	+28%	Tart	1.3%	-1%	+80%
Yogurt	7.2%	-	-7%	Green Tea	2.4%	+1%	+75%
Chicken Salad	6.9%	+6%	-9%	Bowl	3.4%	+24%	+72%
Salmon	6.7%	+6%	+23%	Cider	2.3%	+18%	+56%
Wrap	6.4%	-4%	-9%	Latte	1.1%	+9%	+53%
Chicken Sandwich	5.9%	+9%	+2%	Mac and Cheese	1.7%	+6%	+46%
Granola	5.6%	-1%	-1%	Pizza	4.6%	+9%	+45%
Club	5.0%	-6%	+8%	Hummus	1.6%	-1%	+43%



Honey Pepper Pimento Chicken Sandwich

Chick-fil-A filet drizzled with **honey**, topped with southern style pimento cheese and served on a warm, toasted bun with pickled jalapenos.





Wisconsin Cheddar Cheese Curds

Wisconsin Cheddar cheese curds served with **spiced honey** and ranch dressing





Gingerbread Latte

Blends a sweet creamy coffee latte with ginger, honey, allspice and molasses.



Fresh Apple Martini

Perfect Fall cocktail - fresh apples infused for 3 days in vodka, finished with a touch of **honey** & cinnamon sprinkle.



Appendix

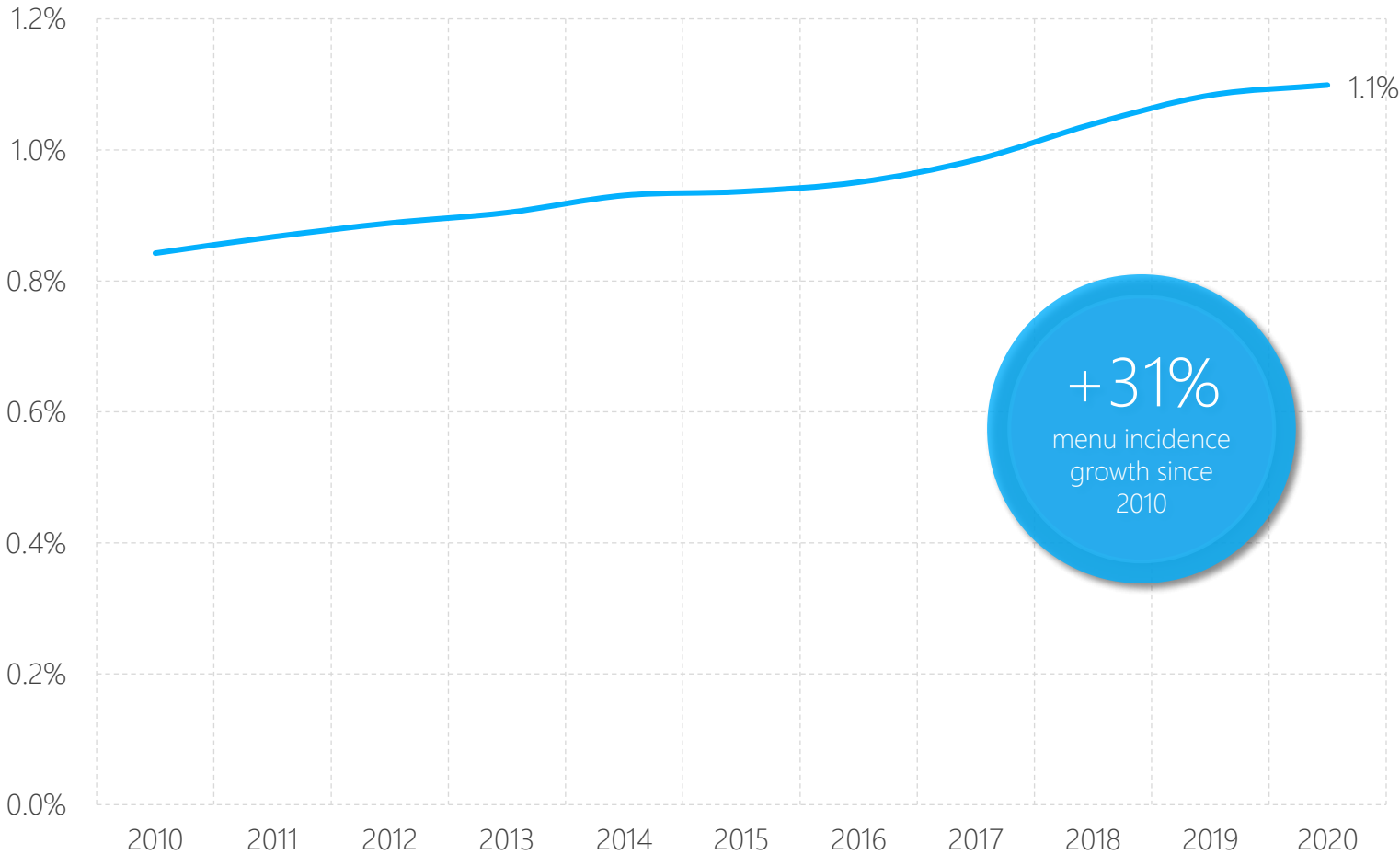


Combo/multi protein meals are the most common application for honey, followed by hot and cold sandwiches.

- » Over the past 10 years, the number of honey items per menu has been on an upward trend.
- » Chicken focused dishes like wings are often paired with honey as a glaze or sauce.

HONEY

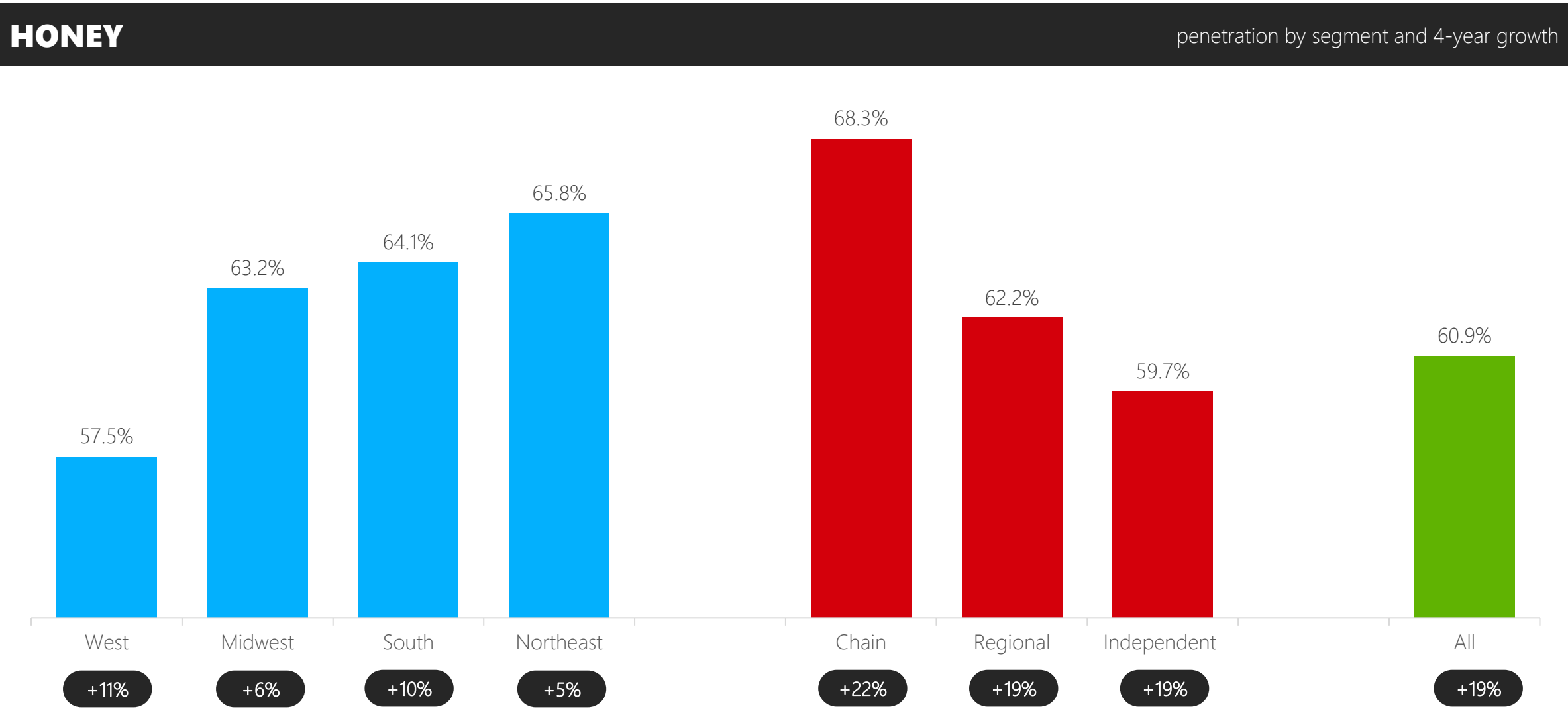
penetration time trend & incidence distribution



APPLICATIONS	DIST %
Combos/ Multi Protein	8.3%
Hot Sandwich	7.4%
Cold Sandwich	6.4%
Cocktail / Mixed Drink	6.3%
Chicken Main Entree	5.8%
Salad Entree	5.4%
Condiment / Topping	4.9%
Wings	4.5%
Appetizer Salad	3.6%
Fried Protein App	3.6%
All Other Item Types	43.8%

Honey has a strong presence throughout the U.S., but skews towards the Northeast while being less prevalent on menus in the West.

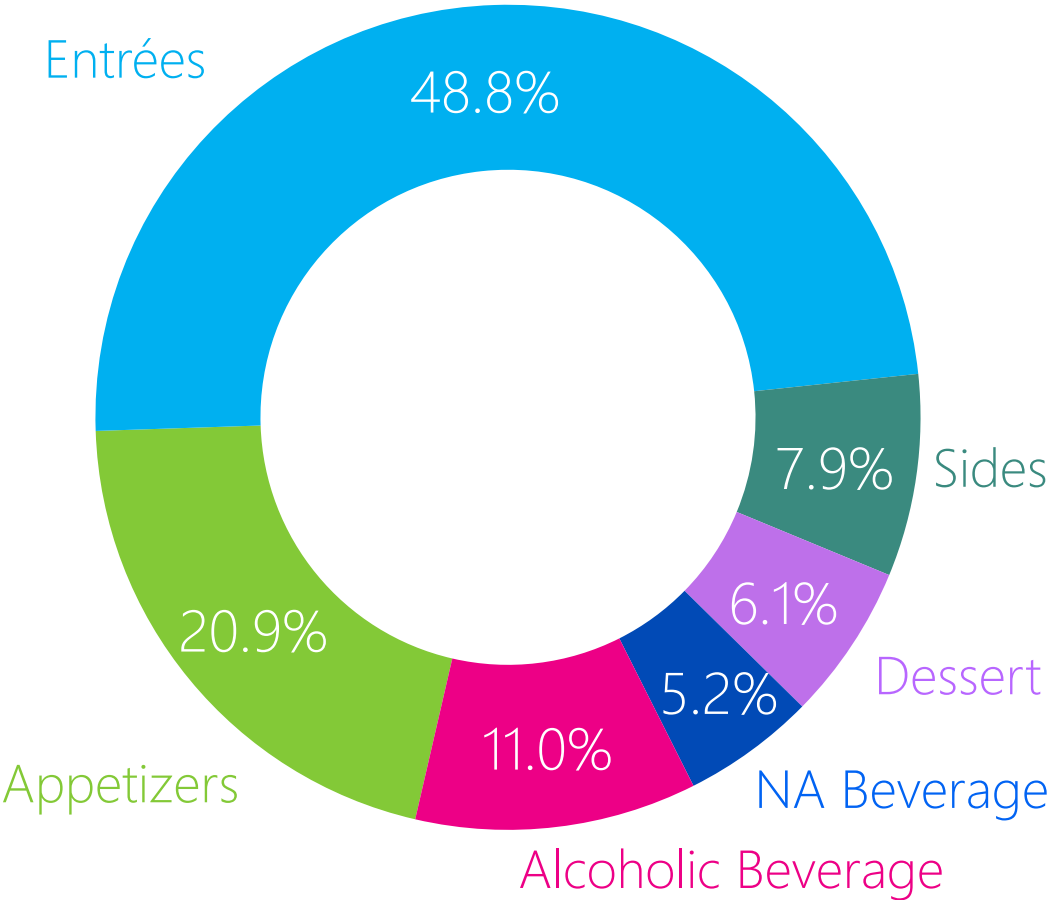
» Chain restaurants are driving the trend of incorporating honey onto their menu; however it is common at all restaurant types and has had consistent growth the past 4 years.



Over the past 2 years, sides have gained share in the percentage of items that include honey.

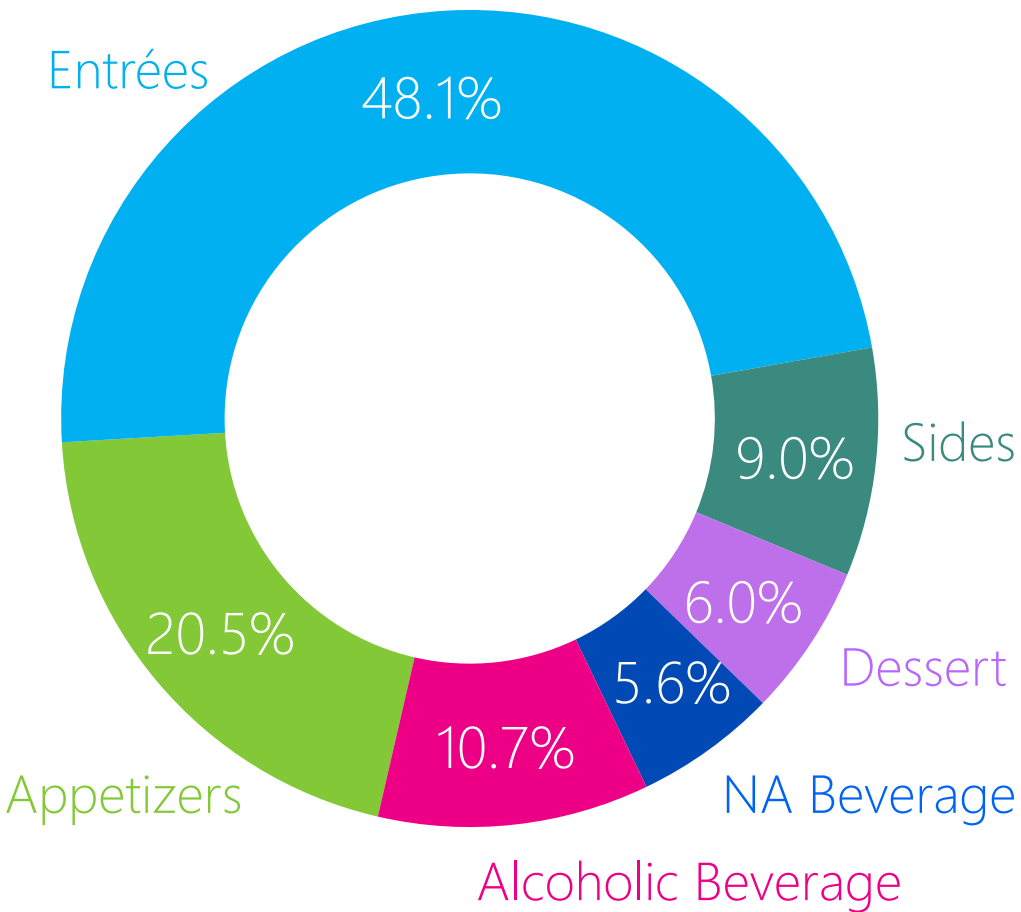
HONEY 2018

incidence distribution by menu part



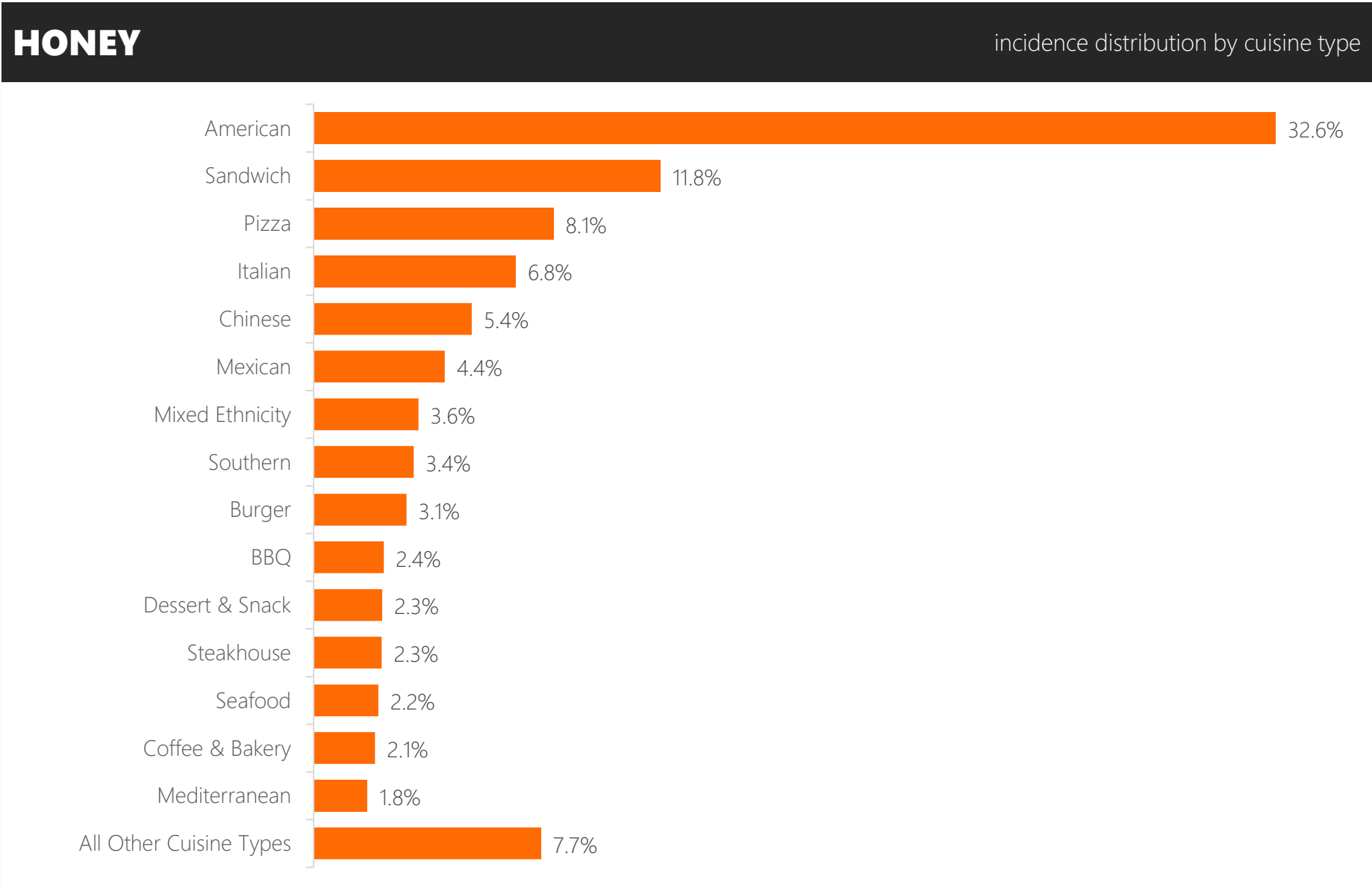
HONEY 2020

incidence distribution by menu part



Honey is a multi-purpose ingredient used across many cuisine types.

- » American cuisine is the leader when it comes to offering dishes with honey.
- » Other American focused cuisines like Southern, burger, and steakhouses often use honey as well.





HONEY MENU EXAMPLES

RESTAURANT	ITEM	DESCRIPTION
Beau Jo's	Baked Cauliflower	tossed in your choice of wing sauce, buffalo, honey-sriracha , sweet BBQ.
Bethlehem Beer Works	Brussels Sprouts	flash-fried brussels sprouts, soy honey ginger glaze , pickled carrots and red cabbage. vegetarian.
City Tap House	Avocado and Grapefruit Salad	arugula, avocado, grapefruit, sweet almonds, feta, ruby red honey vinaigrette .
Fado Irish Pub	Fried Goat Cheese	goat cheese beer battered and fried, with jalapeno infused honey and fresh thyme.
Joyride Taco House	Orange Cucumber Salad	mandarin orange, honey lime vinaigrette , herb mix, pepitas. gluten-free, vegetarian.
Mikuni Japanese Restaurant	Miso Beet Salad	braised garden fresh beets served with local honey miso vinaigrette , pine nuts, micro greens.
Pizzeria Ortica	Roasted Cauliflower	walnut mascarpone, grilled figs, honey comb , reduced balsamic. gluten-free.
Porter Creek Hardwood Grill	Rotisserie Buffalo Wings	woodfired wings tossed in honey buffalo sauce , blue cheese dressing.
Royale with Cheese	Royale Fries and Brisket	royale fries, smoked brisket, smoked gouda cheese fondue, creamy cole slaw, honey- ancho barbecue sauce .
The Commodore Bar & Restaurant	Corn-Crusted Cheese Curds	beer batter, chipotle honey , and herbed aioli dipping sauces.
Zingermans Deli	Killer Quinoa	quinoa, spinach, tomato, grilled halloumi, lemon juice, smoked paprika, extra virgin olive oil, and honey . vegetarian. gluten-free.

RESTAURANT	ITEM	DESCRIPTION
Aladdin's Eatery	Chicken Curry Pitza	honey dijon topped with curried chicken, peas, sliced onions, banana peppers, and fried onions.
Barano	Nduja Pizza	ricotta, spicy pork salumi, mozzarella, tomato, calabrian honey.
California Tortilla	Honey Lime Burrito	grilled mesquite chicken, rice, honey lime sauce, romaine and salsa.
Dish Society	Avocado Toast	lemon zested mascarpone, local honey, avocado, everything bagel seasoning, and sunny side egg on whole grain toast. vegetarian.
Flying Star Café	Flexitarian Burger	homemade vegan veggie burger. patty made from organic grains, mushrooms and nuts. topped with pepper jack, homemade pickles, frizzled onions, and honey mustard aioli. can be made gluten not. vegetarian.
Harbor House Café	Honey Glazed Orange Chicken	chicken breast dipped in a lightly spiced honey glazed orange sauce.
Jackson Hole Hamburgers	Fried Chicken and Waffles	waffle served with breaded chicken cutlet and our homemade honey maple barbecue sauce. served with coffee and fresh squeezed orange juice. dine in only.
Naples Flatbread & Wine Bar	Southwest Quinoa Bowl	spicy quinoa, avocado, black beans, corn, peppers, onion, tomato, pico de gallo and honey lime vinaigrette dressing on the side.
Parlor Pizza	Honey Boo Boo Pizza	caramelized onions, roasted garlic, parmesan, fresh mozzarella, taleggio dop, rosemary, sea salt, and honey.
Rush Bowl	Beach Bowl	acai, mango, banana, pure guava juice. topped with organic hemp granola and honey.
Thai Bloom!	Crispy Duck	a half-duck roasted crispy and served with cilantro, green onion, jalapeno, special honey tangerine sauce, and fresh buns.

RESTAURANT	ITEM	DESCRIPTION
Blacksheep	Quinoa Salad	red quinoa dressed with raw honey and ginger vinaigrette.
Blair's	Pineapple Salsa	pineapple salsa with tomatoes, peppers and onions, topped with chipotle honey , sweet and spicy. gluten-free.
Byblos	Sunchokes	truffle vinaigrette, local honey , black olive.
Dune	Labneh	organic middle eastern yogurt with honey , walnuts, dried fruit.
Flip Burger Boutique	Vodka Battered Onion Rings	hand cut vodka battered onion rings served with beer honey mustard .
Kimchi Grill	Korean Fried Chicken Wings	sweet potato starch and rice flour, double crisp, garnished with toasted sesame seed choose only one flavor per order: soy ginger garlic, Vietnamese lime, Korean spicy original, or chipotle honey .
Kitchen 67	Whipped Sweet Potatoes	whipped and sweetened with cinnamon honey butter . gluten free.
Lemonade	Honey Roasted Brussels Sprouts	with caramelized onions, anchovies, and grape glaze.
Mendocino Farms	Marinated Red Beet Salad	with quinoa, citrus, green apples, dried cranberries, honey roasted almonds , Scarborough Farms baby arugula in a citrus vinaigrette. gluten-free.
Original Italian Pizza	Spinach Salad	baby spinach, dried cranberries, fresh parmesan, maple honey roasted walnuts tossed with a choice of balsamic or raspberry vinaigrette.
Pastaria	Glazed Turnips	hot honey , parsley.

RESTAURANT	ITEM	DESCRIPTION
26 Beach Restaurant	Lemon Ricotta Toast	honey lemon ricotta with fresh blueberries and raspberry coulis.
Barolo Grill	Cheesecake	castelmagno cheesecake, lavender honey , toasted hazelnuts.
Cedars Restaurant on Brooklyn	Gulab Jamun	an Indian delicacy made from milk, dough, fried until golden brown, and served in a honey and saffron syrup.
Deagan's Kitchen & Bar	Blondie Sundae	cinnamon ice cream, spiced chocolate, honey roasted peanuts .
Grammercy Tavern	Baklava Ice Cream	honey walnuts , pomegranate, blood orange chips.
Howard Wang's China Grill	Honey Banana Tempura	with green tea ice cream.
Mizuna	S'mores	graham cracker marshmallow, black sesame caramel corn, chocolate shards, burnt honey ice cream .
North Italia	Spiced Orange Pistachio Cake	seasonal marmalade, honey crème fraiche.
Sushi Samba	Cacao and Honey	Peruvian chocolate semifreddo, caramel creme, cocoa crumbs, manuka honey chips , honey ice cream .
Urban Farmer	Banana Tahini Cake	warm banana tahini cake, spiced anglaise, honey ice cream , banana chips.
Yummy Cupcakes	Lavender Honey Cupcake	lavender cupcake topped with a honey whipped cream .

RESTAURANT	ITEM	DESCRIPTION
98 Center	Sparkling Yuzu Limeade	house squeezed lime juice, yuzu juice, regional honey , wise raven lime bitters, sparkling water.
Café Zupas	Orange Berry Infusion	house-pressed oranges, fresh strawberries, raw unfiltered clover honey and filtered water.
Dairies Coffeehouse and Cold Brew Bar	Mushroom Chai Latte	chai spice, lions mane, reishi, MCT oil, almond milk, honey .
Dove's Luncheonette	Parasol	lemongrass tea, celery soda, honey , orange blossom water.
Kelly's Coffee & Fudge	Kelly's Cappuccino	espresso, frothed milk, cinnamon, vanilla, nutmeg, honey , topped with whipped cream.
Novak's Hungarian Paprikas	Metolius Matcha Latte	finely ground green tea, honey sweetened steamed milk topped with fairy dust. grated vanilla bean.
Pho Hoa	Buzzin' Berry Milk Tea	rich honey strawberry milk tea plus honey boba and strawberry fruit bits.
Pink Pepper Thai Cuisine	Lychee Tea	this black tea is scented with the exotic lychee nut and has a strong, sweet, fruity aroma. honey sweetened .
Power Smoothie	Maui Wowie Smoothie	fresh kale, orange juice, banana, pineapple and honey .
Ten Ren's Tea Time	Honey Ginseng Tea	flavorful and spirited blend with sweet honey and spicy, earthy ginseng.
Yuko Kitchen	Ginger Honey Slushee	fresh ginger, honey , lemon, cinnamon, ice blended.

RESTAURANT	ITEM	DESCRIPTION
555 East	Wildflower and Rye	straight rye whiskey, fresh lemon, wildflower honey , and lavender essence. served up.
Aqua Grill	Mezcal Mist	chilled silver tequila, honey lime syrup , spicy orange bitters and a mezcal mist.
Blue Duck Tavern	Forbidden Forest	lapsang souchong-infused rye, saffron honey , lemon, truffle cream.
Dusek's Board and Beer	Penicillin	aberlour 12 year, rooibos honey tea , ginger, lemon, laphroaig 10 year.
Jinja Bar and Bistro	Lemon Blossom	this cocktail blooms year around. made with algodones ginebra gin, st. germain elderflower liquor, fresh lemon, a hint of honey and finished with a few dashes of lavender bitters. garnished with a fresh flower.
Lebanese Taverna Restaurant	Milk and Honey	johnny walker black scotch, chickpea milk, clover honey .
Mi Tocaya Antojeria	Tiki Taki	villasuso, lucky falernum, gifford, honey , serrano.
Precint Kitchen + Bar	Herbal Honey Old Fashioned	bulleit bourbon, averta, drambuie, honey anise syrup .
Rye & Thyme	Tea Thyme	deep eddy sweet tea vodka, peches peach liqueur, honey simple syrup , fresh squeezed lemon juice.
T-Bonz Gill & Grill	Honey Habanero Mule	belle isle honey habanero moonshine , ginger beer and lime juice.
Zinburger	Hibiscus Whiskey Smash	redemption bourbon, blackberry, hibiscus liqueur, clover honey , lemon.



Wisconsin Cheddar Cheese Curds

Miller's Ale House | Jul 2020

Looking for an appetizer? Our NEW crispy fried bite-sized Wisconsin Cheddar cheese curds served with **spiced honey** and ranch dressing is the perfect pick!



Honey BBQ Wings

Domino's | Aug 2020

Marinated and oven-baked, then smothered in honey BBQ sauce. Customize with your choice of dipping cup: ranch, blue cheese, hot buffalo, **honey BBQ** or sweet mango habanero.



Skillet Cornbread

Cotton Patch Café | Mar 2020

Made from scratch, honey sweetened cornbread, baked with jalapeno for a little extra kick, served warm in a skillet with **honey butter**.



Honey Pepper Pimento Chicken Sandwich

Chick-Fil-A | Sep 2020

Features an original Chick-fil-A filet drizzled with **honey**, topped with southern style pimento cheese and served on a warm, toasted bun with pickled jalapenos.



Hot Honey Chicken Dinner

Popeye's | Aug 2020

Features white meat chicken pieces marinated, battered, deep-fried, and then drizzled with our famous Red Hot Honey sauce. Dinner meal includes two pieces of chicken, plus your choice of one regular side and a biscuit.



Honey Sriracha Shrimp Salad

Rock Bottom Restaurant & Brewery | Feb 2020

Crispy shrimp tossed in a **honey sriracha glaze**, mixed greens, bacon, cucumbers, blue cheese crumbles, sunflower seeds and cilantro lime ranch.



Fresh Apple Martini

Bonefish Grill | Sep 2020

Perfect Fall cocktail - fresh apples infused for 3 days in vodka, finished with a touch of **honey** & cinnamon sprinkle.



Spring Board Lemon Lavender Shandy

Granite City Food and Brewery | Jul 2020

A light & refreshing ale tasting of lavender, **honey** and lemonade. Features a floral bouquet of lavender and lemon.



Gingerbread Latte

7-Eleven | Dec 2020

Blends a sweet creamy coffee latte with ginger, **honey**, allspice and molasses.



HONEY **VARIETALS &** **FLAVORS**

Better-for-you honey varieties like raw, wildflower, clover, and organic have experienced a lift the past 4 years.
 »
 Spicy/hot honey varieties that include sriracha or chilis have shown strong growth on menus.

TOP HONEY VARIETALS AND FLAVOR PAIRINGS								ranked by penetration	
VARIETALS	PENETRATION	1-YEAR GROWTH	4-YEAR GROWTH	PAIRINGS	PENETRATION	1-YEAR GROWTH	4-YEAR GROWTH		
Honey Sauce	1.4%	+9%	+15%	Honey Mustard	24.9%	+1%	+7%		
Honey Vinaigrette	1.3%	-	+26%	Honey BBQ	4.5%	+2%	+22%		
Wildflower Honey	<1%	+4%	+92%	Honey Dijon	3.2%	-3%	-3%		
Clover Honey	<1%	+5%	+17%	Honey Butter	2.8%	+7%	+39%		
Lavender Honey	<1%	-	-	Honey Lime	1.4%	+19%	+41%		
Raw Honey	<1%	+39%	+++%	Hot Honey	1.4%	+35%	+176%		
Organic Honey	<1%	-10%	+++%	Honey Vinaigrette	1.3%	-	+26%		
Orange Blossom Honey	<1%	-13%	-19%	Honey Garlic	1.3%	+13%	+36%		
Whipped Honey	<1%	-8%	+71%	Spicy Honey	1.2%	-	+51%		
Chili Honey	<1%	+10%	+83%	Honey Balsamic	1.1%	-	+26%		
Habanero Honey	<1%	-11%	-	Truffle Honey	0.9%	+8%	+54%		
Local Honey	<1%	-	+33%	Honey Lemon	0.9%	-14%	+23%		
Honeycomb	<1%	+4%	+60%	Honey Ginger	0.8%	+14%	+41%		
				Sriracha Honey	0.5%	+13%	+++%		
				Honey Chili	0.4%	-9%	+73%		

+++ indicates growth greater than 200%

RESTAURANT	ITEM	DESCRIPTION
Anthem Kitchen and Bar	Faroe Islands Salmon	chili honey glaze, grilled asparagus, lemon scallion sunflower rice.
Bryant Park	Moroccan Lamb Kabobs	fire roasted eggplant, baby spinach, aged goat cheese, grilled hot chili, tahini, lavender honey.
Café Gratitude	Turmeric Latte	golden. cold-pressed turmeric, essential oil of black pepper, raw honey, sprouted almond milk or coconut milk.
Cane Rosso	Fried Chicken and Waffles	fried chicken breast, ricotta waffles, fontina cream, bacon marmalade, habanero honey.
Cebu Bar & Bistro	Modern Love	Dorothy Parker gin, elderflower liqueur, lavender honey syrup, lemon juice.
Gather	Whipped Ricotta	house made ricotta, clover honey, balsamic, toasted baguette.
Good Dog Bar	Flatbread Pizza	serrano ham, mission figs, caramelized onions, pecorino, gorgonzola cream, wildflower honey.
Le Singe Vert	Chevre et Miel Pizza	cana de cabra, semi dried apricots, lavender infused wildflower honey, toasted brioche.
Paulie Gee's	Cherry Jones Pizza	fresh mozzarella, gorgonzola cheese, prosciutto di parma, dried Bing cherries, and orange blossom honey.
Protein Bar	Avo Matcha Shake	vanilla whey protein, matcha green tea, avocado and organic raw honey.

RESTAURANT	ITEM	DESCRIPTION
Bareburger	Spicy Ranch Mini Burger	buttermilk-fried, organic chicken breast, uncured all-natural smoked bacon, tomatoes, pickled jalapeños, mikes hot honey , organic ranch, brioche bun.
Beer Hunter	Honey Dijon Pork Belly	pan seared, fingerling potatoes, fried green tomatoes, honey Dijon , micro mustard greens.
Dolce Pane e Vino	Atlantic Salmon	cedar roasted, tri-color quinoa, honey garlic broccolini.
El Chico Cafe	Honey Sriracha Chicken Sandwich	or make it a wrap. pulled chicken smothered in a honey sriracha sauce with bacon Monterey jack cheese on a Kaiser roll.
Guadalajara Mexican Grille	Shrimp Empanadas	with poblano honey mustard .
KBC	Applewood Smoked Pork Tenderloin	honey Dijon stone ground mustard , horseradish aioli, sweet rolls, biscuits.
Lincoln Tavern and Restaurant	Avocado Brussels Sprouts	whole grain honey mustard , serrano chilis, lime, cumin spiced sunflowers seeds. gluten free.
Rafferty's Restaurant & Bar	Nutty Honey Butter Croissants	a new twist on a rafferty's classic. a basket of our hot-from-the-oven croissants drizzled with honey butter then topped with candied pecans.
Rhubarb	Grilled Radicchio Salad	Benton's hot honey vinaigrette , shishitos, figs, mimosa eggs.
Social 37	Roasted Brussels	brussels, pork belly, apple, craisins, caramelized onions, honey sriracha . gluten-free.
The Vortex	Lone Star Tex Melt	topped with cheddar cheese, spicy honey BBQ sauce , and crispy onion rings, served on Texas toast.