



{NEWSBITES}

TASTE THE REAL BOUNTY OF NATURE: NEW HONEY RANGE REACHES UK MARKET

The market for honey is highly competitive and crowded with general honey ranges. To stand out amongst such competition requires something unique, especially for newcomers to the sector. Hertfordshire based company *Bounty of Nature* believe they have found a niche with a range of exceptionally pure honey products not previously available in the UK.

The range of products offered by *Bounty of Nature* includes *Euphoria Longana Honey*, *Honey with Propolis* and a non-alcoholic drink made from pure honey. The purity is due to a combination of factors including harvest from a singular clean source high in the remote mountains of Thailand and a complete lack of any additives, preservatives or sweeteners. The honey is also non-blended. Blending is a practice commonly used in the industry to reduce cost by combing quality honey with cheaper honey products.

Aiysha-Hanna Mirza, Head of Business Development and Marketing at *Bounty of Nature* said "We are really excited about bringing these products to consumers. It's the first time that some of these varieties will be available here in the UK. We want to encourage people to eat genuine honey rather than what is effectively treated sugar."

She also added "What many of us don't realise is the wide range of health benefits of honey. Every drop of honey contains essential vitamins, minerals, amino acids and enzymes, all of which are necessary for sustaining a healthy life. From aiding sleep to boosting the heart and immune system, there are many proven benefits and many more yet to be explored."

Bounty of Nature have a passion for their honey and even have plans to expand their range beyond conventional honey products. A honey based cookbook and a variety of beauty products are just some of the developments now underway.

Honey with Propolis has anti-bacterial properties which may be beneficial during the approaching winter months. This honey, as well as the rest of their range will be available in the UK from 24th November and can be ordered from the leading supplier of organic and natural products, *Tree of Life* (www.treeoflifeuk.com).



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Find out more about the team behind Blue Tomato, London's premier restaurant and food guide.

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