

GREEN BAY MANUKA HONEYSUCKERS **AN ESSENTIAL SUMMER TRAVELLING COMPANION**

When travelling abroad this summer there are certain essentials you must carry in your hand-luggage like your passport and tickets, but now there is something else to remember – Green Bay Manuka Honeysuckers.



These are the world's first 100% pure organic manuka honey lozenges (with nothing else added) and provide a highly convenient way of benefiting from all the goodness of one of nature's best healing foods without having to take a jar of sticky manuka honey with you; and they taste fantastic! They are a holiday essential because manuka honey:

- helps to create a barrier to prevent you sharing your fellow traveller's germs (bacteria and viruses) that will be circulating around the aeroplane on your holiday flights.
- prevents your throat and mouth from drying up in the air-conditioned environment of the cabin or hotel room.
- facilitates good digestion and aids the relief of digestive troubles and tummy upsets that can occur when eating unfamiliar food or being in foreign environments. In fact, 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.

Green Bay Manuka honey comes from remote areas in New Zealand's South Island, the world's primary source of organic-certified manuka honey, and is made by bees which have foraged on the flowers of the manuka bush (a relative of the tea tree). Manuka honey has powerful anti-bacterial properties which can be up to 100 times more powerful than the activity of all other types of honey (see Editor's Note for details) and high levels of B vitamins, minerals and enzymes for general well-being.

Green Bay Honeysuckers are a delicious, natural, portable and highly effective way to safeguard the health of all the family when travelling. They come in three flavours: Original Manuka; with Blackcurrant; with Echinacea and Propolis.

Green Bay Manuka Honeysuckers retail at £3.99 for a packet of 8 lozenges and come in a convenient moisture proof foil seal. They are available at Waitrose, John Lewis foodhalls and Ocado and in over 650 independent health food shops, farm shops and delis. Honeysuckers can also be purchased direct from Green Bay via their website: www.greenbayharvest.co.uk.

Green Bay Honeysuckers are unique due to them having the following attributes:

- produced using only organic-certified honey;
- contain only 100% pure, unblended, unpasteurized manuka honey* - other lozenges use as little as 3% manuka honey;
- are processed at hive temperature to retain natural goodness - other honey lozenges are processed at high temperatures and are more like boiled sweets;
- laboratory certified anti-bacterial activity and
- do not contain any chemical stabilizers, preservatives or any other additives.

*Blackcurrant variety contains 10% blackcurrant juice and Echinacea & Propolis variety contains 0.5% echinacea extract and 0.5% propolis.

Honeysuckers are part of Green Bay's commitment to bring exceptional natural foods with active health benefits to the consumer, direct from the grower.

N.B. When in a hot climate, Honeysuckers should be kept at below 25°C and out of direct sunlight so they don't become sticky.

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Notes for editors:

WHAT IS 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.

Honeysuckers have an activity rating of 15+ which means the honey has a powerful antibacterial potency equivalent to a correlating percentage of phenol solution, which has been verified by a certified laboratory.

A HONEY WITH REMARKABLE PROPERTIES AND FLAVOUR!

Active manuka honey has been used as a natural remedy for over 4000 years. It is reported that when Captain Cook and his crew arrived in New Zealand, exhausted and in very poor physical condition, they were given a tea made from manuka leaves by the local natives to help bring them back to good health.

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

- healing wounds and fighting many bacterial and fungal infections, including discouraging MRSA infection;
- 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.

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.

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.

Please refer to the notes to editors for scientific abstract and clinical research paper references relating to active manuka honey.

Green Bay active manuka honey, with its rich and full flavour, 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.

THE CRUCIAL DIFFERENCES BETWEEN GREEN BAY ACTIVE MANUKA HONEY AND MASS-PRODUCED MANUKA HONEY

Raw organic-certified manuka honey of exceptional quality is used to make Green Bay's Honeysuckers to ensure that none of the health related benefits of this delicate natural product are lost during its transition from hive to lozenge. The key attributes of Green Bay Manuka Honey are:

- It is wholly organic which means that its hives are located in a region where there is no intensive farming and the soil is rich in natural nutrients,

particularly in minerals. The hives are never treated with any modern chemicals. Green Bay active manuka honey is certified organic by the Soil Association in the UK

- It is produced using traditional artisan approaches to nurturing, harvesting and packing the honey. The bees are never fed sugar. Green Bay honey is never blended or creamed.
- Each Honeysucker is made from manuka honey from a single estate. Green Bay knows all its growers personally and has developed strong and trusted relationships with those established and respected apiarists to ensure reliable provenance and traceability across all its manuka honey products.
- It is unpasteurised which means that none of the manuka honey's super-healthy enzymes and other nutrients, many of which are destroyed by high levels of heat, are lost. The honey in Green Bay Honeysuckers never is made into lozenges equivalent to normal hive temperature (around 37°C) to avoid such damage.
- It is minimally filtered so as to remove any unwanted elements such as pieces of honeycomb and bees legs, but to ensure all the necessary health supporting nutrients are retained.
- It has a high activity factor with all products having an over 10+ activity rating, using an independent professional laboratory to run a test accredited by ISO 9001 since 1996.

In order to derive the full health benefits of manuka honey it is important that the above criteria are adhered to. Manuka Honey which has been over-processed at higher temperatures on a commercial scale will taste different and will not retain the range of health benefits of raw manuka honey.

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>