

EVER stop to think

about what's in a bottle

of honey? It's really quite

simple. There are no added

preservatives. No added

flavorings. No added coloring.

Take a look at the additive-free

journey that honey takes from bee

to bottle and see for yourself. The bottle

of honey on your supermarket shelf is

nothing more than honest to goodness

sweetness the way nature intended.



HONEY HONEY

simplified

STORAGE AND USAGE TIPS FOR HONEY—*Nature's Simple Sweetener*

Once you bring honey home from the store or farmers market, it can be used for several years. To keep it tasting its best, store it at room temperature. Over time, a natural crystallization process will take place.

Once honey becomes crystallized, it is still good to use — in fact, some prefer it this way. If you want to return it to its original state, simply place the honey jar in warm water and stir until the crystals dissolve. Be careful not to boil or scorch the honey.

Try honey any time you want to make something a little sweeter. While tea and toast are traditional, try using it in place of other sweeteners when baking and cooking.

For recipe ideas and other tips for using honey, visit www.honey.com.

Note: Honey is a wholesome and natural product for adults and children, but is not recommended for infants under one year of age.



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www.honey.com

HOW HONEY GETS FROM HIVE TO BOTTLE

from **BEE**

to **HIVE**

to **BOTTLE**



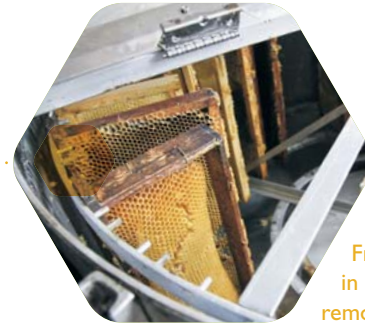
Bees collect nectar from flowers.



Different flower nectar produces different colors and flavors of honey.



A beekeeper examines and collects the frames from the hives.



Frames are placed in an extractor to remove the honey.



Strained honey is bottled and labeled.



Whether you buy it at the supermarket or the farmers market, **100% pure honey is the real deal.**



All-natural production

Honey gets its start as flower nectar, which is collected by bees, naturally broken down into simple sugars and stored in honeycombs. The unique design of the honeycomb, coupled with constant fanning by the bees' wings, causes evaporation to take place, creating the thick, sweet liquid we know as honey.

The color and flavor of honey varies from hive to hive based on the type of flower nectar collected by the bees. For example, honey made from Orange Blossom nectar might be light in color, whereas honey from Avocado or Wildflowers might have a dark amber color.

Harvesting and extracting

Beekeepers — large and small — harvest honey by collecting the honeycomb frames and scraping off the wax cap that bees make to seal off honey in each cell.

Once the caps are removed, the frames are placed in an extractor — a centrifuge that spins the frames, forcing honey out of the comb. The honey is spun to the sides of the extractor, where gravity pulls it to the bottom and it can be collected.

Straining and bottling

After the honey is extracted, it is strained to remove any remaining pieces of wax or other particles. Some beekeepers and bottlers might heat the honey to make it easier to strain, but this does nothing to alter the liquid's natural composition. It only makes the straining process easier and more effective.

After straining, it's time to bottle, label and distribute the honey to retail outlets. Whether the container is glass or plastic, or purchased at the grocery store or farmers market, if the ingredient label says **pure honey**, you can rest assured that nothing was added, from bee to hive to bottle.