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Press Release

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MORE TASTY IDEAS FROM NATIONAL HONEY BOARD: HONEY MOO, HONEY GLAZE AND HONEY SODA

Firestone, Colorado (November 2007) — New fruits of the National Honey Board's (NHB) applied science program are ripe for the picking. In 2005, NHB began developing industrial formulas for food concepts using honey as the primary or defining ingredient. The formulas are made available to any food manufacturer interested in adding a natural extension to their product line. Past projects have included a solid honey and honey balsamic vinegar.

Now three new products are ready for a grand unveiling. Honey Moo, a milk modifier, uses the clean pure taste of honey to bring chocolate or strawberry flavor to milk. These products are part of a larger campaign to move kids away from soft drinks and towards healthier dairy products.

Honey Glaze contains 65% honey and is available in three varieties - Honey Dijon, Chipotle Honey and Chili Garlic Honey. The glazes are an easy way to marinate meat for the grill or stir-fry, and they also make a great dipping sauce.

The final products capitalize on the fast-growing drink segment – a kiwi-lime soda and peach oolong tea, both flavored with honey.

New product concepts developed by a commodity board have a unique set of advantages. NHB has in-depth knowledge of consumer attitudes toward honey, as well as the technical aspects of formulating with honey. What a private company might find most valuable is that NHB already has invested in making bench-top samples with preliminary formulations. However, full-scale production, product identity, packaging and distribution would be the responsibility of the manufacturer or marketing entity.

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To find out more about these new honey products, contact Charlotte Jordan at (303) 776-2337 or charlotte@nhb.org. For more information about NHB and its marketing and promotion programs, visit www.honey.com.

NHB, through its staff in Firestone, Colorado, conducts research, advertising and promotion programs to help maintain and expand domestic and foreign markets for honey. The Board's work, funded by an assessment of one cent per pound on domestic and imported honey, is designed to expand the awareness and use of honey by consumers, the foodservice industry and food manufacturers.

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