



The Honey Pantry

Honibe Honey Drop™ Wins Two SIAL D'Or Awards 2010 from World's Largest Food Tradeshow

FOR IMMEDIATE RELEASE:

Melbourne, Vic, Australia - May 17, 2010 – The Honey Pantry is extremely excited and proud to announce that the Honibe™ – Honey Drop™ has been named as world's best new product 2010 in the “**Grocery – Sweet**” category at the SIAL d'Or Awards in Paris, France. The Honey Drop™ also won the “**Country Award - Canada**” as the highest scoring Canadian product for 2010. As a result of the company's high scores, the Honey Drop™ is one of nine finalists in the running for overall SIAL d'Or Winner 2010 for the best new food product in the world. The Honey Drop™ is the world's first 100% pure dried honey cube for sweetening tea and coffee.

SIAL (Salon International de l'Alimentation) is the world's largest food tradeshow. The SIAL d'Or Awards recognizes nine of the world's most innovative and successful new-product launches that came to market after November of 2008. The SIAL d'Or Awards are judged by a panel that is comprised of 30 judges from 30 different countries. The nine finalists were chosen from a product field of over 250 of the world's best new products.

The Honey Drop™ solves a common problem: liquid honey can be messy. The Honey Drop™ is an individual serving (one teaspoon / 5 g.) of 100% pure dried honey without any additives. It is ideal for sweetening tea or coffee. Simply drop into a hot beverage and stir. You have all of the natural honey flavour without the usual honey mess.

“To win the SIAL d'Or ‘Country Award’ for Canada with our Honey Drop™ as the highest scoring product from Canada was beyond our expectations,” stated John Rowe, President of Island Abbey Foods Ltd. “To then be named best product in the ‘Grocery – Sweet’ category is a phenomenal accomplishment! We are ecstatic to be representing Canada at SIAL 2010 this fall as one of only nine finalists competing for the title of best new food product in the world.”

The Honey Drop™ comes in two flavours: pure honey and pure honey and lemon. The Honey Drop™ is available in packages of 20 units for retail sale or in bulk for food service. The Honey Drop™ has a shelf life of one year and does not contain any artificial colouring, flavouring, or preservatives. The Honey Drop™ is an all natural product of Prince Edward Island, Canada and manufactured by Island Abbey Foods Ltd.

For more information on the Honey Drop™ please visit www.thehoneypantry.com.au

A: PO Box 8109, North Rd LPO, Brighton East Vic 3187

P: 0434 376 424 **E:** info@thehoneypantry.com.au

W: thehoneypantry.com.au **ABN:** 13 659 480 165



The Honey Pantry

About The Honey Pantry

Jemleena Pty Ltd trading as The Honey Pantry is an Australian, privately owned family business established in 2009. Based in Melbourne, the company was established to provide Australians with healthy, nutritious and unique honey products from national and international sources. Products in the current range include Honibe Honey Drop™, Honibe Honey Delights™ and GloryBee HoneyStix.

About Island Abbey Foods Ltd.

Island Abbey Foods Ltd. is a specialty food producer based in Prince Edward Island, Canada. They are a 6th generation PEI agricultural family business. Honibe™ (honee-bee) brand honey is their line of all natural, specialty honey from PEI. Under our Honibe™ brand they offer innovative products like the Honey Drop™, the world's first 100% pure, no mess, non sticky honey. Honibe™ also have a 100% pure honey candy called Honey Delights, and will be launching their very own Honibe™ Honey Sugar this month. Island Abbey Foods Ltd. recently announced collaboration with Stirling Products Limited of Australia on a new range of botanically enhanced products delivered using Honibe pure dried honey, further diversifying their range of healthy and natural products.

About SIAL

SIAL is a global marketplace for all those involved in the food industry (retail, trade, manufacturing, catering professions, services). SIAL is the largest food show in the world that takes place every two years. SIAL is where business and innovation meets. The SIAL show began in 1964 and has grown to now include more than 185 visitor countries and 101 exhibitor countries. This year the SIAL show is being held in Paris, France and will run from October 17th to October 21st, 2010. For more information on SIAL visit <http://en.sial.fr>. For more information on this year's SIAL d'Or finalists visit: http://supermarketnews.com/news/sial_dor_0513/.

Media Inquiries:

The Honey Pantry
Ayal Tusia - Marketing Manager
Phone: 0434-376-424
Email: info@thehoneypantry.com.au

A: PO Box 8109, North Rd LPO, Brighton East Vic 3187

P: 0434 376 424 **E:** info@thehoneypantry.com.au

W: thehoneypantry.com.au **ABN:** 13 659 480 165