



Thy Word is sweeter than honey. Ps. 119:103

**100% PURE
RAW &
UNFILTERED
HONEY**



*Crafted for exceptional taste
& award-winning flavor*

NET WT 16 oz (1 lb) 454 g

THE
Most Trusted
HONEY CO.



 the *most*
trusted
honey
company



Trust. It's what we are known for. It's why we put the utmost level of care into every bottle. It's why we source only the best, 100% pure honey. It's why we commit to having industry-leading testing. It's why we have a consistent blend that produces exceptional taste and award-winning flavor. We owe it to our consumers to be trusted for these things.

Trust is why we're America's #1 honey company.

MEET NATE

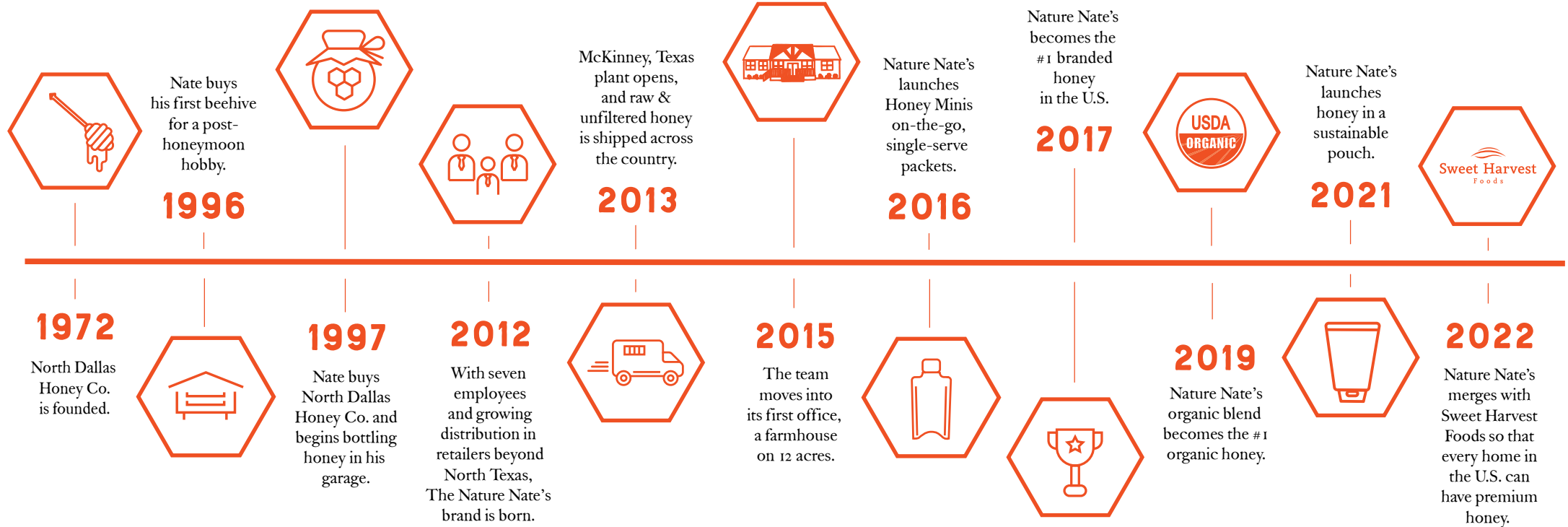
“When I started Nature Nate’s Honey Co., I was asked by a mentor, “What do you want to do with a honey company?” My quick answer was, ‘I want to help people.’ I desired to create a company, not just sell a product. By creating a company, we would be able to provide fair-paying jobs and ultimately, through the sale of honey, be able to make a tangible impact in the lives of others. Always starting with making the most pure, best-tasting honey for our consumers. I am only willing to put products on your family’s table I’m proud to put on my own.”

-NATE



OUR HISTORY

from hobby beekeeping to brand leader



HONEST *to* GOODNESS

A COMMITMENT TO:

Quality
Community
Bee Health

EVERY BOTTLE OF HONEY IS:

100% Pure
Best-tasting
Raw & Unfiltered



OUR BRAND PROMISE

PURITY GUARANTEE

Every load of honey tested by internal and third-party experts

BEST TASTE

Proprietary, award-winning blend of honey

HIGHEST-QUALITY PROCESS

Strict standards for crafting honey as it is straight from the hive — 100% pure, raw & unfiltered

EDUCATING CONSUMERS

Leading a movement away from processed sweeteners with informational marketing

SUPPORTING BEE HEALTH

Sponsoring educational efforts for a world where all honeybees are healthy

GIVING TO COMMUNITIES

Bringing hope and help to people in need

INGREDIENTS: HONEY.™



Our Purity Guarantee means our honey is 100% pure.

With a guarantee backed by internal and third-party testing measures, we are able to ensure with confidence the best honey ends up in your bottle.

WE TEST TO ENSURE OUR QUALITY STANDARDS ARE MET FOR

Pesticides
Antibiotics
Sugar spectrum
Isotope analysis
Pollen and botanical analysis

Acidity
pH
Color
Moisture



WE ARE COMMITTED

- Our consistent blend delivers the best taste in every bottle
- Our honey meets the USDA standards for U.S. Grade A honey
- Our honey is prepared under sanitary conditions in accordance with good manufacturing practices, and complies with federal definitions and standards for honey 52 CFR sec. 1392-1405
- The organic certification provides assurance that our organic products have been verified as organic in compliance with the strict USDA federal regulations for organic products
- Our facility maintains its safe quality food (SQF) certification with an excellent score

INDUSTRY-LEADING QUALITY ASSURANCE

from beekeeper to bottle



"Nature Nate's testing of our honey is so important to ensure the right product makes it to the hands of the consumer. We are extra particular about how and where we produce our honey. Nature Nate's gives us that extra stamp to ensure it's high quality, and that is just icing on the cake."

*The Register Family
Beekeepers*



**CRAFTED FOR
EXCEPTIONAL TASTE**



With a food scientist on staff, we have the ability to maintain a custom, award-winning blend in every bottle. As the only honey company nationally recognized for taste, we take great responsibility and pride in crafting a flavor that meets our consumers' everyday lifestyle and is also used in renowned chefs' culinary creations.





HONEY AS IT IS

straight from the hive

100% PURE UNADULTERED

Verified beekeeper partners send us the best honey, straight from the hive with nothing added.
It's just honey.

RAW GENTLY WARMED

Keeping it raw, we *simply warm* the honey so that it's easier to pour into bottles without heating to high temperatures that kill all the good stuff, like *enzymes*.

ORGANIC NOT FROM THE US

The USDA can't certify honey as organic when sourced from the U.S. We went to the protected hives of *Brazil and Uruguay*, so the USDA can guarantee no bee contact with pesticides.

UNFILTERED STRAINED, NOT FILTERED

We only strain out only the bee parts and wax, retaining natural properties, like *pollen*, only found in *unfiltered* honey.



LEADING THE HONEY CATEGORY

with pure, raw & unfiltered



HONEY IS CONSUMERS' FAVORITE SWEETENER

Ranking as their #1 preferred sweetener among common sweeteners like white sugar, brown sugar, and no-calorie sweeteners

#1 BRANDED HONEY IN U.S.

With the highest and fastest growing dollar share of total honey and the organic honey subcategory

ESTABLISHED BRAND

Highest distribution in category

GROWING CATEGORY AT RETAIL

Contributing the most dollar sales growth to the category of any brand in the last 3 years

SUBSTANTIAL INVESTMENT IN BRAND & CATEGORY EDUCATION

Highest aided and unaided awareness of any honey brand

LOYAL CONSUMER BASE

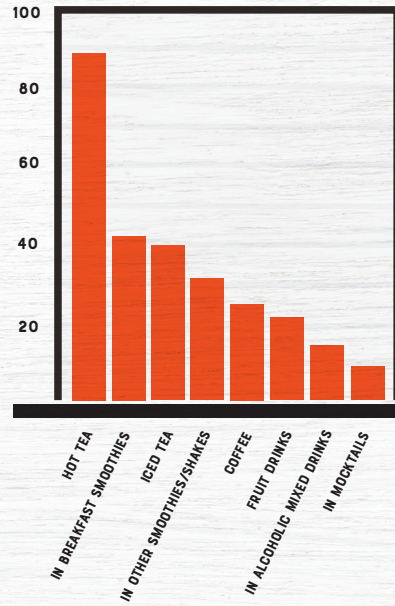
Highest share of wallet of any raw honey brand

Sources: IRI MULO Honey, January 2021; IRI Panel Data Honey, 2020; Russell Research Honey AAU, 2019

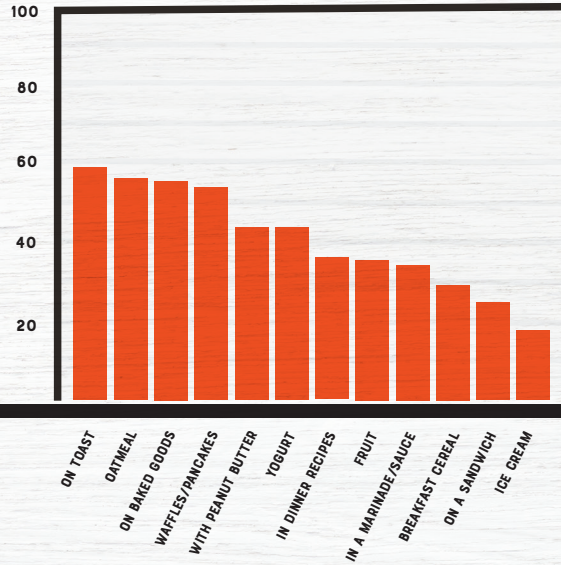
TOP USAGE OCCASIONS

honey makes it better

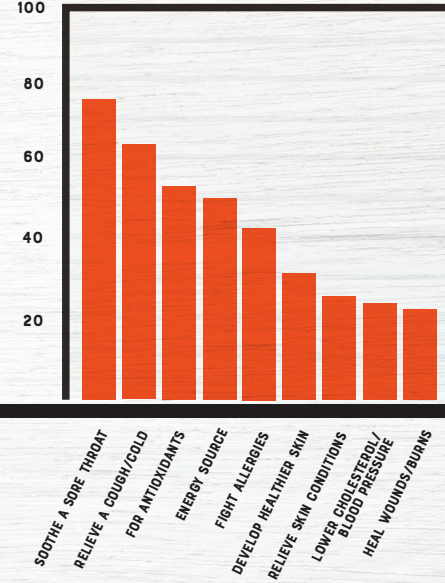
In Drinks



On Food



More Than a Sweetener



Source: 2021 Honey AAU, Russell Research





HAPPY HIVES *happy lives*

FROM THE BEES *to beyond the bottle*

It is our commitment to be responsible stewards of the resources we've been gifted.



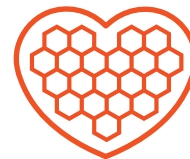
LONG LIVE THE BEES

We give back to bee health by partnering with responsible beekeepers and leading universities for bee health research.



SUSTAINABILITY IN PRODUCTION

From generating as little waste as possible to never wasting honey, we help the greater hive by taking as little from it as possible.



HONEY GIVES HOPE

It doesn't stop at the shelf. We steward our profits to families and communities in need.

For we are God's masterpiece. He has created us anew in Christ Jesus, so we can do the good things he planned for us long ago. -Ephesians 2:10

INGREDIENTS: HONEY.™

