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FOR IMMEDIATE RELEASE

NEWS FILLER:

It's National Honey Month!

Quality, Taste Reflect Flowers and Region

All honeys are not created equal

Think that honey is honey is honey? Think again! Honeybees have to tap two million blossoms to make just one pound of honey, and the kind of flower from which the bees get nectar determines a honey's flavor and color. When the flavor is readily identifiable, it means that the bees collected nectar from just one specific blossom, thus guaranteeing a specific honey flavor.

Alfalfa and clover nectars yield sweet, slightly floral-tasting honeys, making them great all-purpose condiments for your table. Savory honeys, like those harvested from sage and safflower, add an aromatic flavor to dishes with meat, poultry, and vegetables. Orange blossom honey has a mild citrus-y flavor that's great with tea, custard, fruit, salad dressing, and meat glazing. Avocado honey is dark amber, with a rich, buttery taste. Generally, the darker the color of honey, the bolder the flavor.

Consumer studies reveal that clover, wildflower, and orange blossom honeys are gaining in usage, and that the typical honey user bought more than one flavor in the last year. So, just as grape jelly gave way to hundreds of specialty jams and fruit spreads, today's shoppers are becoming selective about their honey.

The industry's most extensive line of specialty honeys is packed and distributed by Dutch Gold Honey in Lancaster, Pa. Dutch Gold purchases raw varieties from leading beekeepers throughout the United States, Canada, Argentina, and Australia. Over 40 million pounds and 13 natural floral varieties of premium honey are shipped from Dutch Gold each year.

Source: Dutch Gold Honey, Inc., Lancaster, Pa.