



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



CONTENTS

Foreword	6	Our offline & online presence	34
Our Story	8	Our Cairo production factory	41
Our Mission	10	Who we work with	43
Our Founder and our heritage	12	Our Additional Services	45
Our approach to business and quality assurance	15	A glimpse of our farms	51
A little about our journey so far	18	What is everyone saying about Honey45?	55
Our products range	21	Let's Buzz Together	58

A close-up, high-angle shot of a cluster of bees on a honeycomb. The bees are dark with light-colored stripes and are positioned on the hexagonal cells of the comb. The background is a bright yellow, matching the color of the honey.

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.



A close-up, shallow depth of field photograph of several bees on a yellow flower. The bees are in sharp focus in the center, while the background and other bees are blurred. The lighting is bright and warm, creating a golden glow.

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!





**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 photograph of a group of people, possibly farmers or laborers, standing in a field. They are wearing hats and light-colored clothing. The image has a strong yellow tint, giving it a vintage or historical feel. The people are positioned in the center of the frame, with some in the foreground and others slightly behind them. The background shows a line of trees or bushes.

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



HOME RECIPES SPOTS IN-DEPTH FRESH FUN



FRESH

HONEY 45 IS THE LOCAL BRAND DELIVERING 100% RAW HONEY TO YOUR DOOR

Their raw 100% honey products come in three unique flavors - the sweet and tangy orange blossom, banana blossom and clover blossom.



Staff Writer - 10 Aug 2020

Share on Facebook



TRENDING



MEET CAIRO'S YOUNGEST FOODIE



BEHIND THE SCENES OF EGYPT'S BIGGEST MOZZARELLA FACTORY



THIS 17-YEAR-OLD EGYPTIAN'S BAKING GAME



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

Scene Eats

SCENE
eats.

HOME RECIPES SPOTS IN-DEPTH FRESH FUN

f **@** **Y** **Q**

SPOTS

8 EGYPTIAN HONEY BRANDS YOU NEED TO TRY RIGHT NOW

From creamed to clover, your pantry needs to have these delicious honey varieties and brands.

Staff Writer - 4 Feb 2021

f Share on Facebook

Honey 45



TRENDING

**MEET CAIRO'S YOUNGEST FOODIE**

**BEHIND THE SCENES OF EGYPT'S BIGGEST MOZZARELLA FACTORY**

**THIS 17-YEAR-OLD EGYPTIAN'S BAKING SKILLS WILL RUIN ALL**

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

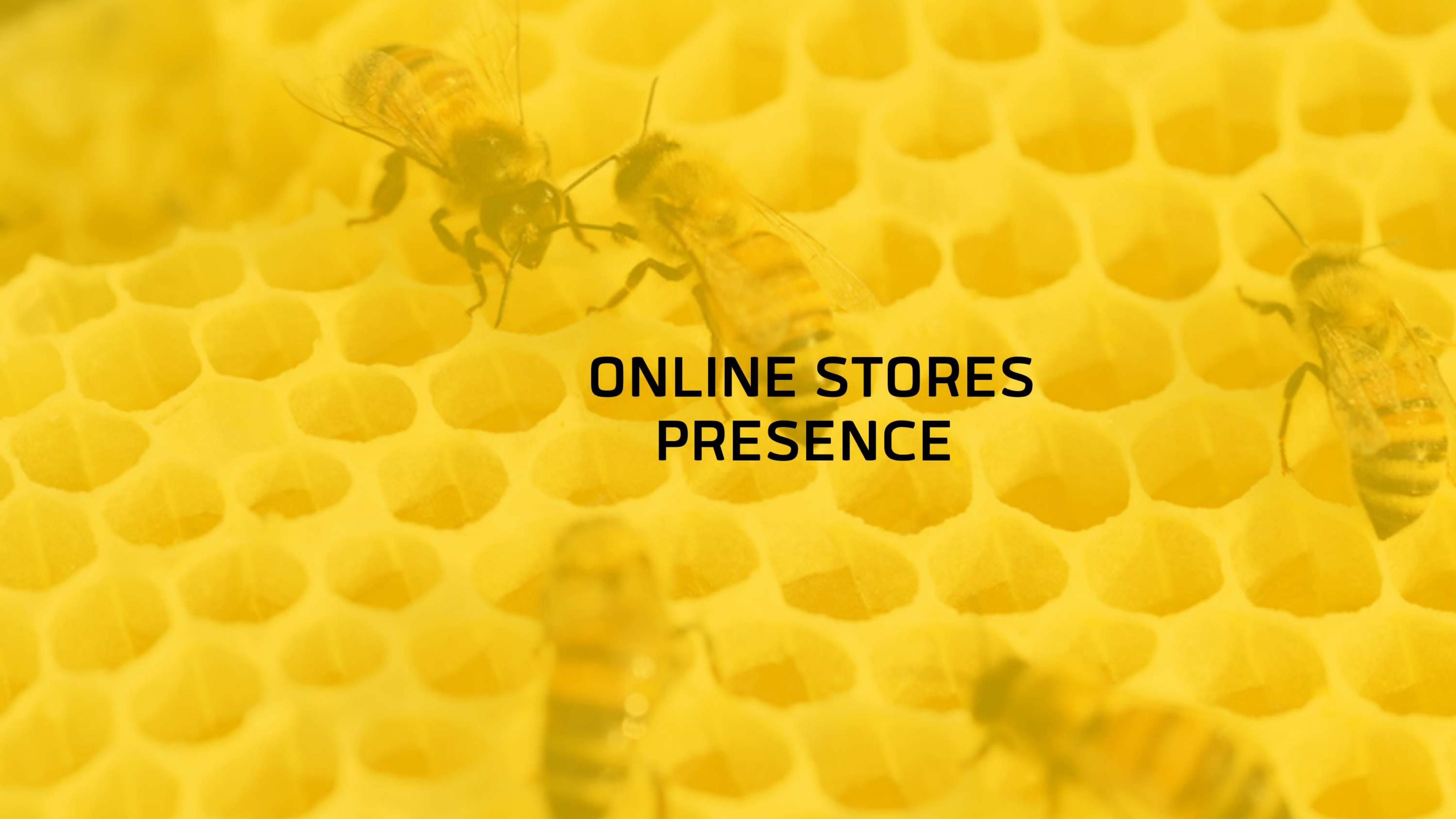
LOUD . VISIBLE . STRONG BRANDING



الفاماركت
ALFA MARKET



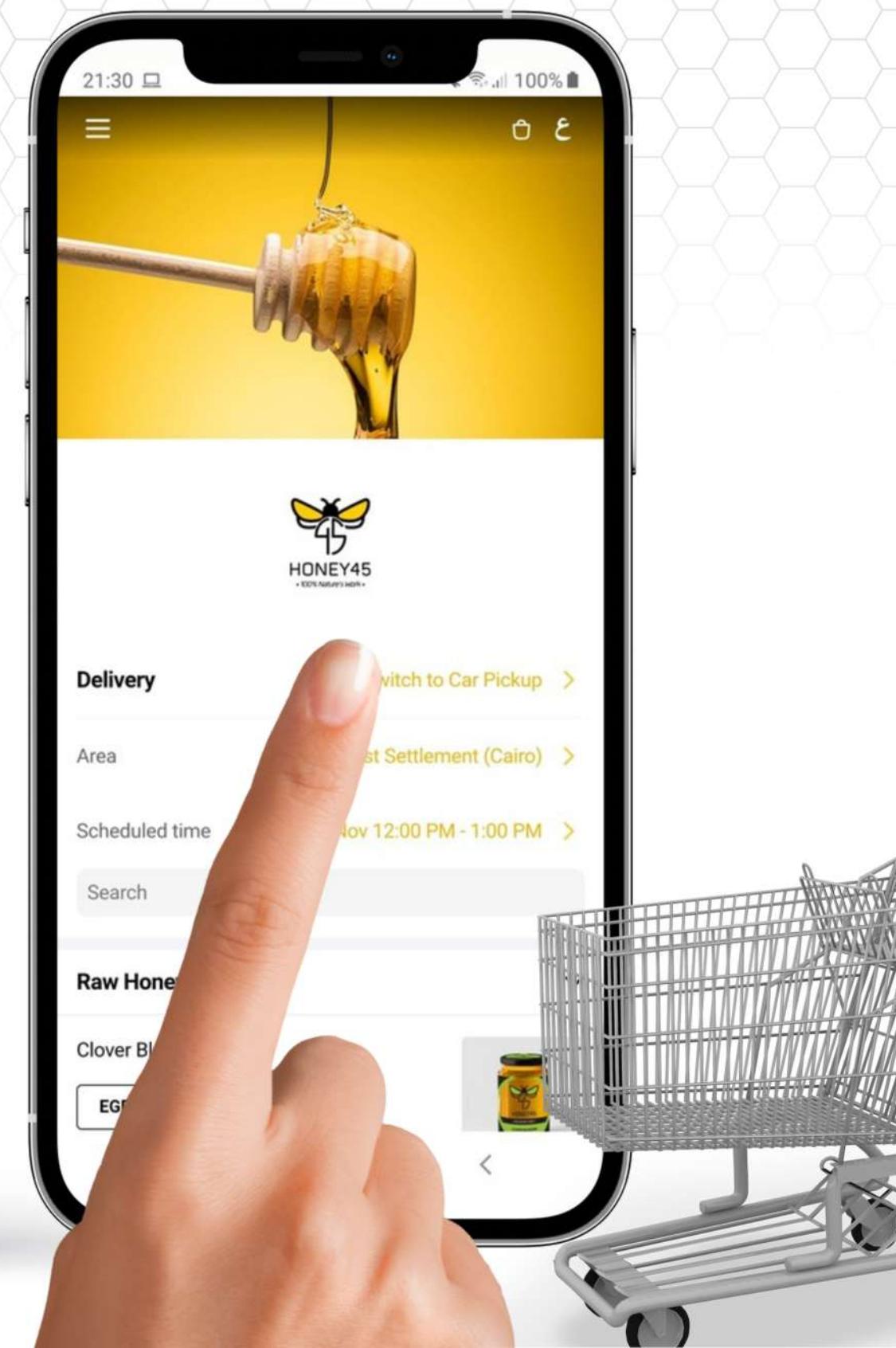
OSCAR
GRAND STORES



**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



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www.bynourish.com

nourish

Search shops & products

Shop Feed My Store Menu

< Back to all Shops

 HONEY45

2 day delivery [Delivery Details](#)

No free delivery 😞

Honey45

Cairo

100% Raw Honey

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

Search Honey45

Sorted by: Price (low to high)

FILTERS All Categories All Dietary Choices

 Add to cart

 Add to cart

 Add to cart

 Add to cart

 Add to cart

 Add to cart

Hand-made Walnut Wooden Spoon

Banana Honey - 225gm

Orange Honey - 225gm

Anise Honey - 225gm

Clover Honey - 225gm

Caraway Honey - 225gm

64 net carbs/tbsp Sugar Free

64 net carbs/tbsp Vegetarian

64 net carbs/tbsp Vegetarian

64 net carbs/tbsp Vegetarian

64 net carbs/tbsp Vegetarian



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OUR CAIRO PRODUCTION FACTORY



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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.



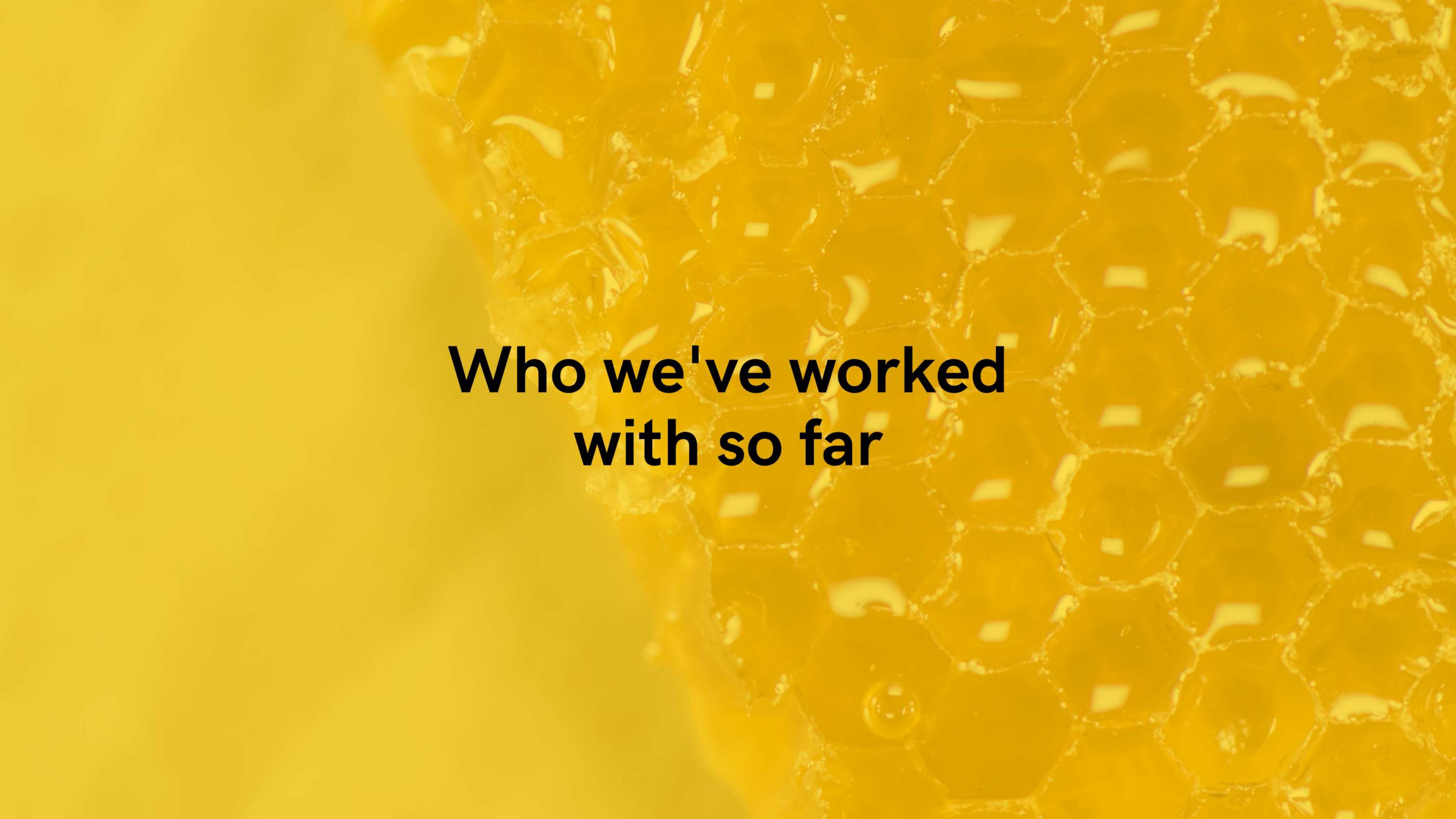
HONEY45
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Our Cairo Factory

Our main sorting and packaging facility





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



EATERY
WORLD OF FOOD . COOKING SCHOOL



• 100% Nature's Work •

GLÖW
FRESH RAW NATURAL

30 NORTH
BEANS, BREWS & TALES



EST. 2018
THE GROCER
EAT GOOD FOOD

Sunny



ALFA MARKET

OSCAR
GRAND STORES

Royal House
رویال ھاؤس
— SINCE 2001 —





OUR ADDITIONAL SERVICES



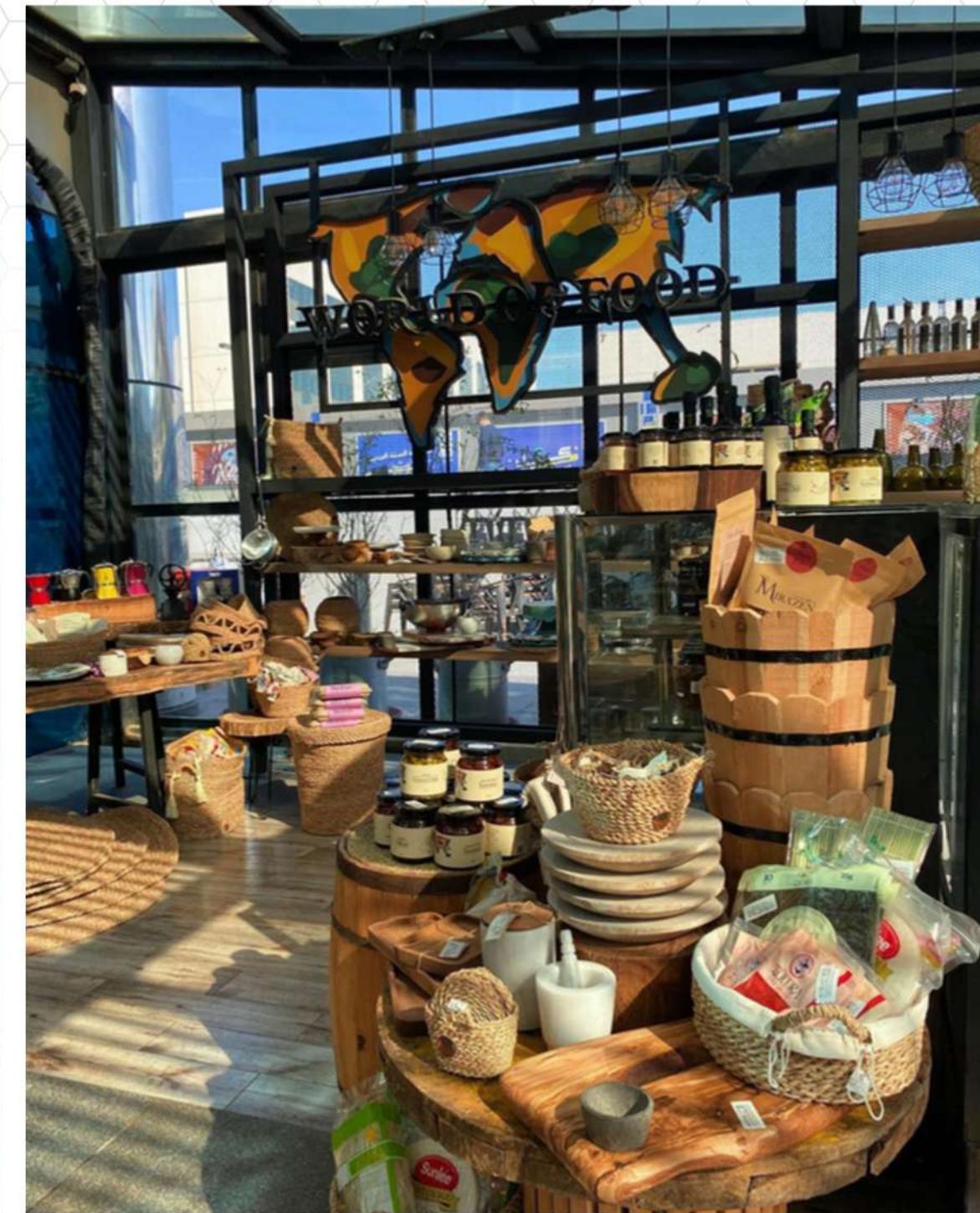
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EATERY®

WORLD OF FOOD . COOKING SCHOOL

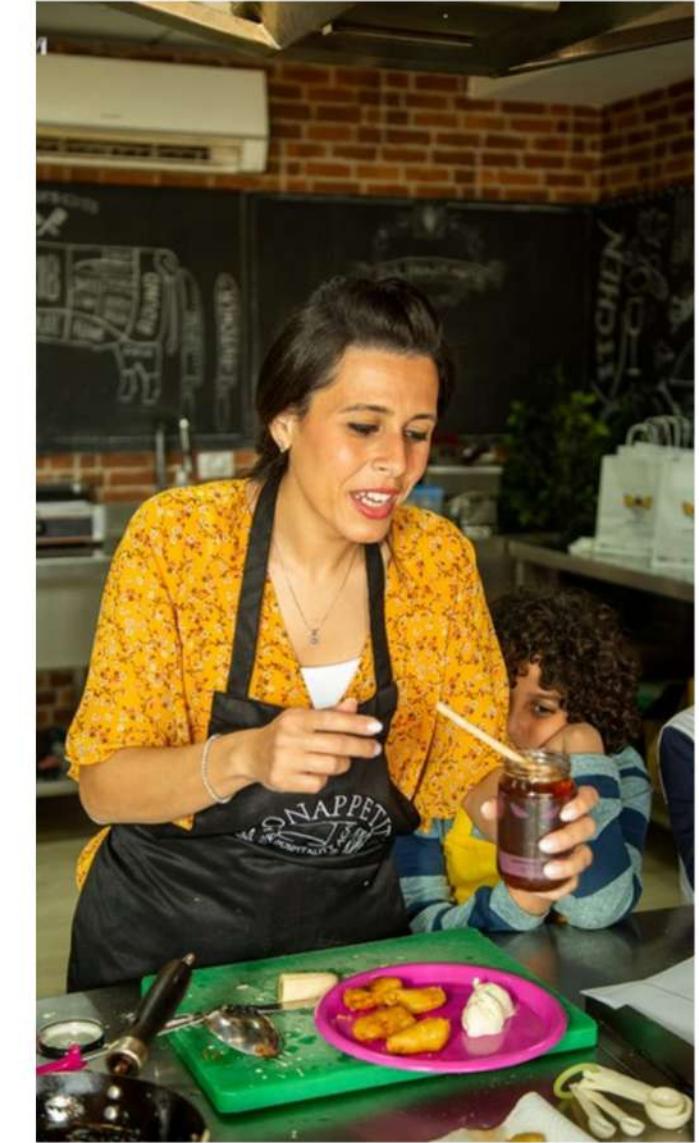
B2B White Labelling



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Bespoke B2C Labelling
For Private & Corporate events



Cooking Courses
Cooking workshops for kids





Cooking Courses
Cooking workshop for adults



This Saturday at La Terrasse 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 did not get the chance to book this one

@malaksfoodjourney



Cooking Courses
Wellness Cooking workshop



A GLIMPSE OF OUR FARMS



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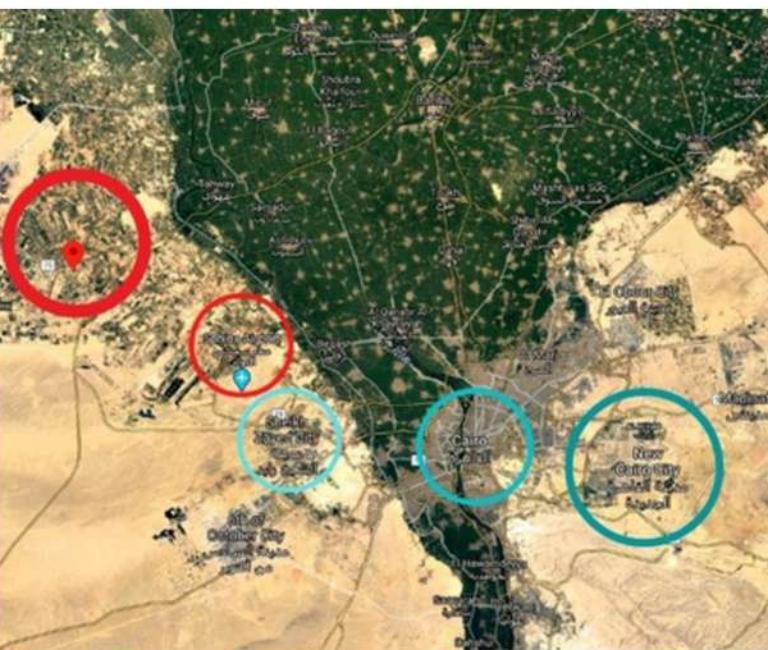


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Our Flagship Farm, Sahrawy Desert Road
Where we currently host all our social events

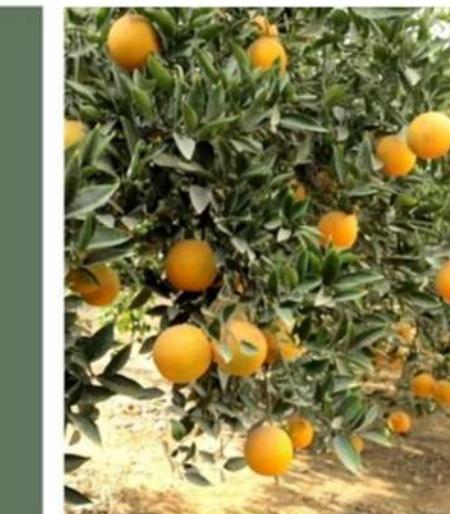




	
30MINS	SPHINX AIRPORT
40MINS	SHEIKH ZAYED CENTRE
1HR 10 MINS	DOWNTOWN CAIRO
1HR 30MINS	NEW CAIRO 5TH SETTLEMENT



KILO 75
CAIRO-ALEXANDRIA
DESERT ROAD طريق مصر-الاسكندرية الصحراوي

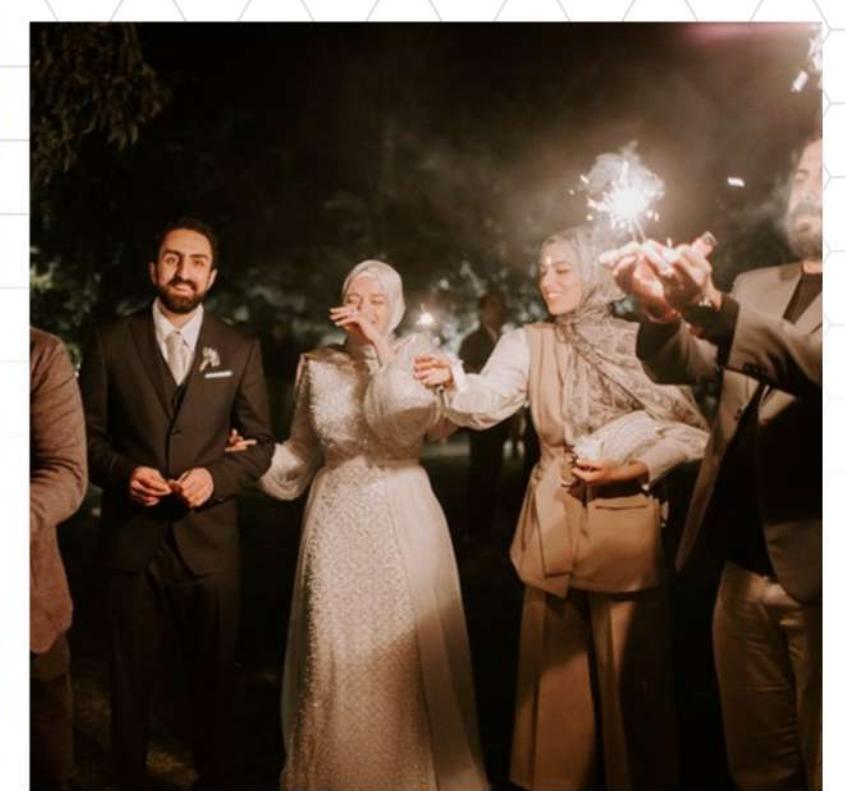


22
FEDDANS فدان

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



Our Flagship Farm, Sahrawy Desert Road
Farm info



Our Flagship Farm, Sahrawy Desert Road
Photos from our latest farm private event

WHAT IS EVERYONE SAYING ABOUT HONEY45?

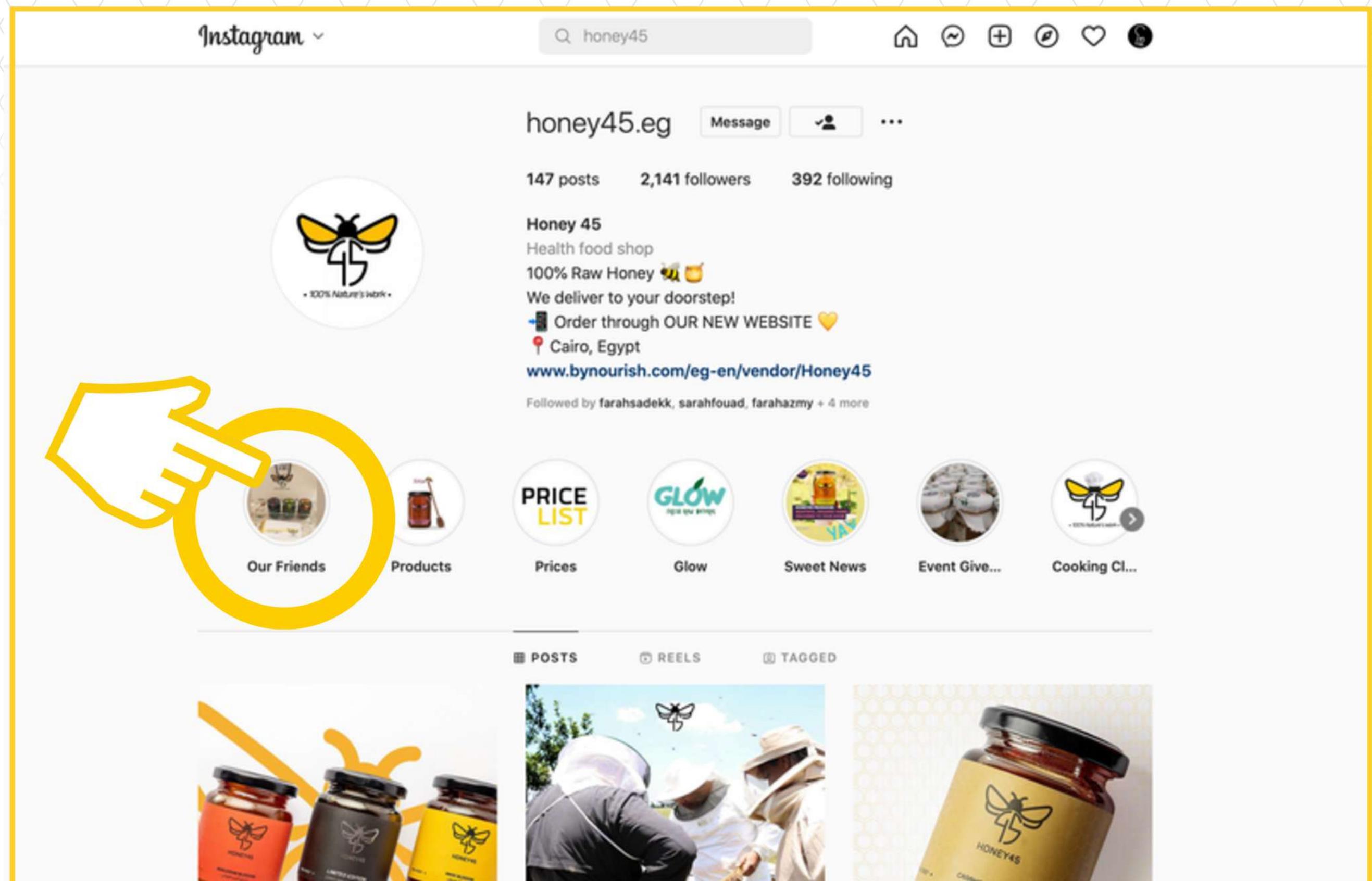


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@honey45.eg on Instagram

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



Instagram Q: honey45 Home Direct message + Photo Heart Profile

honey45.eg Message Profile ...

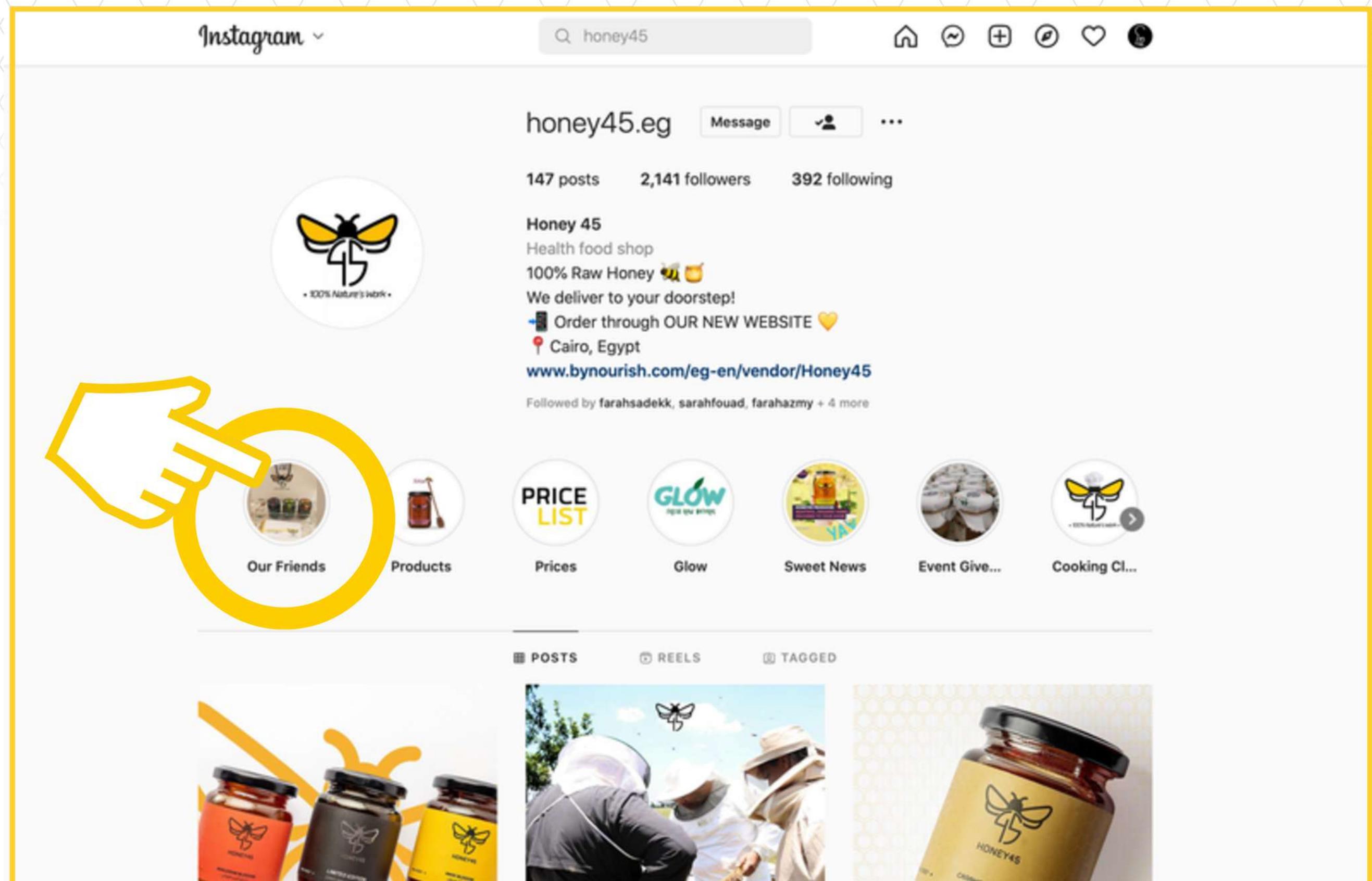
147 posts 2,141 followers 392 following

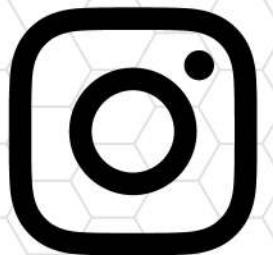
Honey 45
Health food shop
100% Raw Honey 🐝🍯
We deliver to your doorstep!
➡️ Order through OUR NEW WEBSITE 🤍
📍 Cairo, Egypt
www.bynourish.com/eg-en/vendor/Honey45

Followed by farahsadekk, sarahfouad, farahazmy + 4 more

Our Friends **Products** **PRICE LIST** **Prices** **GLOW** **Glow** **Sweet News** **Event Give...** **Cooking Cl...**

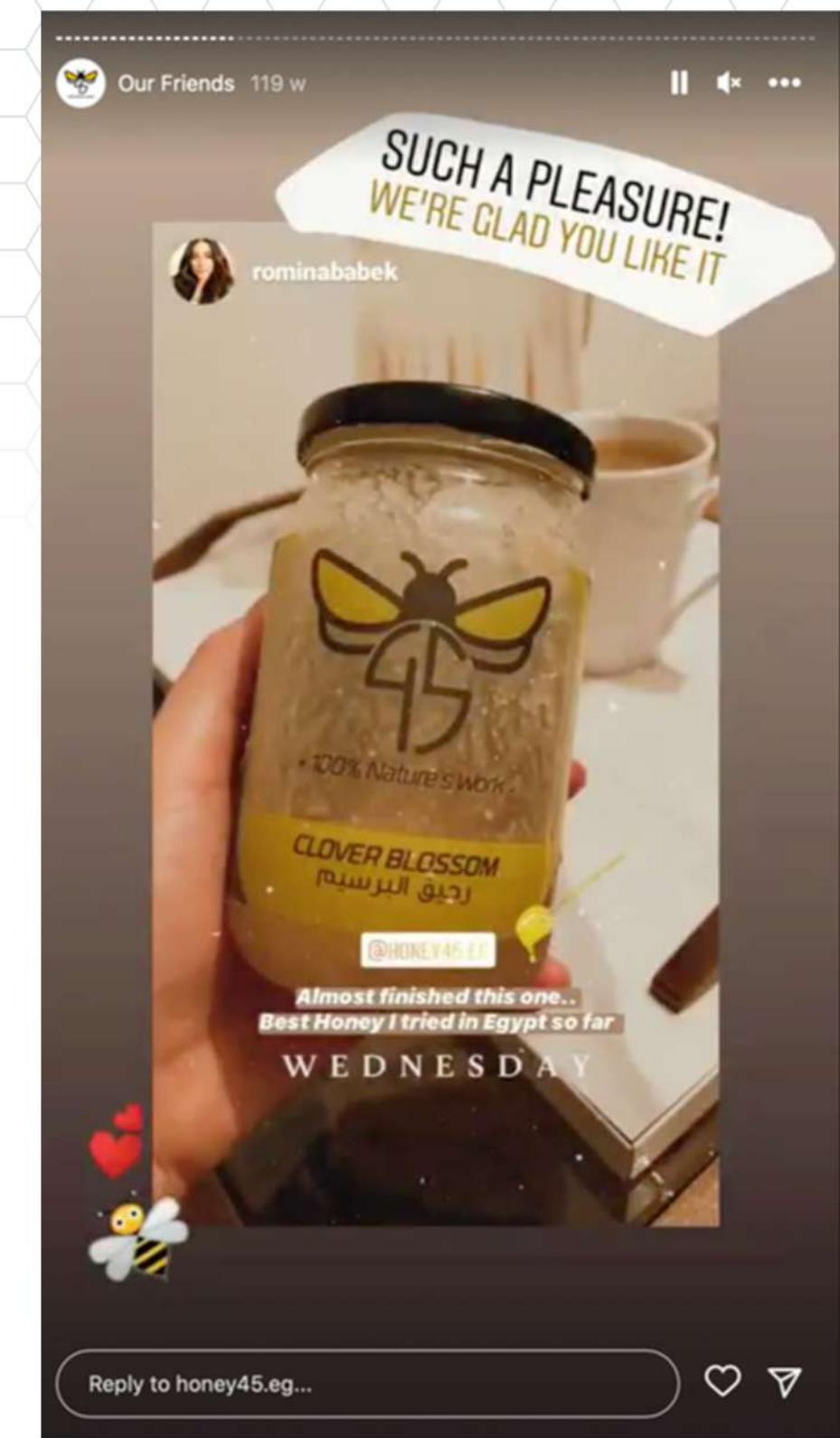
POSTS REELS TAGGED





HONEY45

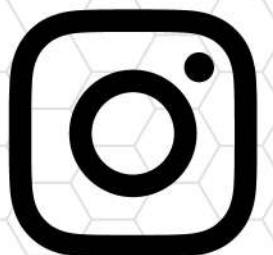
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**We look forward to
BUZZING together!**



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@honey45.eg



www.honey45.com

Thank You.



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