



WHEN IT'S NOT RUDE TO GUSTARE

Those who know our editor well will know he often can be heard telling people about the health benefits of raw honey, whilst sipping one of his rather quirky water infusions and smoothies each day with raw honey added. Raw honey has many benefits and we will explore these with the help of the wonderful brand **Gustare Honey**.

BENEFITS OF RAW HONEY

Not only is raw honey a Good Source of antioxidants, surprisingly, it is even said to be a simple hangover cure. It's acclaimed by scientists for its ability to help the body break down alcohol, helpfully relieving you of the dreaded headache.

Thanks to its powerful antioxidant properties, honey is said to neutralize the toxins that are created when you drink alcohol, which is lucky as we had plenty to hand after our gin tasting escapades in this issue!

BRINGING THE BEST OF OZ TO THE UK!

After only being in the UK for 8

months, Gustare have already made it into over 100 stores. There is a reason for this success, and it's not just their miracle working tasting team, it's the product itself.

Recently at a trade show, we witnessed a member of the Gustare team convert a non honey liker into a Gustare honey fiend. We wanted to see what all the fuss was about, and after trying the entire range in one sitting, we left the stand feeling enlightened.

Gustare's premium raw honey is produced by artisan beekeepers from Australia's pristine natural wilderness. The bees are never exposed to chemicals or antibiotics, increasing their natural resistance and health, to provide



a tastier, purer honey. Each variety is produced seasonally in its own provenance and distinctive terroir, resulting in a truly unique product.

SPOT THE DIFFERENCE
There are many reasons why Gustare Honey is different, firstly, it's produced in Australia, harvested from the flora of individual species of Eucalyptus trees native to Australia, which yield a more fragrant, monofloral honey.

Secondly, Gustare don't do anything to their honey to spoil the way the bees intended it to be. It comes straight out of the hive, goes through a filter to trap any debris and then it's straight into the jar and in your mouth. Raw honey has many natural health benefits not found in many consumer honeys in the UK, which are often blends, and suffer from over filtration. ●

www.gustarehoney.com

THE RANGE

DELICATE - YELLOW BOX

- Harvested from the Eucalyptus Melliodora tree in Western Victoria, New South Wales to south central Queensland. Smooth and delicate to taste, light in colour, with a generous aroma and widely regarded as one of Australia's premier honeys.

MILD - GREY IRON BARK

- Harvested from the Eucalyptus Paniculata tree found mostly in eastern New South Wales. This Grey Iron Bark Honey is light in colour and has a mild, warm and subtle flavour with a slight nutty and toffee aftertaste.

RICH - STRINGY BARK

- Harvested from the Eucalyptus Caliginosa tree in the Northern Tablelands and North Western slopes of eastern New South Wales. A darker coloured honey boasting an intense and rich aromatic flavour, with hints of smoky coffee.

STRONG - APPLE TREE

- Harvested from the Angophora Floribunda tree found mostly on the Western Slopes in the eastern areas of the New England Tablelands of New South Wales. A strong flavoured, dark coloured honey with a silky texture and toffee apple undertones.



COMING SOON!

MANUKA - JELLY BUSH

Due for release May/June 2017

- Gustare is pleased to announce a new Manuka honey to their product range which is to be released this summer!

Unlike New Zealand Manuka honey, our Australian Manuka Jelly Bush variety has no medicinal taste, is sweet and fragrant, yet still possesses the powerful antibacterial health benefits.

WE INTERVIEWED JASON HAYWARD-JONES OF GUSTARE HONEY TO FIND OUT MORE!



So, with launching in the UK last year, how have you found the reception to Gustare honey in the UK from delicatessens and farm shops?

- We're very pleased that after only 8 months on the market in the UK, Gustare is now selling in over 100 stores in the UK. We're on the shelves of independent health and well-being stores all over the country and in Fenwick's Department Store in Newcastle. We have had an amazing reception from customers who have tasted our honey, the typical response

usually involves a 'wow!' or 'mmm' but on a recent tasting event, a health foods store assistant we met claimed that our Stringy Bark honey was the "best honey ever!" which was a particularly proud moment for the team. We've also received positive feedback from several top chefs across the UK and one renowned chef, James Graham - who is now a collaborative partner of Gustare Honey - pronounced it was the "best honey he had ever tasted."

How does the UK market compare to the Australian market for buying honey?

- Although demand in the UK market is much larger than the Australian market in numerical terms, there is a significant difference in the qualities of the honeys available to consumers in each country. Australian consumers are more used to buying high quality raw honeys from supermarkets and are familiar with the differences in

taste of Australian Grey Iron Bark honey and the more common Yellow Box honey. British consumers more typically buy honey blends and are less familiar with the pure taste of raw honeys.

We've seen members of Gustare staff convert non-honey liking trade show visitors into enjoying samples of your honey, we think this shows the quality of your product, however can you tell our readers a little more about why this could be?

- Our range of Australian raw monofloral Eucalyptus honeys bear a very different taste to European honeys. The short supply of honey in the UK and Europe means that most honeys sold in the market are blends of European and Non-European honeys which are often mixed with syrups or sugar and pasteurised, resulting in a bland, chemical taste. The consumer will have little idea of the provenance of this kind of product and is unlikely

to savour its taste. Gustare's honey is as it is in the hive, it has a fragrant, floral flavour and a richer, sweeter and purer taste in comparison to the honeys our customers have tried previously. Through our tastings sessions, we are gradually educating the public on the benefits of choosing Australian raw honey.

On the subject of trade shows, we see Gustare at a fair few, what are the main events where our readers can find you this year?

● This year, we have attended two major events at ExCel London – the International Food and Drink Event in March and the Natural and Organic Products Europe show at the beginning of April. We are also conducting a series of honey tastings in health and well-being stores around the country, which is proving to be very popular. Follow us on Facebook, Twitter or Instagram to be informed about these tastings. There is a list of stockists on our website - <http://gustarehoney.com/> and we will soon be selling on-line ourselves.

Getting back to your products, how important is the background of the bees to producing a great final product?

● Our bees are never exposed to chemicals or antibiotics which increases their natural resistance and health and ultimately helps to make a tastier, purer honey. Our artisan beekeepers work in Australia's pristine natural wilderness. They transport the bees to different forests to individual eucalyptus forests to pollinate flowering trees and bush. The bees ultimately produce honey bearing the flavour of the nectar of the flowers in these forests. The taste of the honey is also influenced by climatic conditions such as temperature and rainfall which can vary dramatically in the Australian bush. The flavours of the four products in our current range are very different, all influenced by the flower of the various Eucalyptus trees – Yellow Box, Grey Iron Bark, Stringy Bark and Apple Tree – from which they derive.

Often, UK delicatessens like to buy local and obviously Australian honey couldn't be any further away from our shores. However, there is a few very good reasons why it's good to stock Australian honey, can you run our readers through these?

● The UK's domestic beekeeping industry can only supply 10 per cent

of the demand for honey in the UK. The honey production season in the UK is very short – only two months – compared to about ten months in Australia. In the UK and much of the rest of the northern hemisphere, bee colonies are in dramatic decline so honey from this part of the world is in short supply.

Bee colonies are much stronger in Australia. Our artisan beekeepers produce a range of mono-floral premium raw honeys with a clear provenance and distinctive terroir. Australian honey is quite different from European honey as it is produced from the flora of a range of Eucalypt species unique to the Australian continent, resulting in fragrant, delicious honeys.

We are introducing a new Australian Manuka (Jelly Bush) to the UK market in coming weeks. Manuka honeys are only produced in New Zealand and Australia.

We love your Manuka honey, we find the taste profile really amazing and nothing like other manukas we've tried, and as reported there isn't a medicinal taste in your product – can you tell us why this is?

● Like New Zealand's renowned Manuka honeys, the Australian equivalents are derived from the flora of the Leptospermum plant species and have similar health benefits. Our Manuka honey is derived from the flora of Leptospermum polygalifolium, popularly known in Australia as Jelly Bush. It has a sweeter taste than most New Zealand Manuka honeys, which are derived from the flora of Leptospermum scoparium. We hope this sweeter taste – which is all down to the flower of the Jelly Bush plant and seasonal climatic conditions – will entice new customers to enjoy the health benefits of this very special honey.



In the article we reviewed the benefits of raw honey, how do you consume your honey the most?

● Although our honey tastes great on toasts and crumpets, I use it widely in my diet. I put a teaspoon of honey in the fruit juice I blend up every morning for breakfast and in smoothies for my kids. I combine a tablespoon of honey with soy sauce, lemon and garlic to make a delicious sauce for chicken or fish dishes. Honey-glazed carrots are delicious. But by far my favourite way to consume our honey is to drizzle our mild (Grey Iron Bark) honey over Stilton cheese. It's a sublime combination.

You've already got an impressive range of products, however we've heard on the grapevine there is to be more brought out at any time, when can we expect to see more products joining the range?

● We are very excited to launch our first Manuka honey in the UK next month, at a price point that will be very attractive to customers. We expect to be bringing more Manuka products, with higher activity levels and enhanced health benefits, to the market. We will also be bringing new honeys to the UK. Some of these are derived from plants that only flower every few years. We are proud to be promoting the best of Australian honeys in the UK and are hoping to bring other Australian superfoods to the UK and Europe in the future.

Lastly, what advice can you give our readers about picking a good selection of honey to stock?

● Gustare's own selection of raw Eucalyptus honeys has a variety of flavours to appeal to different tastes. We have defined these as delicate, mild, rich and strong. Picking the right honey depends on how you like to consume your honey and your personal taste preferences. Our Stringy Bark honey has a unique rich and particularly delicious flavour which has proved very popular in the health and well-being market. The best choice you can make when shopping for honey is to choose raw, unadulterated and unblended honeys so you can enjoy the original and pure taste of the honey, as made by the honeybees.