

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.***
- High standards. The highest grade, pure molasses available.

GRANDMAS

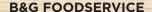
Molasses

ORIGINAL

GRANDMAS

Molasses

- Clean label. One ingredient—100% unsulphured molasses that's made from pure sugar cane juices. It's fat-free, ((1) 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.





GRANDMAS

Molasses

ORIGINAL

^{*} Ignite Menu Q4'18-Q4'19

^{**} Kerry 2019 Clean Label Study

^{***} AC Nielsen Latest 52 weeks - week ending 8/22/2020

Menu Applications

Find these recipes and more on **grandmasmolasses.com**









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
7971942*	10072400719421	4/1 Gallon	Grandma's® Original Unsulphured Molasses
7971991	00072400719912	1/5 Gallon	Grandma's® Original Unsulphured Molasses
7971983	00072400719837	55 Gallon Drum	Grandma's® Original Unsulphured Molasses
7971249	30072400712495	12/24 oz	Grandma's® Original Unsulphured Molasses
7971124	30072400711245	12/12 oz	Grandma's® Original Unsulphured Molasses
7971116	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, click Brands and then the Grandma's® logo.



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.



