



Mother's Day Means Celebrating Mom

HoneyBaked shares top tips for honoring mom on Mother's Day

ATLANTA (April XX, 2013) – When it comes to mom, only the best is good enough. A recent study conducted by the National Retail Federation revealed that Mother's Day is one of the largest U.S. consumer spending holidays, with total spending topping \$16 billion and increasing each year. Taking time to understand the things that are truly important to mom is the key to her heart on Mother's Day. HoneyBaked suggests three simple tips to help spur ideas that honor mom on her special day.

"Personally, my best Mother's Day memories involve spending time with my family over a delicious meal," said Maggie DeCan, COO for HoneyBaked.* "We have such busy lives, and this is one day where I don't feel too guilty about unplugging, relaxing and just enjoying my kids and family."

- **Tip #1 – Breakfast in bed and a day of fun**

More than half of moms in a 2012 survey by Mintel said their ideal way to spend an extra hour in the day would be with family. Instead of loading up the car and heading out to entertain mom, plan a special day at home for mom that maximizes her free time by enjoying movies, games, and activities with the entire family. To start her special day from the moment she wakes up, HoneyBaked suggests treating mom to breakfast in bed. A few slices of delicious Honey Baked Ham or Bacon featuring HoneyBaked's signature sweet flavor, paired with a slice of Cinnamon Walnut Coffee Cake and assorted fruit is a wonderful idea for families with small children. With no cooking involved, it won't get hot in the kitchen and even the littlest gift-giver can lend a hand.

- **Tip #2 – Avoid crowded restaurants and plan a meal at home instead**

Moms spend an average of eight hours per week cooking for their families, and several more hours running errands and cleaning. Another great way to help mom relax is by dining at home – this also helps avoid the chaos of large crowds and long wait times at restaurants on one of the busiest days of the year. HoneyBaked offers delicious, hassle-free meals that include fully cooked and ready to serve hams and turkey breasts, along with a delicious array of heat-and-serve sides. A complete Mother's Day meal from HoneyBaked is simple to prepare and serve, allowing families to spend more time together.

- **Tip #3 – Make a delicious brunch and present with hand-made decor**

And finally, what gift is right for the person who gives so much to her family? When moms were asked about the ideal Mother's Day gift, "something hand made from my kids" took the top spot on their list. Dads can get the children involved by making a fun brunch recipe, and decorating the table with flowers and hand-made cards. This brunch recipe is not only simple and delicious, but is sure to impress mom.

Spinach and Goat Cheese Honey Baked Ham Cups

Lightly spray or brush a muffin pan with oil and line six cup molds with a thin layer of Honey Baked Ham slices. Try to cover as much of the sides as possible, overlapping slices if necessary. Wilt four cups of fresh baby spinach in a small saucepan with water (or use thawed, frozen spinach) and drain. Whisk together five large eggs in a bowl and add spinach. Add two ounces crumbled goat cheese, two tablespoons of heavy cream or milk and a dash of salt and pepper. Pour mixture evenly into molds and bake for 20 minutes at 400 degrees. Carefully remove ham cups from mold and serve.

"No matter what your plans are for Mother's Day, as long as it's from the heart, I believe mom will enjoy it," said Maggie DeCan, COO for HoneyBaked.* "Whether it's breakfast in bed or a hand made card from the kids, the thing that matters most on Mother's Day is just time with family."

To find the nearest HoneyBaked location and store hours, or to order online for pickup in store, please visit HoneyBaked.com.

* The HoneyBaked Ham Co. of Georgia

[HoneyBaked](http://HoneyBaked.com) was founded in 1957 and is a premium food retailer known for the most flavorful, moist and tender Honey Baked Hams® and Turkey Breasts you'll find anywhere, as well as a host of other fully cooked entrees, side items and desserts. HoneyBaked has become a tradition for families nationwide who can now shop at more than 400 HoneyBaked locations. To become a HoneyBaked franchise owner, visit www.honeybakedfranchise.com or call 866.968.7424.

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