



# FOREST FRESH

## RAW BIOACTIVE HONEY

Premium Raw Honey

Australian Owned

Pure and Natural

Quality Assured

Certified Organic

[forestfreshhoney.com.au](http://forestfreshhoney.com.au)





## OUR STORY

Forest Fresh is a Perth based family business specializing in the supply of bioactive honeys sourced from the pristine native forests and rangelands of southwestern Australia. Our honeys are selected based on provenance, quality and scientific evaluation. Our business was founded with a focus on strong practical and technical expertise, which allows us to source and select only the best honey from the best beekeepers.

Our extended family have been commercial beekeepers in WA for over 100 years. We know the local apiary industry, the provenance of the best honey, and who are the best and most sustainable beekeepers.

We are the industry leaders in combining science with honey. Within our family we have strong scientific expertise, and have spent years researching local honey. This has allowed us to develop the industry's first proprietary screening process using compositional analytical data to select our honey, and constantly supply the same high quality products.

We pride ourselves on excellent customer service, and providing everything our customers need to succeed. From marketing materials, technical information and advice, certifications, shipping documents and more, we supply everything needed to successfully ship and sell Forest Fresh products worldwide. We know country specific import documentation requirements and any Free Trade Agreements that may give reduced import duties. As a customer of our Forest Fresh family, you can be assured that you will receive the best service and honey products from Australia.



“Active honey has many beneficial health properties, but there is a lot of low quality product and misleading information out there. We are here to inform our customers what to look for, select the best products for them, then help them sell it.”

MIKE FEWSTER, CO-FOUNDER.



Image of Co-Founder Mike Fewster  
Shot by Matt Fewster in the Jarrah Forest.



## WHAT MAKES WESTERN AUSTRALIAN HONEY DIFFERENT?

Western Australian honey is unique. The disease-free bees and superior terroir result in powerful and delicious natural honey. Here at Forest Fresh, we work with a range of multigenerational beekeepers who have access to the best beekeeping sites to maximize these unique benefits.

Working with a range of beekeepers means we have more honey to select from, and can supply only the highest quality for our customers. Forest Fresh Jarrah honey is selected based on the Jarrah Factor™ (JF), a value calculated with a proprietary formula that uses compositional analytical data as inputs. The higher the value, the stronger the unique properties such as low GI, prebiotic strength, resistance to crystallization and more.

The JF, in conjunction with the assayed Total Activity (TA - fungal and bacterial killing power of honey), tells us what honey is suitable for our Jarrah Platinum range. Most importantly, it tells us what honey does not meet our quality requirements.

### HONEY FACTS



Global market size of natural honey is US\$8.4 billion and is projected to reach US\$10.3 billion by 2025.



Jarrah Platinum GI has been measured at 46. Manuka honey is typically about GI 55 and other honeys can be up to GI 65.



Enjoy the industry's first Crystallization Free Guarantee on our selected Jarrah honey ranges.\*

\*Subject to harvest and availability. T&C apply for Crystallization Free Guarantee

## SUPPORTED BY SCIENCE

We pride ourselves on using our unique scientific skills to source, select and supply only the best quality honey from Western Australia. We have invested over \$25,000 in researching Western Australian Active honey and its unique properties and benefits.

We work with approved beekeepers, typically minimum second generation, including our extended family. Supplier beekeepers must have sustainable production methods that ensure the honey retains all raw properties, and would be capable of Organic Certification.

Samples are tasted and scored on specific criteria to ensure honey aligns with what our customers expect. The approved samples are despatched for detailed compositional analysis.

For Jarrah honey, the multi variable analytical data are used to calculate our proprietary Forest Fresh “Jarrah Factor TM” (JF), a single value that defines the quality of the honey.

Honey selected is despatched to an international laboratory for Total Activity (TA) analysis.

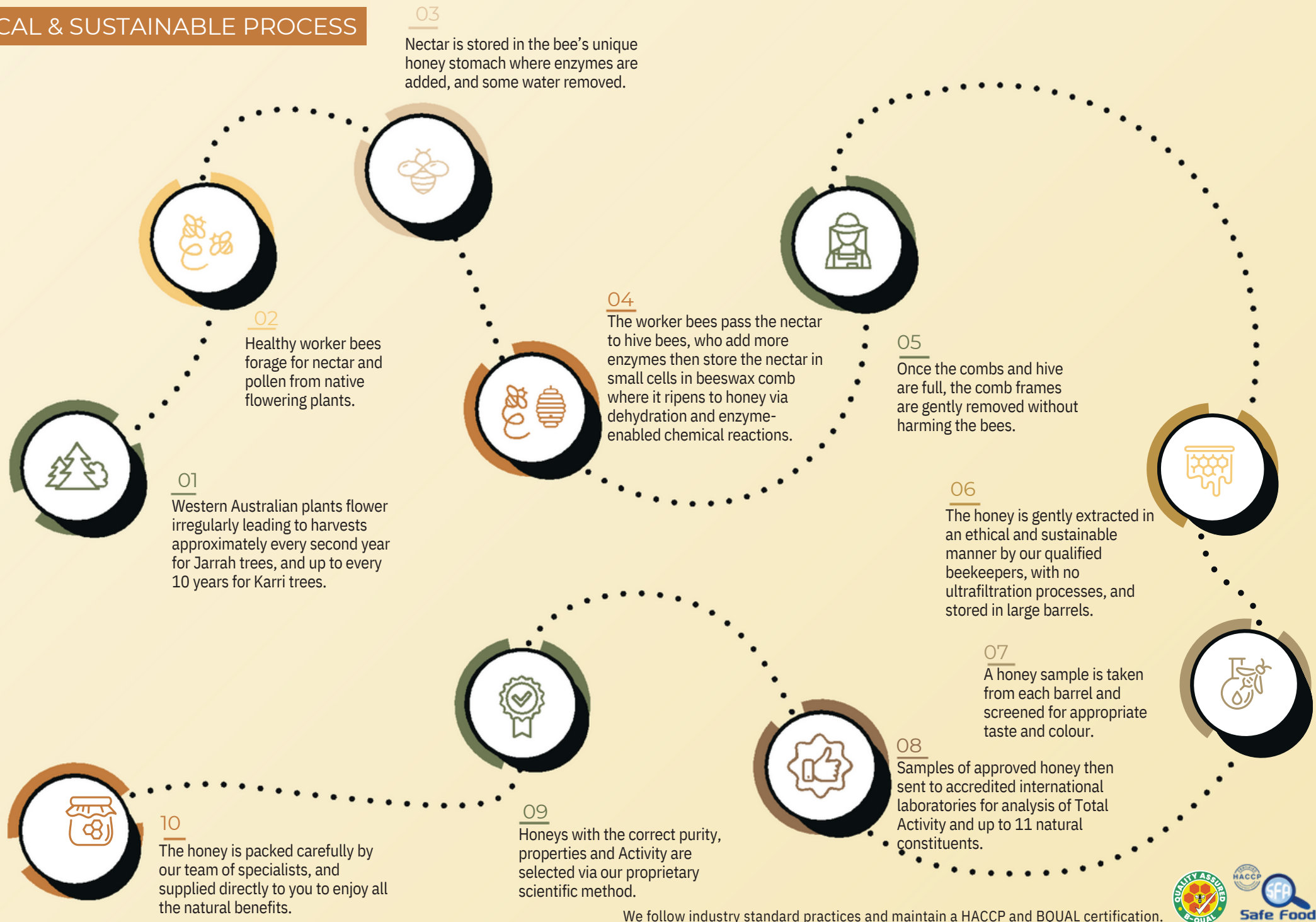
Honey that yields a >JF80 and >TA35 is selected for the Forest Fresh Jarrah Gold range, and honey with >JF100 and >TA50 selected for the exceptionally rare Jarrah Platinum range.

All honey is carefully stored and packed to ensure retention of all beneficial properties.





# ETHICAL & SUSTAINABLE PROCESS



We follow industry standard practices and maintain a HACCP and BQUAL certification.







## JARRAH HONEY

Jarrah honey, otherwise known as ‘liquid gold,’ is the most popular and powerful healing honey we supply. Sourced from the ancient forests of Western Australia, Jarrah honey has exceptionally strong antimicrobial power as measured by the Total Activity (TA), the lowest GI of most honeys (Jarrah Platinum has been measured at GI 46), strong prebiotic power (particularly for the production of butyric acid, a known anti-cancer substance), phytochemicals with antioxidant and anti-inflammatory properties and vitamins, minerals and more. This dark honey has a delicious smooth caramel flavour. Unlike other medicinal honeys, Jarrah honey does not have an overly sweet floral tone or bitter aftertaste.

Available in TA15+, TA25+, Organically Certified TA35+, Gold TA40+, and Platinum TA50+. In a range of sizes - sachets, glass, PET and gift sets.



## ACTIVE HONEYS

Sourced from the natural and organic rangelands and forests of Western Australia, all of our honeys are pure, raw, natural, and full of beneficial properties. Each honey has a unique, rich and delicious flavour and appearance. These honeys are a great option to consume raw for health benefits, or in cooking and/or baking for a great natural flavour.

Honey varieties currently available: Marri, Blackbutt/ Yarri, Red Bell, Happy Quokka Honey (Jarrah/ Marri mix),





*Note image is mock up only, not final product.*

## GIFT SETS

Our Active Honey Gift Sets are a delicious, beautiful and practical gourmet food gifting option suitable for customers of all ages and demographics. All honey selected goes through a rigorous screening and selection process to ensure only the highest quality products are carefully packed and supplied. Each product is designed to enhance the gifting experience, with beautiful keepsake boxes. We currently offer a range of gift sets in English, Japanese and Chinese.

Current sizes available: 3x 70g (210g total), 3x 250g (750g total), 2x 250g (500g total), 1x 500g (500g total)

## SUPERFOOD INFUSED JARRAH HONEYS

Our latest product range launching in February 2024, our Superfood Infused Jarrah Honeys combine the delicious flavour and medicinal properties of Jarrah honey, with other natural superfoods for unique flavours and health benefits. Combined to optimise absorption of different minerals and vitamins whilst ensuring premium flavours, these beautifully illustrated gourmet mixes offer a new natural solution for great tasting spreads, dressings, salsas and sweeteners.

Flavours available in Forest Fresh packaging: Cacao & Chilli, Ginger & Lemon, Cacao & Kakadu Plum, Truffle, Turmeric Ginger & Pepper, Ginseng, Chilli, Cinnamon & Kakadu Plum.

Flavours available in OEM: The above, Cinnamon, Ginger.  
240g hexagon jars.



## OUR WHOLESALE SERVICES

We believe that our success only comes from the success of our partners and clients. We provide a range of wholesale options to ensure you are receiving products perfect for your market and customers. Healthy margins are available for all parties involved whilst still maintaining a competitive RRP.

## PRODUCTS AND PACKAGING



Forest Fresh  
branded



OEM/ private  
label



Custom  
bulk requests



R&D of flavoured  
blends



Bulk honey  
containers from  
1kg to IBC



PET jars



Sachets



Glass jars

## EXTRA SERVICES WE OFFER

- Access to information regarding our proprietary screening and selection.
  - Marketing content and support including photos (with hives/ bees or in home settings available with Forest Fresh branding or OEM/ private label), videos, brochures, informative blogs, and editorial copy.
  - Certificates including TA strength, sugar composition, GI value, Australian origin, health & safety
  - Graphic design support for OEM/ private label.
  - One on one access to our scientists and marketing team to fully understand the products and their benefits.
  - Daily operational updates.
  - Crystallization Free Guarantee on Jarrah Honey TA40+ and TA50+. T&Cs apply.
  - Staff members for in store promotions (subject to availability and destination).
  - Post sale support.
  - R&D of new products.
- Guaranteed exceptional customer service and customer satisfaction.





# WORK WITH US

Our family has successfully exported over 50 tonnes of honey around the world (2022) and are constantly growing. We offer a wide range of shipping options such as sea freight, air freight, ex-factory, FOB, DDU and CIF.

We are happy to work with you to provide products and services to suit your unique requirements, always ensuring a smooth and satisfying process for all parties involved. We pride ourselves on our quick and informative customer service.

Countries Forest Fresh have exported to as of December 2023



## WANT TO LEARN MORE?

When you work with us, you are working with a family that is experienced and passionate about Active honey, high quality products, and exceptional customer service.

We would love to discuss your requirements and answer any questions you might have. Contact the team today for more information on products, pricing, and your unique needs.



## OUR DETAILS

### MATT FEWSTER

Co-Founder / COO / Head Of Sales (Import/Export)

[matt@forestfreshhoney.com.au](mailto:matt@forestfreshhoney.com.au)

[www.forestfreshhoney.com.au](http://www.forestfreshhoney.com.au)

[@forestfreshhoney](https://www.instagram.com/forestfreshhoney)



## CONTACT US

WhatsApp Matt on +61 401 353 525.

Scan below to start conversation



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