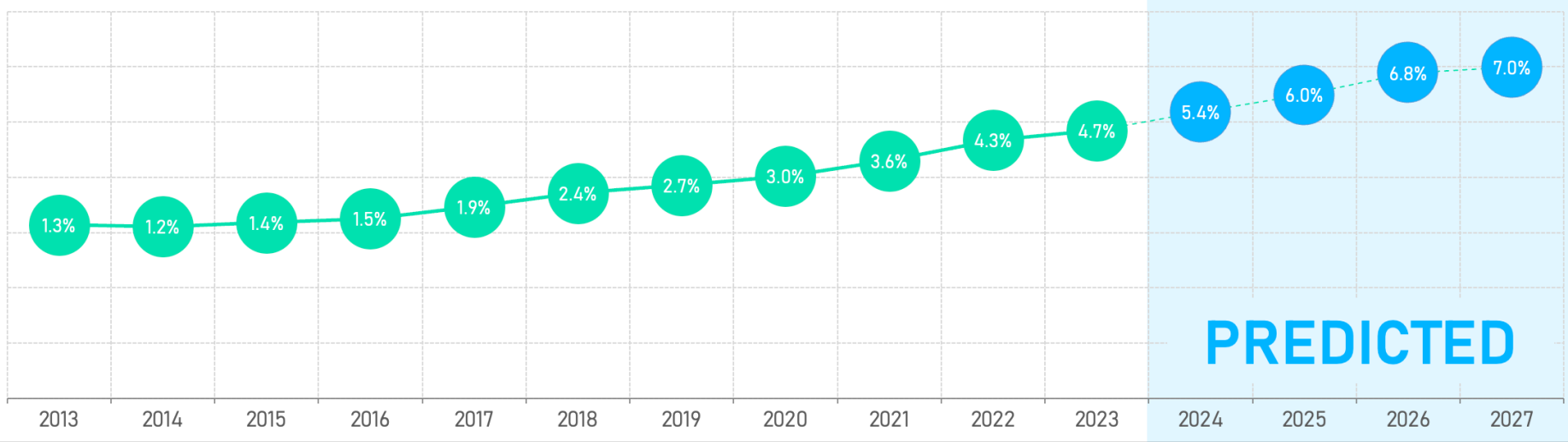


Datassential: Hot Honey Menu Availability

Hot honey's menu growth is predicted to outperform 99% of all foods over the next four years

MENU PENETRATION

% of US restaurant menus that feature;
current year = annual data for year ending Q1 2023



4-YEAR PROGNOSIS
VERY STRONG

HOT HONEY ranks in the **99th percentile** for future growth potential.

Its growth is predicted to outperform 99% of all other foods, beverage, and ingredients over the next four years.

current year = annual data for YE Q1 2023	2023 (current)	2024 (projected)	2027 (projected)
QSR	2.4%	3.0%	4.2%
Fast Casual	5.6%	6.6%	8.0%
Midscale	3.3%	4.4%	6.0%
Casual Dining	6.8%	7.4%	9.2%
Fine Dining	4.8%	5.9%	7.3%
Total	4.7%	5.4%	7.0%

data filtered on: all US menu categories