



Winter Greetings. It's been a busy season. See what Trendincite has been up to... read November's Perfumer & Flavorist [Forward Thinking: Sweet On Vanilla](#) article, be in the beauty packaging know and check out Beauty Packaging's [Innovation Acceleration](#) and [Online Exclusive: Eye on Innovative Packaging](#) articles. See highlights from June's HBA [Everyday Inspiration Meets Fragrance, Flavor & Packaging Design](#) presentation and [HBA Off Site Mini-Trend Excursion](#). Don't forget to mark your calendars for HBA's new [SPLASH! on Fragrance](#) June 18-23, 2013. Last but not least, get a different glimpse of Trendincite and check out my new [Trendincite Xchange](#) blog.

BEES KNEES

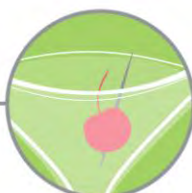
Honey has long been utilized throughout history in a majority of cultures. Known as a healthful ingredient, honey is most commonly used as a natural sweetener and happens to contain 18 amino acids. Recognized for its medicinal and healing properties, honey helps treat infection, moisturize skin, sooth digestion and aid sleep. It's even been reported to help lessen symptoms of pollen-related allergies. Visions of bear-shaped bottles with clover honey may appear, but there has been a crop of artisanal honeys and candies, cocktails and fine fragrances crafted with honey.

Sweet As Artisanal Honey...There's been some buzz in the artisanal honey scene. **Bee Raw Honey** offers 10 different single-varietal honeys such as **Basswood Honey** (New York), **Sourwood Honey** (Colorado) and **Wild Black Sage Honey** (California). **Red Bee Single-Origin Artisanal Honeys** also feature a variety of limited harvest honeys such as **Star Thistle** also known as Knapweed Honey, **Pumpkin Blossom** and **Signature Bamboo Honey**. **The Savannah Bee Company** has an exclusive **Winter White Honey** from the wildflower fields of the Idaho Rockies.

Honeycomb & Chocolate...Who needs sugar when you have honey? **The London Candy Company** carries UK's **Crunchies**, a milk chocolate bar with a honeycomb center while **Liddabit Sweets** offers **Honeycomb Candy**, which the company describes as "local honey flavors a light, crisp and airy confection, bemoaned by many to be hard-to-find in the States." For the holidays **Vosges Haut-Chocolat** highlighted a limited edition **Volcano Island Honey Truffle Collection** and **Catskill Provisions** featured "handcrafted bittersweet Chocolate Truffles infused with [their] Dark Fall Honey."

Bee Pollen... Bee pollen is said to be a nutritious superfood and is being used in some unexpected places. **Botanical Bakery** uses hand-picked fennel pollen collected by wild crafters in California for its **Fennel Shortbread Cookies** while **Apotheke** bar in NYC tops its **Bee Knees** cocktail with fresh bee pollen. In 2010, beekeeping was legalized in NYC and for interested amateurs, The New York City Beekeepers Association offers Urban Beekeeping courses.

A Spoonful of Honey...Honey is a popular ingredient appearing on drink menus and in fine fragrances. In Atlanta, **JCT** offers a seasonal **MistleToddy** crafted with spiced redemption rye whiskey, Cherry Heering, orange blossom honey, and Bombay chai. California's **Bar Centro** serves **Jose's Sour** cocktail made with rum, honey, lemon and egg white while **Demi Monde** in NYC offers **L'Chaim** with sherry, tequila, honey syrup, lemon juice, and bitters.





In fine fragrance, the heart of **Bond No. 9 Manhattan** highlights “sweet honeycomb, made from the nectar of flowers” and the middle notes of **Lady Gaga’s Fame** is described as “a sensual accord of opulence, a fusion of dripping honey, saffron and apricot nectar.” **Kiehl’s Aromatic Blends - Orange Flower & Lychee** is “sweetened with a touch of honey” and **By Kilian Forbidden Games’** bottom notes are “a sweet confection of Madagascar Vanilla, Laotian Honey and the spellbinding resinous oil of Opoponax.”

Expect to see this sweet and healthful ingredient stick around and continue to appear in a variety of consumer packaged goods across categories.

Are you in a sticky situation and need inspiration? Let Trendincite create a sweet buzz and custom-design a unique trend excursion to pollinate new product ideas. Contact us at inquiries@trendincite.com or at 888-561-1229.

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Regards,

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