



# The Honey Pantry

**Honibe™ - Honey Drop™ Wins World's Best New Food Product for 2010 at World's Largest Food Tradeshow**

**FOR IMMEDIATE RELEASE:**

**Paris, France, SIAL 2010 - October 18, 2010** - Island Abbey Foods Ltd. today announced the Honibe™ Honey Drop™ has been named as the winner of the Global SIAL d'Or from the world's largest food tradeshow in Paris, France. The Honey Drop™ was also named as best new product 2010 in the "Sweet – Grocery" category and was the winner of the "Country Award - Canada" as the highest scoring Canadian product for 2010 in the preshow awards in May. 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 Global SIAL d'Or is awarded for the best new food product to come to market in the last two years. The selection was made from a product field of over 250 of the world's best new food 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.

"The Global SIAL d'Or recognizes the best new food product to come to market in the last two years. To be nominated for this prestigious award was outstanding, but to actually win the Global SIAL d'Or for our Honibe™ Honey Drop™ is simply a phenomenal accomplishment," stated John Rowe, President of Island Abbey Foods Ltd. "The SIAL d'Or Awards are like the Oscars of the food world and the Global SIAL d'Or is the overall gold medal that everyone is vying to win. To win this award is very surprising and exciting. It acknowledges, on a global scale, the true innovation of our Honey Drop™ and the technology we use to create a 100% pure dried honey cube with no additives or preservatives of any kind."

The Honey Drop™ comes in two flavours: pure honey and pure honey with lemon. The Honey Drop™ comes in boxes of 20 pieces. The Honey Drop™ is only 20 calories, has a shelf life of three years, and does not contain any artificial colouring, flavouring, or preservatives.

For more information on the Honey Drop™ please visit [www.thehoneypantry.com.au](http://www.thehoneypantry.com.au)



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## **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™ (honey-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.

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