



The Honey Pantry

Honibe™ - Now Kosher Certified Through the Orthodox Union - Island Abbey Foods Attains Kosher Certification for Honibe™ Line of Products

FOR IMMEDIATE RELEASE:

Charlottetown, PE - March 3, 2011 - Island Abbey Foods Ltd™, specialty honey manufacturer, announced that they have attained kosher certification through the Orthodox Union (OU). This announcement will allow the innovative honey products produced by Island Abbey Foods Ltd™ under their Honibe™ brand to be sold with a new level of accreditation of quality, health, and safety.

The Honibe™ brand is built around a proprietary platform technology that has enabled the creation of 100% pure dried honey products in a variety of form factors. The OU certification of the Honibe™ line of products includes the Honey Drop™- A tastier sugar cube; Honey Lozenges™ with added Eucalyptus and Menthol for sore throats; Honey Delights™ - pure honey candy; and Honey Sprinkles™ - honey granules for baking and sweetening tea or coffee.

“Kosher certification will now allow Australian kosher communities to enjoy the marvelous products produced by Island Abbey Foods,” said Ayal Tusia, Managing Director of The Honey Pantry. “As the exclusive Australian Distributor of the Honey Drop and Honey Delights, we are excited to be able to take the products into a whole new marketplace.”

“Having our Honibe™ brand of honey products certified as kosher is going to expose our business to an ever expanding new market,” stated John Rowe, President of Island Abbey Foods Ltd™. “The kosher community is prominent throughout United States, Canada, as well as throughout the world which creates a major opportunity to market our unique line of products to a segment of the community we haven’t been able to target until now. Kosher certification gained through the highly respected Orthodox Union provides an extra level of quality certification for our products that gives consumers additional confidence in their purchase decision.”

“We are pleased that Island Abbey Foods has attained its kosher certification from the Orthodox Union for their Honibe™ line of pure dried honey products,” said Rabbi Eliyahu Safran, OU Kosher’s Vice President of Communications and Marketing. “Undoubtedly all of the Honibe products will be enthusiastically welcomed within the kosher community. We are especially pleased with the certification of the Honey Lozenges, an important addition to the growing list of OU certified health related products,” Rabbi Safran added. We will now work with Island Abbey Foods to introduce the Honibe™ line of products to the kosher community.”



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The Honibe™ brand has received major international recognition in recent months with the Honey Drop™ being named as the Global SIAL d'Or Winner 2010 for the best new food product in the world. The Honey Drop™ was also named as the best new product in the 'Grocery Sweet 2010' and best of Canada 'Country Award 2010' categories. Honibe™ was recently featured on one of Canada's most popular television shows, CBC's Dragons' Den, where entrepreneurs pitch their ideas to savvy business investors. Island Abbey Foods recently entered into a major distribution deal that will see the Honibe™ brand sold through Dutch Gold Honey and McLure's Honey and Maple Products into supermarkets across the United States.

For more information on please visit www.thehoneypantry.com.au

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.

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