

INTRODUCING GREEN BAY REALLY RAW ACTIVE MANUKA HONEY - THE REAL DEAL

This summer sees Green Bay launch the first raw manuka honey into the UK, representing probably the closest to nature, healthiest and highest quality manuka honey available today.

A few years ago Manuka honey was a secret that only avid health food consumers knew about, however its amazing health giving and anti-bacterial properties - fighting infection, soothing inflammation and settling upset stomachs to name a few - have led it to become increasingly popular across the UK.



To meet this demand there has been a steep rise in the amount of manuka honey available in the UK and this has led to there being very significant differences in effectiveness and quality as some less ethical marketers are trying to take advantage of this market growth. Thus, when buying manuka honey it is most important to look for a product that has not been blended, excessively filtered, over-heated or over-processed in any way - such as 100% New Zealand active manuka honey from Green Bay and specifically its new **Really Raw Manuka Honey**, which retains as much of the natural goodness from the hive as possible.

About Green Bay Really Raw Manuka Honey

Green Bay works diligently to ensure its **Really Raw Manuka Honey** is as near to fresh honey collected straight from the hive as possible, it is:

- **minimally filtered** - removing unwanted particles like large pieces of honeycomb, but retaining naturally occurring amounts of propolis and pollen which are generally removed when fine filtered.
- **not pasteurised or over-heated** - it is cold pressed and coarse filtered and for before pouring into jars is warmed very gradually to approximately 37°C, which represents the balmy temperature in the hive during the summer harvest. This means none of the manuka honey's super-healthy enzymes and other nutrients (many of which are destroyed by high levels of heat) are lost. Green Bay Really Raw Manuka Honey is not seeded with other honey crystals and beaten to force crystallisation but is left to set naturally in the jar.
- **single estate, unblended, artisan produced** - it is just sourced from remote, organic-certified apiaries often in wild bush and national parks. Green Bay knows its beekeepers personally and talks to them throughout the year and periodically 'walks the hives' with the beekeeper to inspect the harvest conditions, weather and nectar flow from harvest to harvest. In this way

Green Bay ensures the provenance and quality of its manuka honey. In fact, Green Bay can name the person who supplied each individual jar-full and often trace the jar back to a few specific locations where the hives were situated.

- **tested for distinctive character and quality** – Green Bay is owned by Jo, Greg, John and Maria Glass who are passionate about the taste of their honey as they are about the quality of its health giving benefits. A sample from each batch of honey is taste tested by a member of the family team to ensure the taste matches the characteristic profile of the region it's from. Indeed, each manuka honey growing area has a distinctive taste profile determined by the soil quality and the individual micro-climates that are common in the South Island of New Zealand. Green Bay manuka honey is sold in recyclable glass jars, avoiding any potential risk of chemicals leaching into the honey from plastic jars.
- **a high activity factor product** - the rating that can be seen on jars of manuka honey (e.g. 10+ or 15+ Active) is equivalent to a correlating percentage of phenol solution and confirms the level of anti-bacterial activity provided. To be given an activity rating each batch of honey has to be verified by a certified laboratory test. Green Bay manuka honey has an activity factor of either 10+ or 15+, certified by an independent professional laboratory which runs a test accredited by ISO 9001 and based on the original research into activity measurement by the Honey Research Unit the University of Waikato in New Zealand. Clinical research indicates that an activity rating of 10+ to 15+ represents the ideal potency to deal with the vast majority of needs.
- **wholly organic** - the hives are located in the remote and wild areas of New Zealand's South Island. The soil is rich in natural nutrients, particularly in minerals. The hives are never treated with any modern chemicals and the bees are not fed sugar to boost honey production. All Green Bay active manuka honey is certified organic by the Soil Association in the UK.

Manuka Honey is an expensive honey that people use because of the health benefits they experience and in order to derive these benefits in full it is important that the above factors are taken into consideration.

With its rich and full flavour, **Green Bay Really Raw Manuka Honey** is delicious eaten on its own, or on toast, in sandwiches, with muesli, in salad dressings and mixed with ice cream or yoghurt. Indeed, for purposes of maintaining general well-being many consumers enjoy a teaspoonful every day. Green Bay does not recommend any of its manuka honey products are used as a sweetener in hot drinks or added to recipes prior to cooking as the heat can destroy many of the beneficial nutrients present in the honey.

Really Raw Manuka Honey is a jelly like (thixotropic) honey when extracted from the hive and naturally sets into large crystals over time. The colour of the honey varies by region and also darkens over time and with heating. Green Bay only uses honey from the most recent harvests to ensure the optimum product quality for its customers.

Commenting on the launch of its **Raw Manuka Honey**, Jo Glass, Managing Director of Green Bay said:

“Our aim at Green Bay is simple; to produce the healthiest manuka honey one can buy and our Raw Manuka Honey is as pure and as close to the hive as you can get without being stung!”

“Our passionate approach to achieving this goal is reflected by the six quality factors we rigorously adhere to when we choose honey, including: taste; colour; total activity level; age; proportion of manuka pollen and moisture content. Our quality promise is displayed on the lid of each jar of

Green Bay Really Raw Manuka Honey and there is more information at www.greenbayharvest.co.uk/qualitypromise

“With our new Really Raw Manuka Honey we believe we have made available to the UK consumer the purest and highest quality product on the market at a fair price.”

Price and availability

Green Bay Really Raw Manuka Honey is available in 10+ and 15+ varieties which retail for £9.95 and £11.95 respectively for a 227g jar; £17.95 for 15+ 340g jar. It can be purchased at branches of Waitrose nationally, in over 650 independent health food shops, farm shops and delis and on-line at www.greenbayharvest.co.uk.

ENDS

For further information contact:

IKON Associates

Annabel Alford
Tel : 01483 203330
Mobile : 07768 393353
E-mail : annabel@ikonassociates.com

OR

Adrian Shaw
Tel : 01483 271291
Mobile : 0797 9900733
E-mail : adrian@ikonassociates.com

For images and samples please contact Annabel or Adrian.

Notes for editors:

1. The health Benefits of manuka honey

Manuka honey is widely regarded as a powerful tonic and is used by many throughout the world as an aid to:

- soothing sore throats;
- assisting with good digestion and in relieving indigestion, IBS, mild colitis and diverticulitis and healing stomach ulcers; and
- promoting general skin care and the treatment of minor burns, grazes, rashes, stings and sunburn.
- healing wounds and fighting many bacterial and fungal infections, including discouraging MRSA infection;

Active manuka honey is becoming much more widespread in its use as clinical trials are continuing to validate its antibacterial and other healing properties. Indeed, a number of leading NHS hospitals now use active manuka honey for the treatment of wounds and in laboratory tests active manuka honey has been shown in vitro to inhibit helicobacter pylori, believed to cause most stomach ulcers, dyspepsia and peptic ulcers. Also a study published in the British Medical Journal showed that children with gastroenteritis recovered from diarrhoea significantly faster when treated with honey rather than with glucose.

From a nutritional stand point active manuka honey is rich in iron, zinc, B vitamins and antioxidants which makes it an excellent tonic for when recuperating from illness as well as an everyday booster to help maintain a robust immune system and general well-being.

The benefits of propolis: This wonderful resinous substance is used by bees to sterilise the hive and to inhibit the spread of bacteria, viruses or fungi. It appears to help stimulate the human immune system and has been used to resolve chronic conditions such as acne and ulcers. Used during both world wars to

prevent infection and promote wound healing, a Kiev study also found propolis to be effective against sore throats and dry coughs in 90% of cases.

The benefits of pollen: Believed to have many nutrients essential for good health, pollen contains B vitamins for energy, vitamin C for immune support and antibody formation, as well as a wide range of minerals. Research emerging from the Ukraine suggests that pollen can help ease the digestive disorders many people with rheumatoid arthritis experience. Pollen extracts have also been used to desensitize allergy sufferers to the allergens which trigger their condition.

Links to abstracts and clinical research papers:

Honey and wound healing –
<http://bio.waikato.ac.nz/honey/evidence.shtml>

Honey and skin ulcers –
<http://www.manukahoney.com/resources/research/trial1999.html>

Honey and MRSA –
<http://www.christie.nhs.uk/press/2006/050706.aspx>

Honey and night-time coughs in children –
<http://archpedi.ama-assn.org/cgi/content/short/161/12/1140>

2. The science behind manuka honey

Manuka honey comes exclusively from New Zealand, where the manuka bush (*Leptospermum scoparium*), which is a relative of the tea tree, is a native species. Due to the abundance of the manuka flora in remote parts of New Zealand, the bees feed almost exclusively off the white manuka flowers at certain times of the year, and produce a honey which is darker and richer tasting than common clover honey.

Scientific research carried out by Peter Molan of Waikato University and others has proven the extraordinary anti-bacterial properties of manuka honey and high levels of minerals and enzymes it contains.

Most types of honey are known to contain hydrogen peroxide (formed in a slow release manner by the enzyme glucose oxidase), but in addition to this manuka honey also uniquely contains high levels of methylglyoxal (a non-peroxide enzyme). Indeed, these two enzymes are present in active manuka honey in concentrations of up to 100 and 1000 times greater respectively than in other varieties of honey and it is believed the two might work together in a synergistic manner to give manuka honey its uniquely powerful anti-bacterial properties.

3. About Green Bay

Green Bay was founded in 2005 by Jo Glass and is a 100% owned family managed business.

The company creates and selects organic foods with exceptional nutritional properties which are grown in clean mineral rich places like New Zealand by people who are known and trusted by Jo and her team.

The underlying principle behind Green Bay is that nature provides an incredible variety of foods that can help keep people healthy and happy and it is Green Bay's mission to seek out the very best of these products, promote their benefits and make them widely available to the general public in a sustainable way. For example, wherever possible the products Green Bay imports from New Zealand come by sea and not by air to minimise the carbon footprint. Green Bay's current portfolio extends to 19 products, with many more new lines under development.

In addition to retailing pure active manuka honeys, Green Bay has also developed a carefully selected range of organic well-being products containing active manuka honey combined with other highly nutritious natural foods, such as apple cider vinegar, blackcurrants and sour cherries each offering specific health benefits.