



We didn't invent Honey Mustard Sauce.



We simply perfected it.



INTRODUCING FRENCH'S[®] HONEY MUSTARD SAUCE

Serve French's Honey Mustard Sauce and sweeten your sales with a flavor that consumers crave. It's honey mustard sauce the way it was meant to be.

- French's Honey Mustard Sauce is specially blended to give you the right combination of rich sweet honey and tangy flavors. It is the perfect sauce for use across your menu.
- Made with #1 grade mustard seeds to deliver that unique French's flavor and creamy texture that patrons prefer.
- French's Honey Mustard Sauce is 97.5% Fat Free and contains NO added flavors, NO artificial flavors.

42.6% increase in
Menu Incidence



The taste for sweet flavors is on the rise.

As a basic flavor note, sweet flavors are very appealing to consumers. 36% of consumers rated the flavor profile of sweet and tangy as one of the top 5 sweet flavor combinations.¹ Honey mustard in particular is growing in popularity. Of the Top 500 restaurant chain menus, the number featuring sweet and tangy flavors of honey mustard on their menus **increased 42.6% between 2005 and 2009.**²

¹ Flavor Trend Report, Technomic 2009 | ² Menu Monitor Report, Technomic 2009





Bring more to the table with the trusted name in mustard: French's.

We know your name is what the customers see on the menu and that is why we're committed to bringing you a full line of quality French's products and recipes that will keep them coming back again and again.



The "top of mind" mustard.

Those in the industry know that when patrons think mustard, they think French's. Maybe that's why French's has so many loyal long-term users in foodservice.

- In a recent survey, nearly 60% of Foodservice Operators surveyed stated they have been using French's products for 5 years or longer.³
- Foodservice Operators stated that product taste and overall quality are the top two reasons that they choose to purchase French's Mustard products.⁴

³ Brand Equity Tracker, Technomic, 2009 | ⁴ Brand Equity Tracker, Technomic, 2009





FRENCH'S®
Honey Mustard Sauce

Item UPC: 41500-82345
Case/Pack Size: 4/110oz
Shelf Life: 9 months



Nutritional Information

**FRENCH'S®
Honey Mustard Sauce**

Serving Size	2 tbsp (30g)
Servings Per Container	104
Calories	60
Calories from Fat	5
Total Fat	0.5g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	250mg
Total Carbohydrate	12g
Dietary Fiber	<1g
Sugars	7g
Protein	<1g
Iron	2%

No MSG	✓
Gluten Free	✓
No Trans Fat	✓
Kosher	✓
OVO	✓
LACTO	✓
OVO/LACTO	✓

**For more information on French's Honey Mustard Sauce,
call 1-800-442-4733, or visit www.frenchsfoodservice.com**