



## Molasses

### America's Sweet Tooth

A touch of sweetness continues to gain ground on today's menus. Now's the time to incorporate it the smart way with cleaner labels and easy-to-pronounce ingredients.

- **Taking Sides.** Side dishes featuring molasses are trending across US restaurant menus, up 20% from 2018 to 2019.\*
- **Center Stage.** US restaurants are increasingly using molasses to add depth of flavor and sweetness to entrees, including salmon which appeared on menus with molasses 33% more times from 2018 to 2019.\*
- **Just a Little Taste.** Molasses continues to be a popular ingredient on Tasting Menus, growing 33% year-over-year on US restaurant menus.\*
- **The Fewer, The Merrier.** 76% of foodservice consumers say that fewer, recognizable ingredients free from artificial additives and preservatives are healthier than traditional foods.\*\*

### Why Grandma's® Molasses?

- **Heritage.** Since 1890, Grandma's® molasses sun-ripened, sugarcane molasses has been a trusted brand. It's 100% sugarcane juices are clarified, reduced and blended to get just the right color and consistency.
- **Best seller.** Grandma's® molasses is the best selling molasses brand in the nation (66.7% dollar share; 60.7% ACV) and the gold standard in the category, providing unsurpassed quality and consistency.\*\*\*

\* Ignite Menu Q4'18-Q4'19

\*\* Kerry 2019 Clean Label Study

\*\*\* AC Nielsen Latest 52 weeks - week ending 8/22/2020



- **High standards.** The highest grade, pure molasses available.
- **Clean label.** One ingredient—100% unsulphured molasses that's made from pure sugar cane juices. It's fat-free, Ⓚ Kosher Certified, contains no artificial preservatives and is Non-GMO Project verified.
- **Hits the sweet spot.** Grandma's® molasses delivers on the continuing trend for sweetness across the entire menu, including sauces, glazes, sides, hot beverages, breakfast and more.

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# Menu Applications

Find these recipes and more on [grandmasmolasses.com](http://grandmasmolasses.com)



**Scones**



**Glazed Carrots & Onions**



**Easy Baked Beans**



## Breakfast

- Use it as an ingredient or a topping for muffins and scones
- Offer an alternative sweetener for hot cereals
- Create classic breakfast breads with a touch of sweetness



## Appetizers & Snacks

- Glaze vegetables with it
- Mix it into baked beans for added depth
- Bring out natural flavors in sweet potato casserole or baked acorn squash



## Lunch & Dinner

- Bring out the best in BBQ sauces for beef, pork, chicken and dipping sauces like peanut sauce for chicken satay
- Add it to your glazes for proteins



## Beverages

- Stir it into coffee, tea or hot cocoa for hot beverages with a twist.
- Mix it with water to make ice cubes for iced tea or rum drinks



## Desserts

- Sweeten cakes, cookies and crisps naturally

Item #	GTIN #	Pack/Size	Description
<b>7971942*</b>	10072400719421	4/1 Gallon	Grandma's® Original Unsulphured Molasses
<b>7971991</b>	00072400719912	1/5 Gallon	Grandma's® Original Unsulphured Molasses
<b>7971983</b>	00072400719837	55 Gallon Drum	Grandma's® Original Unsulphured Molasses
<b>7971249</b>	30072400712495	12/24 oz	Grandma's® Original Unsulphured Molasses
<b>7971124</b>	30072400711245	12/12 oz	Grandma's® Original Unsulphured Molasses
<b>7971116</b>	30072400711160	12/12 oz	Grandma's® Robust Unsulphured Molasses

\*Best Seller

## Support

To learn more about our products and programs, contact your B&G Foods Foodservice representative.

For additional information, visit [bgfoodservice.com](http://bgfoodservice.com), click Brands and then the Grandma's® logo.



**Molasses**



## Giving Back

Grandma's® molasses is a proud corporate sponsor of The Elephant Sanctuary® in Hohenwald, Tennessee. This non-profit organization is the nation's largest natural habitat refuge, designed specifically for elephants that have been retired from zoos and circuses. Grandma's® donates molasses to be added to oats to conceal the taste of dietary supplements and medicine. Learn more at [elephants.com](http://elephants.com).