



MIDLANDS

The Case For Mānuka Honey

AN AMERICAN MUST-STOCK

Pure Wellness, Proven.

In today's market, every business owner faces a fundamental challenge: which products should you stock that not only sell, but also strengthen your brand's reputation?

It's become an increasingly complex challenge. Buyers are more health-conscious and discerning than ever before; they're not just looking for products, they're seeking out trustworthy, high-quality solutions that align with their values.

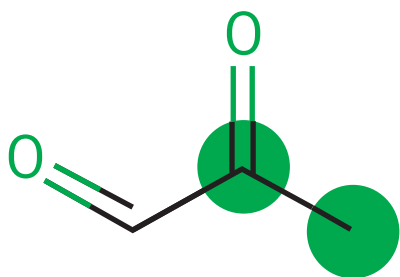
The health and wellness industry is booming, so your product selection should reflect this shift. This means the introduction of new

products that your buyers may not have found sold elsewhere - which can lead to a daunting product research process. When you're considering a new product line, a common question might be: "is this safe for my reputation?" We're here to showcase a solution that answers that question with an unequivocal "yes!".

That product is **Mānuka honey**.

This premium wellbeing product is among the strongest your business could consider stocking right now. Sourced from the pristine, wild landscapes of New Zealand, Mānuka honey is more than just a sweet treat. It's a unique health food product with scientifically proven properties that set it apart from conventional food products - including other types of honey.

What Gives Mānuka Honey its Potency?



The key to its potency is a naturally occurring compound called **Methylglyoxal** (MGO), which research has linked to a numerous benefits, and what makes it more resilient and potent than other types of honey.

This is why you'll often see Mānuka honey graded with UMF (Unique Mānuka Factor) or MGO numbers - they aren't used in terms of marketing, rather, they indicate the purity and potency of each Mānuka honey product, which is backed by rigorous testing. The higher the MGO and UMF rating, the greater the concentration of these beneficial compounds, which directly correlate to its unique health properties.

Unlike many health trends that come and go, Mānuka honey's benefits are supported by a growing body of scientific research. Studies have explored its impact in areas ranging from digestive health and skincare to wound treatment.

To ensure its purity and potency, authentic New Zealand Mānuka honey is measured using globally recognised grading systems like UMF (Unique Mānuka Factor) and MGO. These standards are not just a marketing tool; they're a commitment to quality that discerning buyers have come to expect from a premium wellbeing product.

One study that researched the connection between UMF 5+, UMF 10+ & UMF 15+ Mānuka honey and bacterial growth concluded the product contains a broad spectrum of antimicrobial properties. Another study positioned Mānuka honey as capable of safely supporting tissue healing and recovery from infections.

Mānuka Honey's Studied Uses



Antimicrobial properties



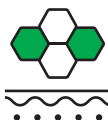
Recovery and healing



Digestive health



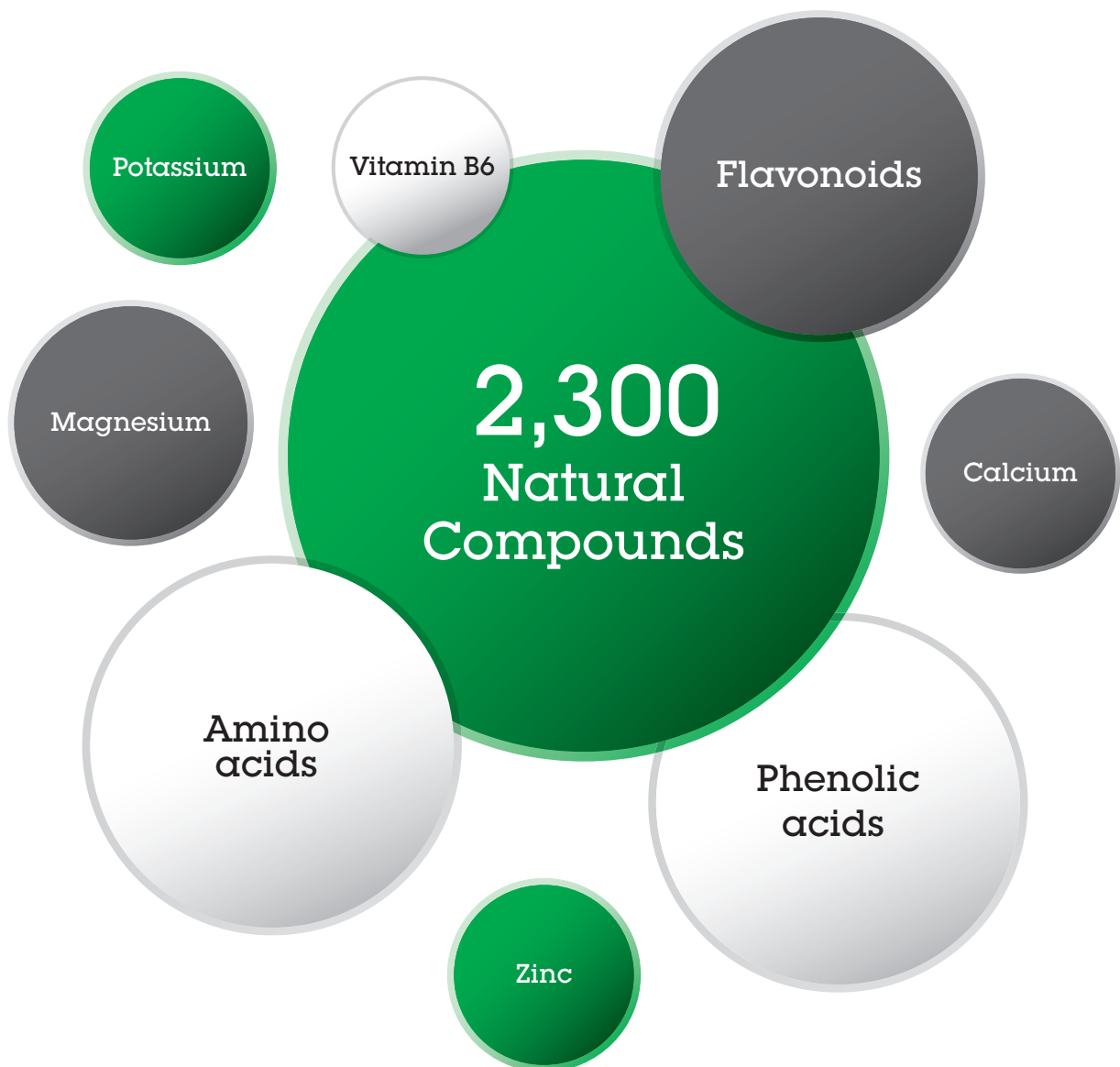
Wound treatment



Skincare

Mānuka honey also contains a range of flavonoids (including a number of Polyphenols), it's rich in phenolic acids and contains amino acids. It also has a number of vitamins and minerals including Vitamin B6, calcium, magnesium, potassium and zinc. In fact, the Unique Mānuka Factor Honey Association (UMFHA) has found that Mānuka honey contains more than 2,300 natural compounds.

This rich profile makes it a trustworthy, science-based product - not just a passing health trend.



The Numbers Speak For Themselves:

Why Mānuka Honey Outshines the Competition

When you're deciding what to stock, it's essential to look at the market - not just the product.

American business owners are finally waking up to the compelling market demand for honey; Mānuka honey in particular. Statistics surrounding the product paint an exciting picture for all types of businesses, whether it's large chain franchises, individual brick-and-mortar stores or e-commerce online shops.

Furthermore, Mānuka honey's versatility has turned it into a valuable addition to stock in pantries. It's a product that's used for a wide range of eating and non-eating occasions; it's mostly used in beverages like tea, coffee and smoothies and the most commonly-used sweetener for lunch, dinner and snacks.

United States Honey Market



\$1.1 billion

According to the 2024 Nielson Category Review, the United States honey market is currently a \$1.1 billion category - and still growing. This strong market performance indicates a consumer base that's increasingly choosing honey over other sweeteners.

It's All About Purity & Authenticity

The **National Honey Board** (NHB) has revealed consumers are driven by a desire for purity and authenticity in their food choices, which honey embodies perfectly. They see it as a good source of nutrition, rather than empty calories like sugar. It's also recognised as being good for the immune system and, to a lesser extent, the digestive system.

Buyers expecting honey consumption to remain the same

75%

Consumers planning to increase honey consumption

21%

*Source: NHB, US Honey Consumer A&U 2024

Buyers are also increasingly interested in sustainable and minimally-processed honey, providing a strong opportunity for brands that can capitalise on the raw attributes of their honey. Last year, raw honey saw a 7.6% increase in dollar sales, outperforming processed honey. This trend aligns perfectly with the premium, authentic nature of New Zealand Mānuka honey. A key factor for shoppers is also their awareness of declining bee populations, as they increasingly believe that using honey is very good for honey bees. This delivers a powerful, feel-good narrative for your customers.

7.6% increase in dollar sales last year for raw honey

The data clearly demonstrates a market primed for growth. Offering Mānuka honey to your customers isn't just a smart move, it's an exceptional opportunity for your business to expand and sophisticate its reputation amongst its customers.

Partnering For Success

The Midlands Apiaries Difference

As a premium Mānuka honey supplier & provider of multiple retail brands, Midlands Apiaries has deep experience working with markets across the world, so we understand the needs of businesses just like yours.

We know that your customers are interested in product narratives that tell a story; that's where the Midlands Apiaries brand truly shines. Our target audience of "natural nourishers" values honey that's both raw and unfiltered - our products align perfectly with these values.



Vertically Integrated Supply Chain for Total Control

Unlike many industry suppliers, Midlands Apiaries boasts a vertically integrated supply chain. This means we manage every step of the process, from our bee-friendly apiaries nestled in remote New Zealand Mānuka forests, right through to harvesting, processing and packaging.

This complete oversight ensures meticulous quality control and full traceability from hive to shelf. You can trust that the honey you receive from us has been handled with the utmost care and expertise.



Honey Innovation

Our dedication to research and development means we're always at the forefront of honey product innovation.

We research creative ways to consume honey, from new flavours and formulations to different consumption options to suit various market needs. Our team includes highly qualified beekeepers who employ best practices, ensuring the health of our bees and the purity of our Mānuka honey.

This expertise translates directly into the superior, premium, wellbeing product you'll receive.



Flexible Solutions For Your Business

Whether you're looking for bulk Mānuka honey as an ingredient, private label options to build your own brand, or our established retail-ready brands like PURITI for direct distribution, Midlands Apiaries offers a comprehensive solution.

We'll work with you to find the perfect fit for your market and customer needs, making it easy to stock Mānuka honey into your existing product lines. As a trusted Mānuka honey bulk supplier, our ability to provide ultra-high concentration Mānuka honey also sets us apart, catering to specialised markets.



Award-Winning Excellence



Midlands Apiaries is a multi-award-winning producer, globally recognised for excellence. We consistently earn accolades at prestigious events like the London International Honey Awards, including a recent spot in the Top 3 Global Creamy honeys.

In the 2025 edition of the competition, all three of our retail brands achieved gold and platinum awards, and a Mount Somers product was awarded the #3 spot in the Global Top 10 Honey rank for creamy honey - the only New Zealand Mānuka honey to be included in the list.

These awards are a testament to the superior quality and craftsmanship that goes into every jar of Midlands Mānuka honey.

By partnering with a leading Mānuka honey supplier like Midlands Apiaries, you're bringing a gold-standard, healthy food to your customers. You're giving them a premium wellbeing product that's backed by science, supported by a growing market and sourced from a company with a reputation for quality and integrity.

Choosing to stock Mānuka honey is a wise business decision, and choosing Midlands Apiaries is a commitment to a partnership built on trust and excellence.