**Is Crystallized Honey Consumable? A Study in Turkey Scale**

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Crystallization takes place by the transformation of honey from liquid and fluid form to semi-solid form. The solubility of glucose, one of the main sugars in honey, is lower than other sugars. Crystallization is usually an event that occurs when glucose molecules separate from the monohydrate form and interact with each other. In this study; in Turkey scale and on the basis of some regions, it has been intended to detect the perceptions of consumers regarding the consumption of crystallized honey.

Consumers stated their opinions about frozen honey as follows; 52.52% of them stated that it's due to honey's natural structure, 19.45% of them stated that honey is not pure, 19.07% of them have no idea and 8.96% of them stated that honey is spoiled. When the consumption patterns of the consumers are questioned; 16.87% of them stated that they destroy crystallized honey, 20.39% consume the honey in crystallized form, 40.65% dissolve honey in hot water, 5.06% dissolve honey in boiling water, 3.17% return the honey to where they bought it and 13.86% of them stated that they consume the honey after they thaw the honey at room temperature or on the heater core.

It has been seen that almost half of the consumer in Turkey scale have wrong information about crystallizes honey. However, crystallization is a natural process that occurs in the structure of honey. No change occurs in the nutrient content of crystallized honey. The realization of awareness-raising activities regarding crystallized honey is seen as an important issue by the sector stakeholders.

**Key words:** Crystallized honey, Quality, Consumer, Consumption awareness, Consumer behavior

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