



The Honey Pantry

The Honey Pantry Introduces the Honey Drop™ To Australia – “A Honey You Can Hold”

FOR IMMEDIATE RELEASE:

Melbourne, Vic, Australia - March 12, 2010 – The Honey Pantry today introduced the world’s first 100% pure, no mess, non sticky honey product: the *Honey Drop™* to Australia. The Honey Drop™ is a honey you can hold.

The Honey Drop™ solves a common problem: liquid honey can be messy. The Honey Drop™ is an individual serving (one teaspoon / 5g) of 100% pure dried honey without any additives or binding agents. 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.

Inventor and entrepreneur John Rowe first conceived the concept of no mess honey after several ‘liquid honey accidents’ in the 1990’s. Mr. Rowe thought that dried honey would be the ideal solution to the messy honey issue. After spending many years searching, Mr. Rowe realised that an all natural, dried honey product did not exist. “I have seen many dried and candied honey products, however, they all contained sugar, corn syrup, or other additives,” stated John Rowe. “In my search for a natural, non messy honey this was simply unacceptable. I did not want corn syrup in my tea. I decided to take measures into my own hands, and several years later the Honey Drop™ is the result.”

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

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.

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