



HONEY45

• 100% Nature's Work •

COMPANY PORTFOLIO

“A work of arte; and yet no
arte of man,
Can worke, this worke, these
little creatures can.”

Geffrey Whitney



CONTENTS



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@HONEY45.EG



HELLO@HONEY45.COM



+201207271080



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The background of the entire page is a warm, golden-yellow color. It features a subtle, repeating pattern of hexagons, resembling a honeycomb. Overlaid on this pattern are numerous bees, shown in various orientations and positions. The bees are detailed with their characteristic black and yellow stripes and translucent wings. The overall effect is a textured, organic, and vibrant backdrop.


FOREWORD

**A MESSAGE FROM OUR
FOUNDER & CEO**

Hello,

Thank you for your interest in working with us. Honey45 is a family-run business which strives to produce Egypt's highest quality honey and we take great pride in our bee conservation and protection efforts around Egypt. Our honest relationship with our bees and our farmers is what enables our bee colonies to grow and to produce the incredible honey that we offer. Our aim is to create awareness about the benefits of consuming raw honey, by proposing cool and fun ways to use it, and also to empower our farmers and their families so that they can live a comfortable, sustainable and healthy life. This is just the beginning for us. This document will take you through our business in more detail and we look forward to working with you soon!

Best Regards,



Wael Houta
CEO



@honey45.eg



OUR STORY



Why Honey '45' ?

45 days is the average number of days that a working bee lives for. It might vary from season to season, but that's all it is. Just 45 days.

In those 45 days all the magic happens. We are then left with honey, beeswax, bee pollen, propolis and royal jelly. We are also left with farms that are healthier and well pollinated, which in turn will help us yield better crops.

It is also in those 45 days that we really get close to the bees and befriend them and build an honest and sustainable relationship with them to enable the next generation of bees to grow stronger and expand in population.

So as a company we felt the need to celebrate those 45 days and really honour the bees' hard work and perfection in those days.





OUR MISSION



Our Mission

Through our honey, we also want to tell a story. A story of nature's resilience and the essential role that bees play in the upkeep of nature and the world as we know it. It holds within it an immense passion for agriculture and beekeeping and a growing sense of responsibility towards the conservation of bee populations in Egypt and the world.

It is a product of decades of agricultural heritage in our family and an aspiration to live a healthy lifestyle. We therefore pay special attention to every drop of honey that we produce and we are on a mission to encourage people to substitute their refined sugar intake with our 100% Raw Honey. Each of our blossom flavours is unique. And because our honey is 100% Raw, our flavours are also raw and distinct. So we encourage you to use it in your salad dressings or on your pancakes. Use it in your chicken marinades or with your bbq steaks. Use it in your hot drinks or in your smoothies. THE POSSIBILITIES ARE ENDLESS!



A close-up photograph of a bee on a honeycomb, with a solid yellow overlay. The bee is positioned in the upper left, facing downwards. The honeycomb cells are visible in the background and foreground. The text is centered in the middle of the image.

OUR FOUNDER AND OUR HERITAGE



Our Founder

Our founder , Eng. Wael Houta; is an accomplished civil engineer and property developer in Egypt and Europe, who within the last 3 decades has turned in to a multi-disciplinary businessman, investing in and establishing ventures in various industries such as agriculture, F&B, fashion, tech and recreation.

Being a second generation agriculture enthusiast himself, he identified a gap in the local Egyptian market for high quality, honestly-sourced Raw Bee Honey and took it upon himself to utilise his resources and agricultural knowledge to create a company that provides the Egyptian and regional populations with such a product. From that came the birth of one of Egypt's leading and fastest growing honey brands, producing across Egypt and selling over 7 different flavour blossoms, both offline and online.



Our Heritage

A History of 3 generations of beekeepers

Honey45 is a family business that operates with the utmost level of professionalism and ethical responsibility. The Houta Family has been passionate about bee keeping and honey production for decades, along with their other agricultural practices across all their farm lands in Egypt. For decades, the family was producing what we believe to be the best quality Raw Honey in Egypt, and only distributing it and selling to close friends and family. It wasn't until 2010 that we decided to take our operations to the next level by creating a named brand that we hope would resonate with Egyptians and people in the region as a staple brand to have whenever you wish to consume high quality Raw Honey. We are still growing and continuously adapting and improving, but we are fortunate to be experiencing exponential growth and we look forward to a bright future ahead.

A yellow-tinted photograph of three construction workers in a field of stacked lumber. The workers are wearing hard hats and safety gear, and are standing in the middle ground. The foreground is filled with numerous stacks of wooden planks or beams, arranged in rows. The background shows a line of trees under a bright sky. The overall image has a warm, monochromatic yellow color scheme.

OUR APPROACH TO BUSINESS & QUALITY ASSURANCE



Our Ethical Approach

Zero Tolerance

Honey45 has a mission - to serve premium Raw Honey to the world in the knowledge that every single drop of honey was ethically produced.

In addition to our own ethical and responsible approach to farming and beekeeping, we also only trade with farmers and land owners who commit to the same ethical approach and fair treatment of their employees. We strongly believe in empowering our farmers and beekeepers and their families to live a healthier and wealthier life. It is a win-win for all.

The farms we work with have been also all been visited by Honey45 staff - and fully audited to ensure the highest quality standards.



THE QUALITY OF OUR HONEY

Quality ensurement measures

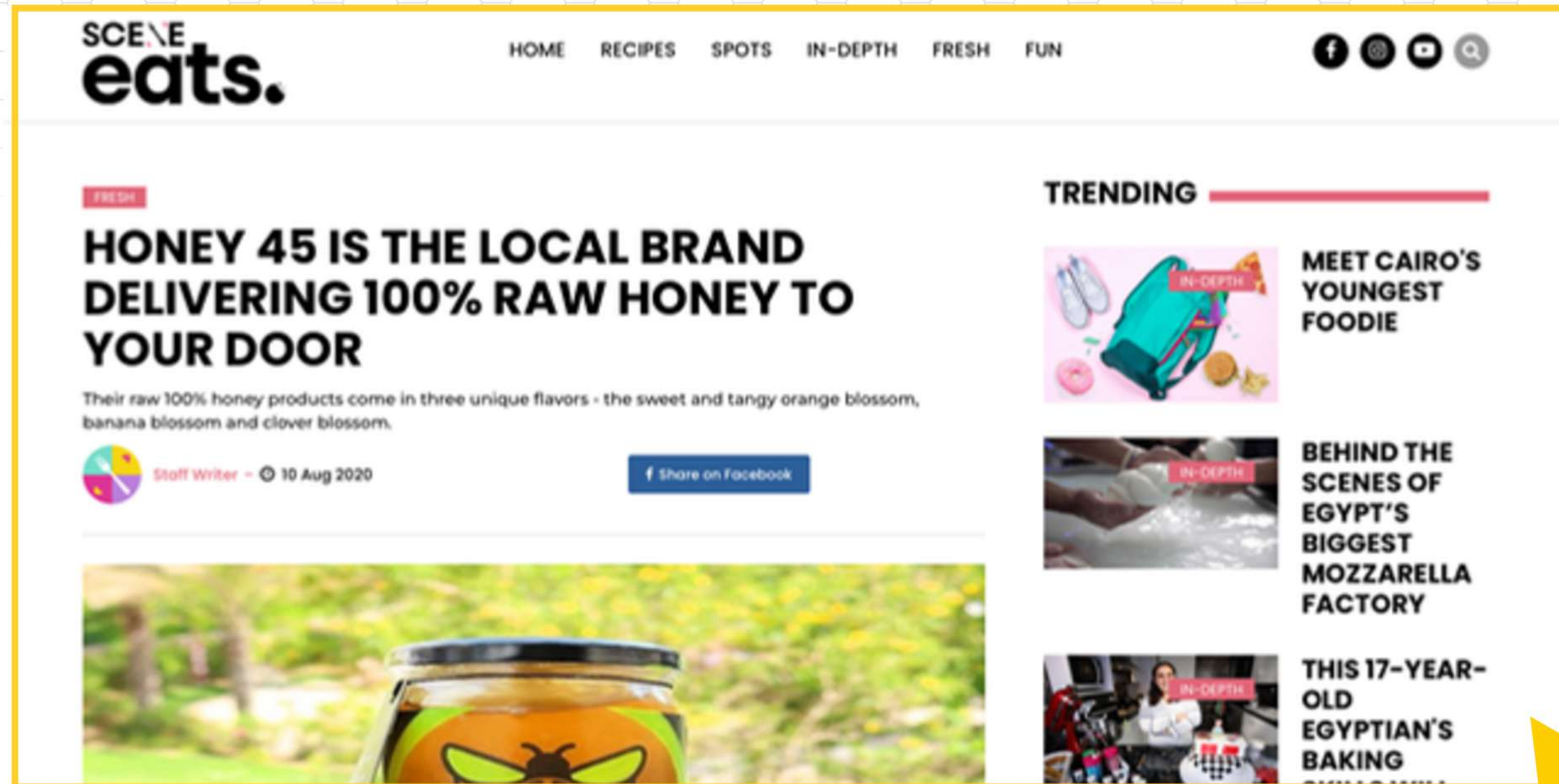
At Honey45, we prioritise producing all our honey from our own farms. Our bee colonies are self-grown and we commit to leaving 30% of the produced honey to the bees to sustain them through the winter months. Contrary to local beekeeping practices, we forbid the use of refined sugar and water to feed the bees. And as a result, our bee colonies are strong and capable of producing some of the highest quality honey in Egypt and the region.

We are sometimes unable to cover the entire demand from our own farms, and so we have identified and regular audit farm owners and beekeepers who we work closely with to deliver our demand and deliver on our promise of providing the best possible raw honey.



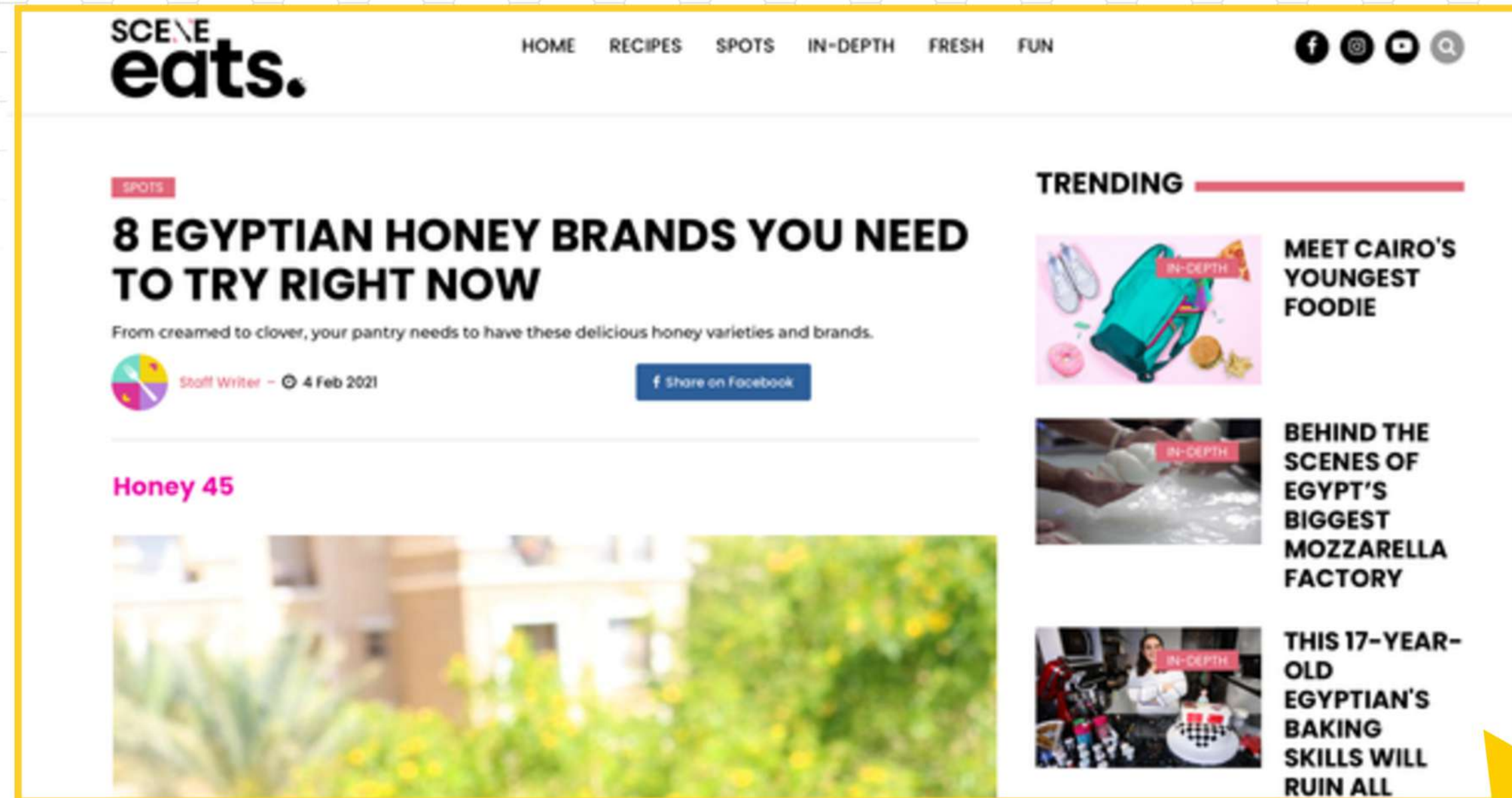
**A LITTLE ABOUT OUR
JOURNEY SO FAR**

Scene Eats



Being featured as a leading honey brand providing high quality raw honey and delivering to our customers' doorsteps

Scene Eats



Being featured amongst the top 8 honey brands in Egypt

OUR PRODUCTS RANGE



Clover Blossom

Available sizes:

225gms Jar

450gms Jar

900gms Jar



Orange Blossom

Available sizes:

225gms Jar

450gms Jar

900gms Jar



Banana Blossom

Available sizes:

225gms Jar

450gms Jar



Anise Blossom

Available sizes:

225gms Jar

450gms Jar



Caraway Blossom

Available sizes:

225gms Jar

450gms Jar



Marjoram Blossom

Available sizes:

225gms Jar

450gms Jar



Conocarpus Blossom

Available sizes:

225gms Jar



Bee Pollen

Available sizes:

250gms Jar



Bees Wax

Available sizes:

By KG



Hand-made Wooden Spoons

Using metal spoons with honey tampers with the quality of the honey, therefore we recommend to all our customers to only use wooden spoons. Our honey spoons look like actual spoons as opposed to the traditional honey dipper, because raw honey crystallises naturally which means a honey dipper is not the most useful. Our spoons are hand-made from natural walnut wood and they may vary slightly in size and wooden grain.





OUR OFFLINE SHELF APPEAL

LOUD . VISIBLE . STRONG BRANDING



الفا ماركت
ALFA MARKET

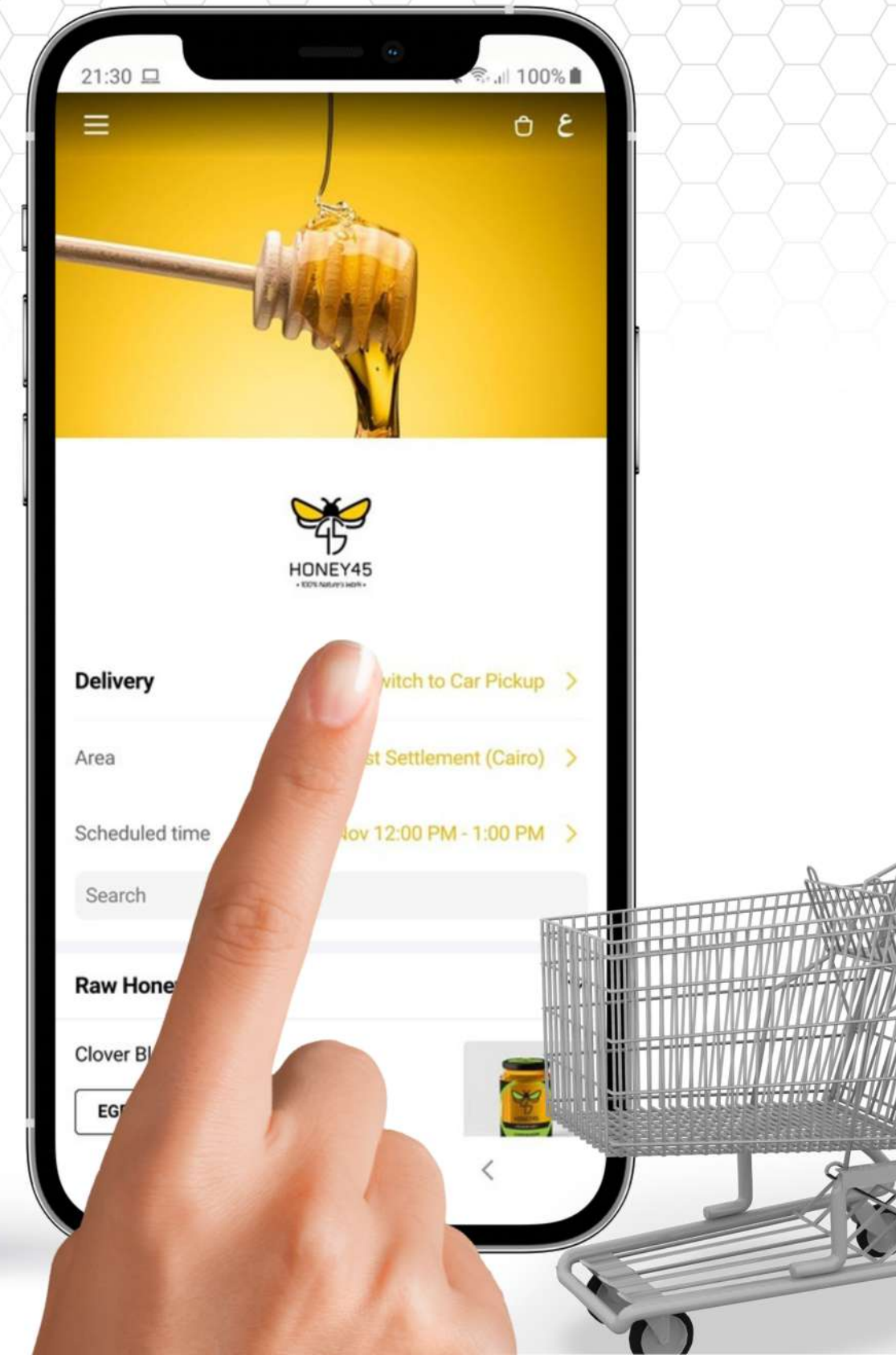


The background of the slide is a close-up, high-angle shot of a honeycomb. The hexagonal cells are a warm, golden-yellow color. Several bees are visible, their bodies and legs appearing in various positions across the frame. The bees have a mix of yellow and black stripes. The overall lighting is soft and even, highlighting the texture of the honeycomb and the details of the bees.

ONLINE STORES PRESENCE

www.honey45.com

Our very own website enables customers to order their honey to be delivered straight to their doorstep or for pickup from our Maadi location with just a few simple clicks.



www.getyourglow.me



[HOME](#) [SHOP](#) [3-15 DAY PROGRAMS](#) [BOOK AN ONLINE CONSULTATION](#) [OUR STORY](#) [CONTACT US](#)

RAW HONEY & NUT BUTTERS



[VIEW OPTIONS](#)

Honey45
Raw Clover Blossom Honey
from LE 40.00



[VIEW OPTIONS](#)

Honey45
Raw Banana Blossom Honey
from LE 40.00









[VIEW OPTIONS](#)

Honey45
Raw Orange Blossom Honey
from LE 40.00





www.bynourish.com









[< Back to all Shops](#)



**2 day delivery**[Delivery Details](#)

**No free delivery** 😞

Honey45
Cairo




100% Raw Honey

[Share Shop](#) [Favorite Shop](#)


Sorted by: Price (low to high)

FILTERS [All Categories](#) [All Dietary Choices](#)




[Add to cart](#)

Hand-made Walnut Wooden Spoon




[Add to cart](#)

Banana Honey - 225gm
64 net carbs/tbsp Sugar Free




[Add to cart](#)

Orange Honey - 225gm
64 net carbs/tbsp Vegetarian




[Add to cart](#)

Anise Honey - 225gm
64 net carbs/tbsp Vegetarian



[Add to cart](#)

Clover Honey - 225gm
64 net carbs/tbsp Vegetarian



[Add to cart](#)

Caraway Honey - 225gm
64 net carbs/tbsp Vegetarian



OUR CAIRO PRODUCTION FACTORY



HONEY45
• 100% Nature's Work •

Our recent establishment of our new production facility in New Cairo's industrial zone is a huge milestone in the growth of our operations and production capabilities.

Our aim is to utilise state of the art equipment, expert labour and a progressive system to achieve maximum capacity whilst maintaining the high quality that our reputation is built on.

We are currently in the process of establishing this facility to be compliant with export grade requirements and food safety guidelines.



Our Cairo Factory

Our main sorting and packaging facility





**Who we've worked
with so far**

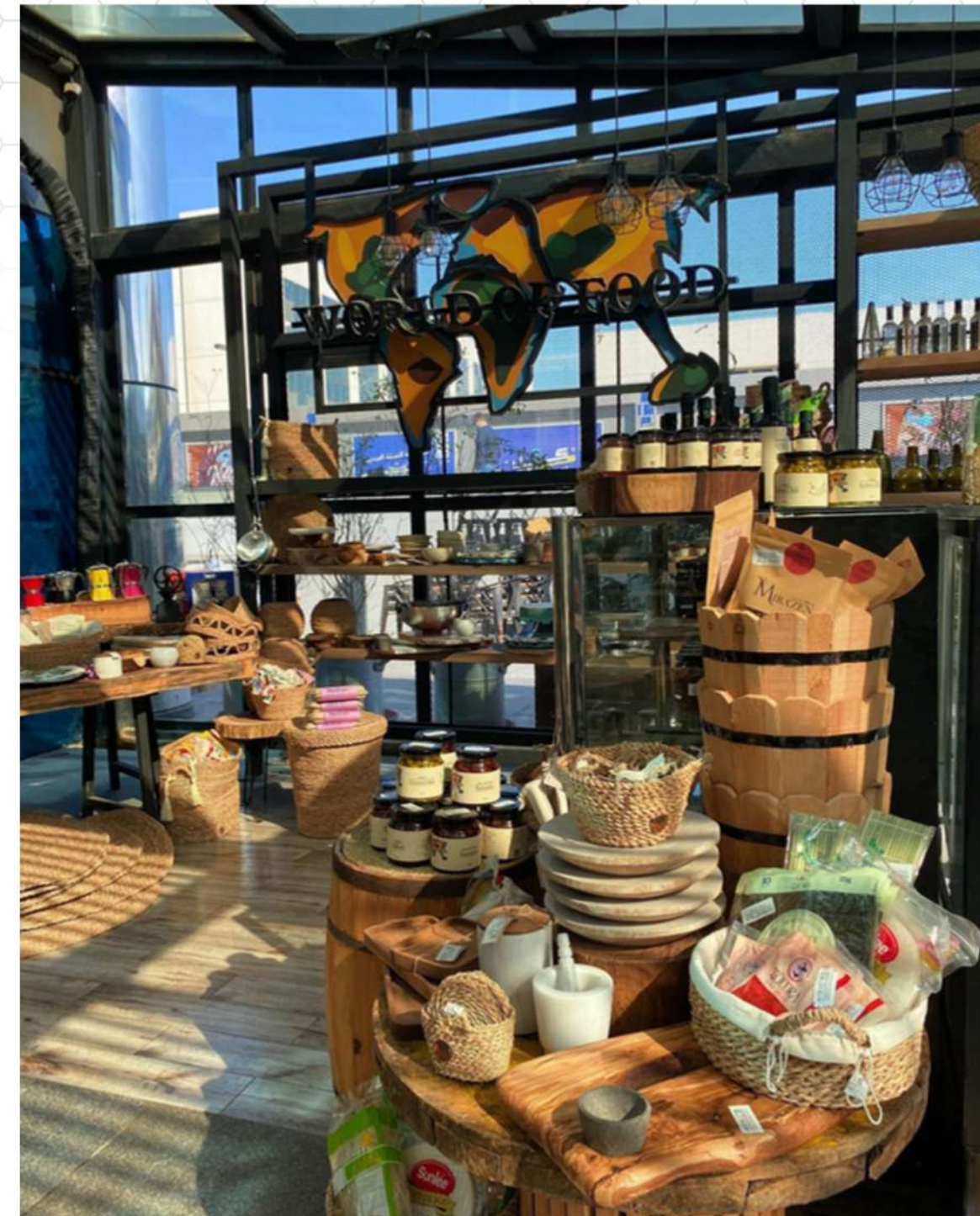


OUR ADDITIONAL SERVICES



HONEY45

• 100% Nature's Work •





Bespoke B2C Labelling
For Private & Corporate events



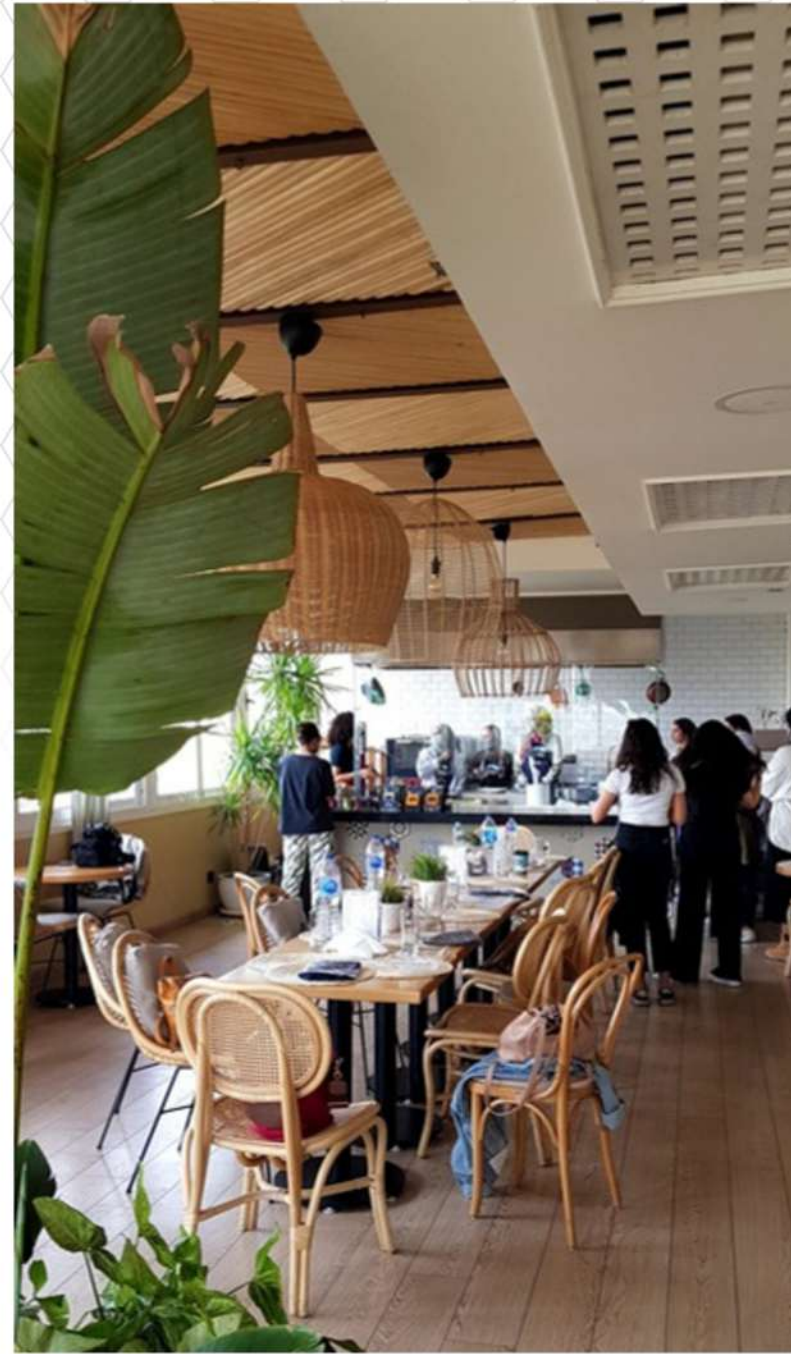


Cooking Courses

Cooking workshops for kids



@carolinesfoodquest



Cooking Courses
Cooking workshop for adults



This Saturday at La Terrace Zamalek

We are going to cook amazing meals together, like Onion Soup, Honey & Butter Glazed Mushroom, Spatchcock Chicken, Mac & Cheese, and more

Stay tuned for the next edition if you didnot get the chance to book this one

@malaksfoodjourney



Cooking Courses
Wellness Cooking workshop

GLOW

BOOK YOUR SPOT NOW!
EAT WELL ... FEEL BETTER
Spring
EDITION
HOSTED BY:
AMINA RASHAD
HEALTH COACH AND FOUNDER OF GLOW SMOOTHIES
ZEINAB SHAFEI
HEALTH COACH

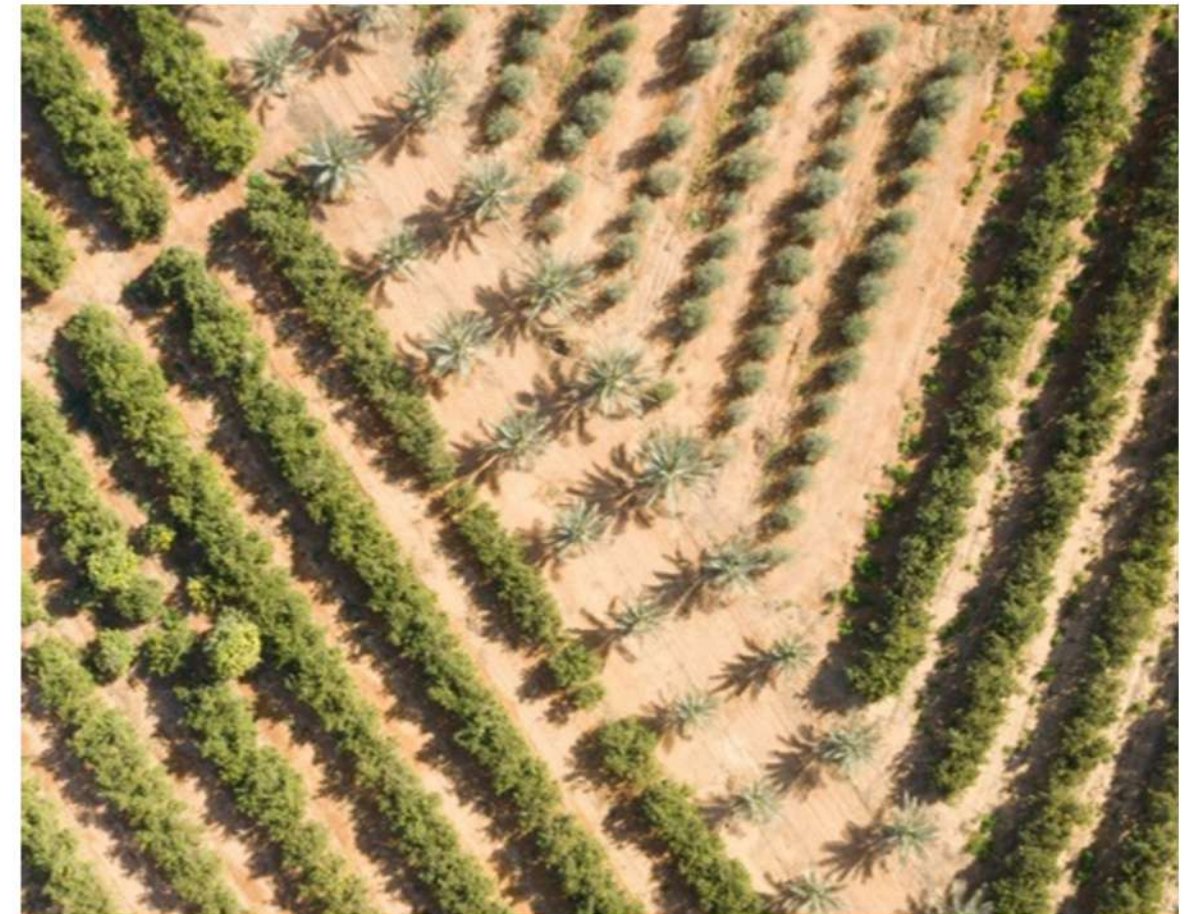
SPONSORS:

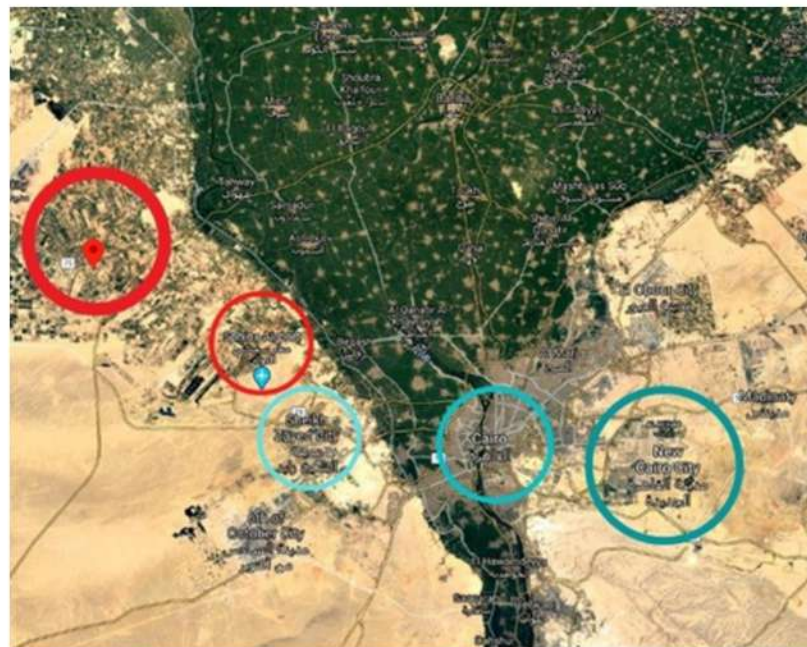
Honey45 Indigo Nabat Nature Works AND MORE...

A GLIMPSE OF OUR FARMS



Our Flagship Farm, Sahrawy Desert Road
Where we currently host all our social events





ALEXANDRIA



KILO 75
CAIRO-ALEXANDRIA
DESERT ROAD

طريق مصر-الاسكندرية
الصحراوي

Our Flagship Farm, Sahrawy Desert Road

Farm info




30MINS
40MINS
1HR 10 MINS
1HR 30MINS

SPHINX AIRPORT
SHEIKH ZAYED CENTRE
DOWNTOWN CAIRO
NEW CAIRO 5TH SETTLEMENT



- ORANGE TREES
- OLIVE TREES
- BARHI DATE PALMS
- DECORATIVE TREES

22
FEDDANS
فدان





Our Flagship Farm, Sahrawy Desert Road

Photos from our latest farm private event

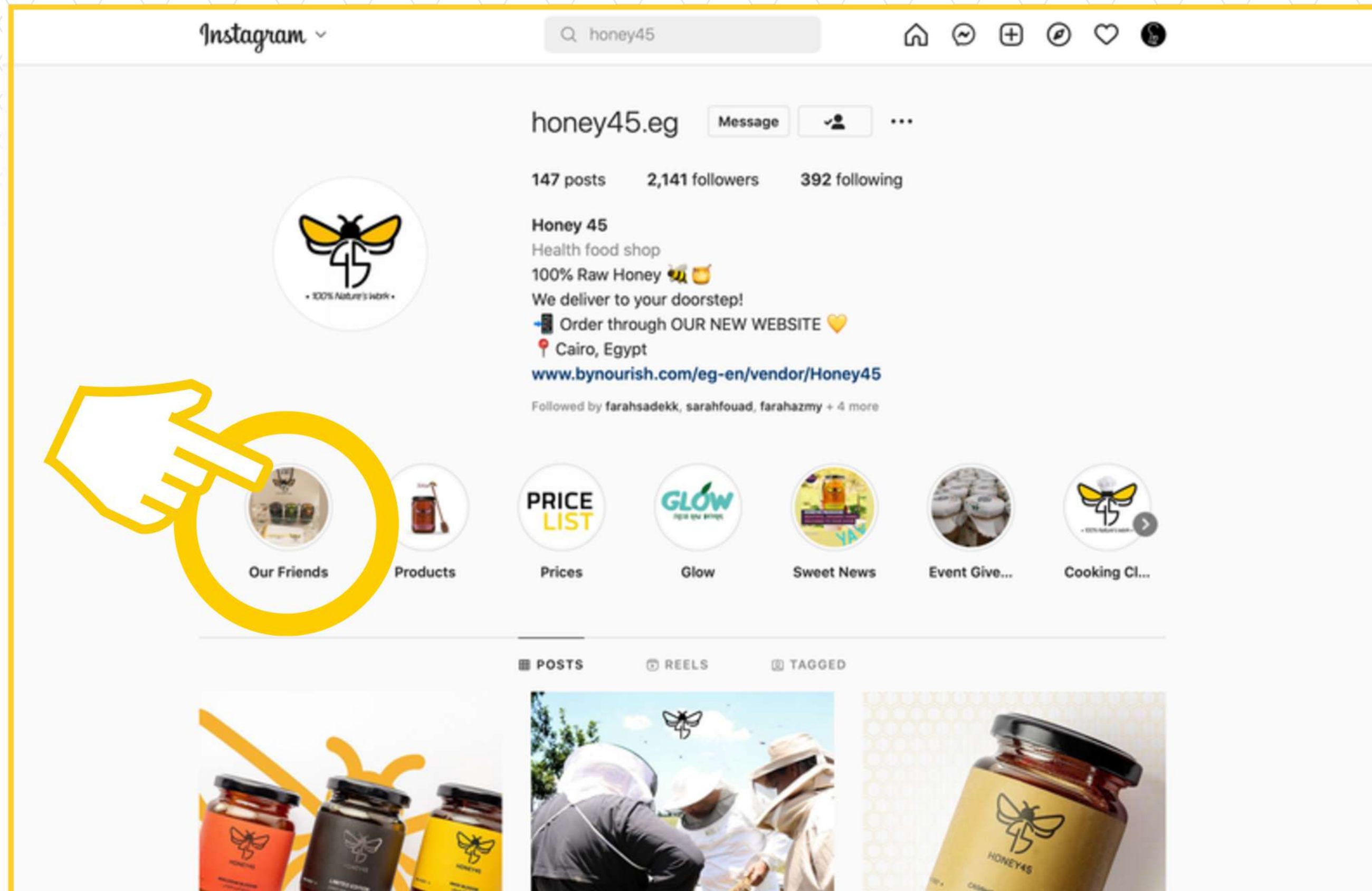


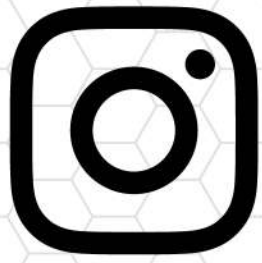
WHAT IS EVERYONE SAYING ABOUT HONEY45?

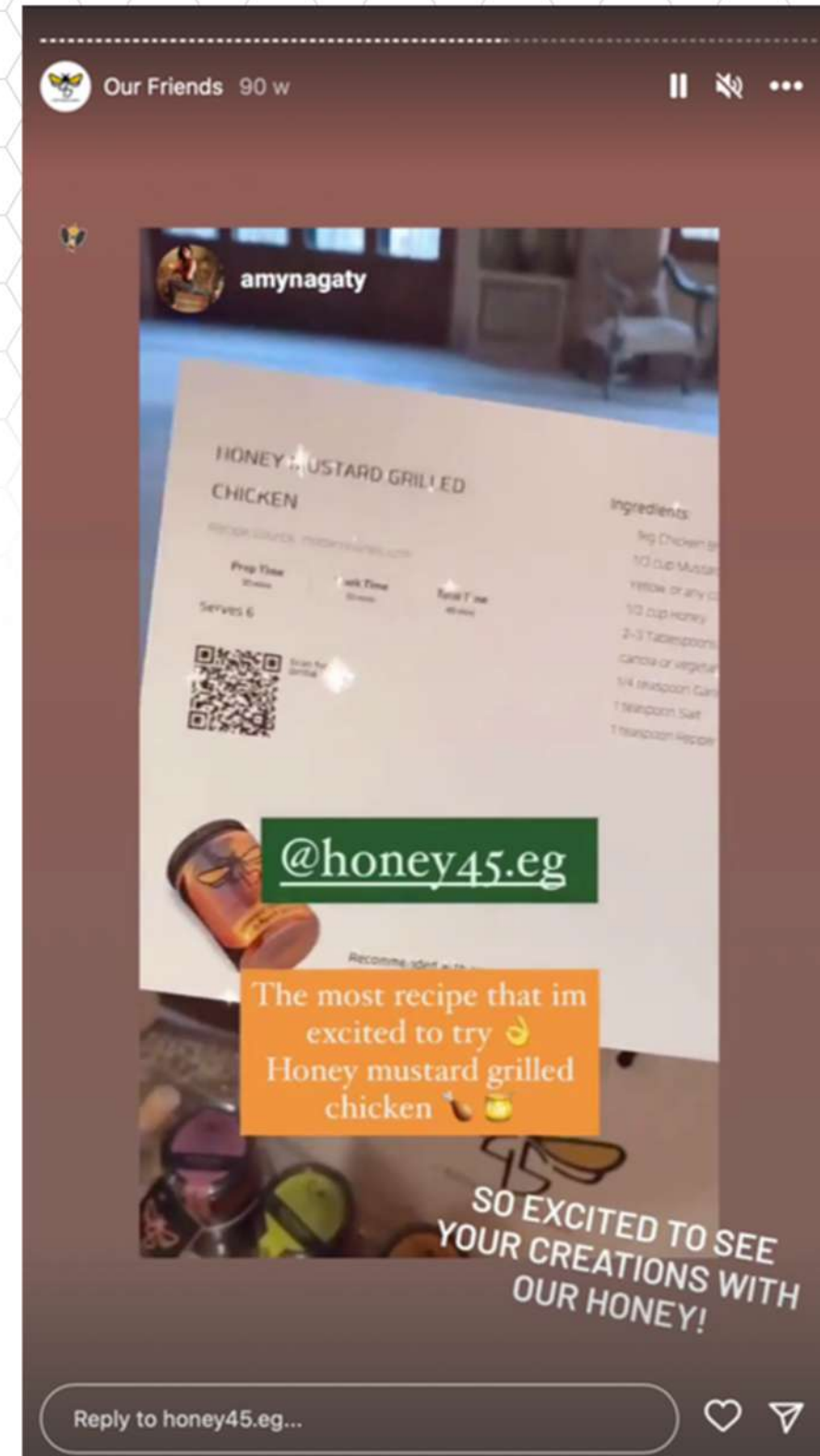


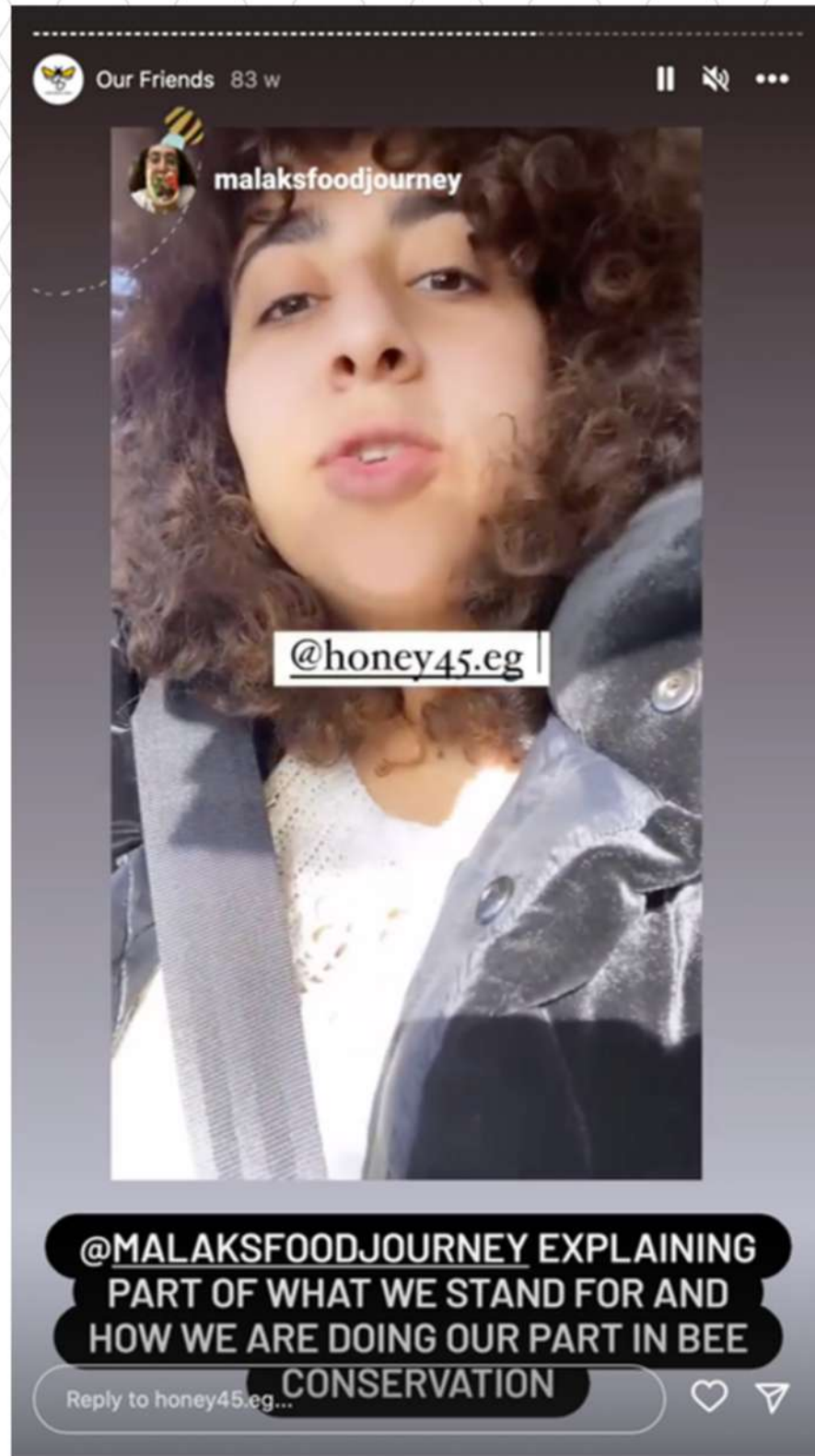
@honey45.eg on Instagram

We share all our customer testimonials and feedback from friends of the honey45 family on our "Friends" highlight on our instagram. Check it out!











**We look forward to
BUZZING together!**



HONEY45

• 100% Nature's Work •

Contact Us

CAIRO OFFICE

Building 4/2 , Street 216, Degla, Maadi



+201207271080 / +447450213314



Hello@honey45.com / info@honey45.com



@honey45.eg



www.honey45.com

Thank You.



HONEY45

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