

The logo features a large light blue circle with a smaller yellow hexagon inside it. A dashed line starts from the bottom of the hexagon and curves around the left side of the blue circle.

# HONEY PRODUCTS NEW ZEALAND EXPORT LTD

**Discover New Zealand Honey**

The background of the entire page is a photograph of a beehive. In the foreground, a person wearing a light-colored protective suit and a hood is tending to a wooden beehive. The background shows a lush green landscape with trees and a blue sky. In the bottom right corner, there is a small illustration of a bee.

*...from our hives to your table*

**Honey Products New Zealand Export was founded by passionate New Zealand beekeepers dedicated to sharing the pure and unique honey produced in diverse landscapes, from fertile coastal plains to pristine native forests and national parks. With decades of heritage and expertise, our experienced export specialists continue the tradition of delivering top-quality honey to the you.**

# CLOVER

New Zealand's most common honey.



Dairying has become essential in New Zealand, with clover reducing the need for synthetic fertilisers. It typically dominates pastures in late spring and early summer. The peak honey flow occurs as moisture declines, lasting from a few days to weeks, especially with extra rainfall. High country pastures, often enhanced through aerial topdressing, enable beehives to produce abundant, high-quality clover honey. The clover crop usually starts around mid December and finishes end of January. It can however start as early as November and finish as late as early March.

Clover is a sweet honey with a smooth, creamy texture and an mild aroma of sweet apple and pear. When crystallised, this honey is a pearly white colour and as a liquid is almost clear with a golden glow. Clover honey can be packed as both a liquid or set honey.

## How to use:

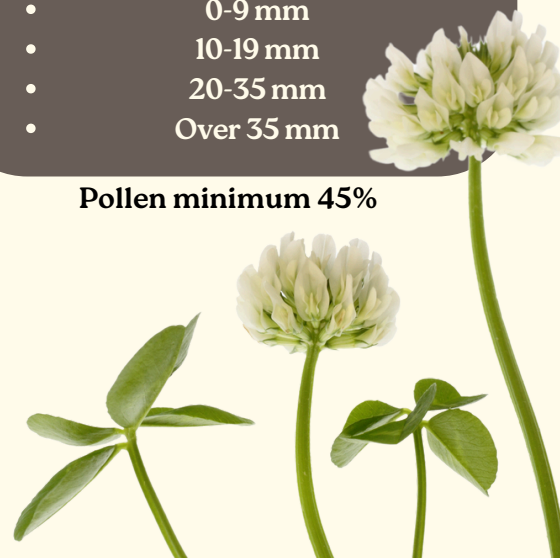
- Spread for scones or bread
- An excellent sugar substitute in baking and everyday

## Colour:

Clover honey typically has a color range of 10 to 35 mm on the Pfund scale, with about 80% of clover honey falling within this range. We generally classify clover honey into four color categories:

- 0-9 mm
- 10-19 mm
- 20-35 mm
- Over 35 mm

Pollen minimum 45%








# MANUKA

**Famed for its medicinal benefits  
and antimicrobial properties,**

**This native to New Zealand honey, has a  
strong herby, woody flavour and aroma.**

**Recent studies have linked Manuka honey  
and shows potential of Manuka honey as a  
nutraceutical for breast cancer!**



**The Manuka flower blooms for only  
2 to 6 weeks each year, peaking in  
mid-December, which marks the  
start of summer in New Zealand.  
Individual flowers remain open for  
just 5 days, creating a limited  
window for bees to gather nectar.**



## **How to use:**

- **Topical use (minor; burns,  
cuts, wounds)**
- **Taken a health supplement**
- **Everyday use**





# Rewarewa



Known as a member of the protea family, Rewarewa honey is renowned for having high levels of antioxidants.



Rewarewa is an evergreen tree, commonly known as the native New Zealand Honeysuckle, distinguished by its striking long red flowers. It flowers briefly in late spring and early summer and is endemic to the lower North Island and parts of the Marlborough Sounds. This honey is harvested in the late summer.

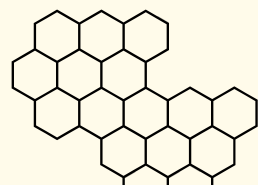
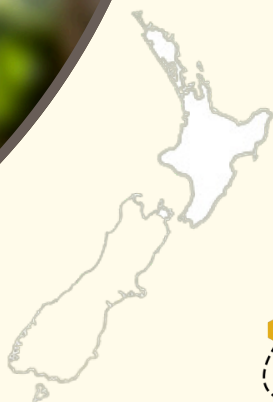
With its rich, malty-caramel flavor and deep, dark color, Rewarewa honey offers a unique tasting experience.

## How to use:

- Use as a classic toast spread or drizzle on freshly baked bread or crumpets.
- Drizzling over desserts



Pollen minimum 10%



# RATA

Well known for its very light colour averaging 22mm on the Pfund scale.

Rata has a delicate flavour with a fruity aroma. It crystallises very quickly with a proportionally high glucose content, it is therefore only packed as a set honey.

Rata flowers from early January to March and is harvested shortly after.

The lowland trees start flowering first and the flowering then progresses up to higher altitudes.

Rata flowering is sporadic, with some sources indicating it blooms well every 3 years and spectacularly every 7 years.

## How to use:

- A real treat with camembert, brie or the washed rind cheeses.
- Pairs well with roasted meats and when used as a marinade.

### Northern Vs Southern Rata Key Differences

- Location: Northern Rata is in the North Island; Southern Rata is in the South Island.
- Growth Form: Northern Rata grows as a tree; Southern Rata can be a tree or vine.
- Flavour Profile: Southern Rata honey is darker and has a stronger flavour than Northern Rata honey.

Pollen minimum 45%







# THYME



Thyme was brought to the Otago goldfields in the mid-1800s by Chinese miners as a culinary and medicinal herb.



The wild, single-origin thyme found growing on the arid Central Otago hills. Distinctive beyond its Mediterranean habitat, it showcases a profusion of small flowers that paint the hillsides purple during spring. Thyme typically blooms between November and January. Honey is usually harvested shortly after the flowering period, primarily in January and February.



Thyme honey has a distinct flavour profile characterised by its strong, herbal notes. It combines a rich sweetness with a slightly savoury and floral undertone, reflecting the unique qualities of the thyme plant.

## How to use:

- Perfect with cheese scones
- Salty robust cheeses such as feta or goat's cheese
- Enhance hot tea's



# KAMAHI



**Kamahi honey has long been one of New Zealand's most overlooked varieties. While it is produced in both the North and South Islands, the majority comes from the West Coast of the South Island.**



**Kamahi grows small pink or white flowers from July to January. It is typically harvested in late summer to early autumn, around February to April.**

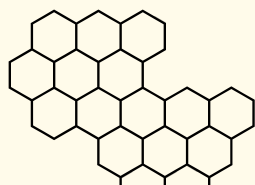
**Kamahi has a clean, rich and well-balanced flavour that's not particularly sweet, with a slight nutty finish.**



## How to use:

- Fresh fruits and soft cheeses,
- Date scones, cereals
- In hot drinks
- As a sweetener in spicy Thai food.

Pollen minimum 60%



# Vipers Bugloss



Characterised by vibrant pink and blue flowers, the plant yields a good supply of nectar late into summer, when other sources have become scarce.



Vipers Bugloss typically flowers from late spring to early summer, around December to January in New Zealand. The honey is usually harvested shortly after the flowering period, primarily in January and February, when the bees have gathered the nectar.

Vipers Bugloss Honey is a delightful, pale golden honey known for its delicate, herbaceous flavour profile. Its subtle sweetness makes it a versatile addition to food and beverages. The light, floral notes make it an all-purpose honey that can elevate both sweet and savoury dishes, making it a wonderful staple for any kitchen.

## How to use:

- Great as a sweetener for hot tea, enhancing the warmth of the drink without overpowering it.
- Incorporated into salad dressings, or used in baking,



Pollen minimum 45%





**HONEY  
PRODUCTS  
NEW ZEALAND  
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