

# PULSE

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## *the* **Craft Cocktail Craze** *in central massachusetts*

MAPLE SOUR  
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# BUZZ-WORTHY SWEETENERS

Merilee Kern

While you may not have given honey much more thought than how you can use it to elevate your food and beverage recipes, you might be surprised to know that the U.S. honey industry is actually a dynamic part of U.S. agriculture and, as a collective, the honey industry contributes to the American economy significantly. This is according to a recent report by William A Matthews, Project Scientist at the University of California Agricultural Issues Center, detailing the extent to which the honey industry impacts America fiscally to the tune of \$1.96 billion of output to U.S. economic activity; \$718 million of value added to the U.S. Gross Domestic Product; and 12,502 jobs to U.S. employment opportunity. The report also cites that our affinity for this deliciously viscous victual is escalating, with per capita honey consumption in the U.S. increasing faster than other sweetener options.

One company doing its fair share to please and appease consumer palates is Local Hive from Rice's Honey—a company established in 1924 that remains an industry leader...and with good reason. Every once in a while, a condiment brand truly innovates and approaches its category in a fresh and compelling new way—one that raises the bar to an exceptional standard. That's indubitably the case with Local Hive.

In addition to top-quality raw and unfiltered American Clover and Wildflower honey, the company also offers 17 different local (U.S. region and state-specific) varieties of raw and unfiltered honey from around the country, giving consumers options akin to selecting wine whereby you can see and taste the difference between varietals. Local Hive similarly offers specific and distinctive flavor profiles in each of the honeys they produce. From Washington to Florida and everywhere in between, each of their honey varietals are unique.

"All Local Hive honeys are sourced exclusively in the U.S. and bottled in Colorado," noted Tony Landretti, Chief Executive Officer of Rice's Honey. "Our authentic local honey products are an artisan blend of various floral types based on the location in which the bees pollinate. The team at Local Hive works directly with local beekeepers across the U.S. to ensure each varietal yields incredibly delicious and subtly different natural flavors that will be great additions to both food and beverage recipes. Since Rice's Honey was founded in the early 20's by L.R. Rice, we've developed extensive relationships and remain committed to supporting local beekeepers all across the nation."

Here's an at-a-glance view of just some the varieties currently offered by Local Hive:

## Local Hive New England Honey

Floral Sources: Basswood, Berries, Clover, Goldenrod  
Flavor is bold and robust.

## Local Hive Florida Honey

Floral Sources: Citrus, Brazilian Pepper, Clover, Gallberry, Tupelo  
Flavor is a bit fruity with a hint of spice.

## Local Hive Colorado Honey

Floral Sources: Clover, Alfalfa, Wildflowers  
Flavor should be light & sweet.

## Local Hive Southern California Honey

Floral Sources: Alfalfa, Berries, Citrus, Clover, Sage  
Flavor has a medium sweetness and short bite, with a hint of orange.

## Local Hive Texas Honey

Floral Sources: Alfalfa, Clover, Cotton, Horsemint, Tallow  
Flavor is medium bodied and sweet. Not as sweet as Colorado.

Of course, beyond making delicious food and drinks, many turn to honey for its copious health benefits. Raw, unfiltered honey is a popular go-to since it's known to be rich in antioxidants, vitamins, minerals, amino acids, and enzymes, and Local Hive is also kosher.

Also a cause-conscious operation, Rice's Honey donates part of the proceeds from every bottle sold to non-profit PACE, an organization working to protect all pollinators worldwide.

So, whether you're cozying up with a hot beverage, reveling in a night on the town savoring craft cocktails, or hell-bent on boosting your cooking game, the Local Hive varietals can give you an endless range of results sure to be un-BEE-lievably tasty.

*As the Executive Editor and Producer of "The Luxe List," Merilee Kern is an internationally-regarded consumer product trends expert and hospitality industry voice of authority—a travel, dining, leisure and lifestyle expert who spotlights noteworthy marketplace innovations, change makers, movers and shakers. She reports on exemplary travel destinations and experiences, extraordinary events and newsworthy products and services across all categories. Reach her online at [www.TheLuxeList.com](http://www.TheLuxeList.com), on Twitter at [www.Twitter.com/LuxeListEditor](https://twitter.com/LuxeListEditor), on Facebook at [www.Facebook.com/TheLuxeList](https://www.facebook.com/TheLuxeList) and on Instagram at [www.Instagram.com/LuxeListReviews](https://www.instagram.com/LuxeListReviews).*