



Honey Branding, Marketing, Distribution and Packaging





Consumer preferences for honey

- There are opportunities to expand domestic market sales through improve honey branding, packaging, marketing and placement.



Per capita honey consumption low Fiji less than 450 grams per person per annum



Honey Consumers & Retailers

- Prioritise Retail growth.
- Retailers want suppliers who provide a return on floorspace
- Retailers provide shelf space but up to suppliers to position, promote & sell honey.
- Shoppers have 1000`s of product choices & buy from suppliers who they know and can trust.
- There is never a better time than now to kick start your business (new or current)



Beekeepers can step up their retail marketing efforts



Why branding?

- The market place is filled with lots of competition
- Branding, presentation and location of your product is essential in giving you a voice to stand out to shoppers
- There are other aspects such as pricing, promotion, product design, communications etc which all play a role in increasing honey sales

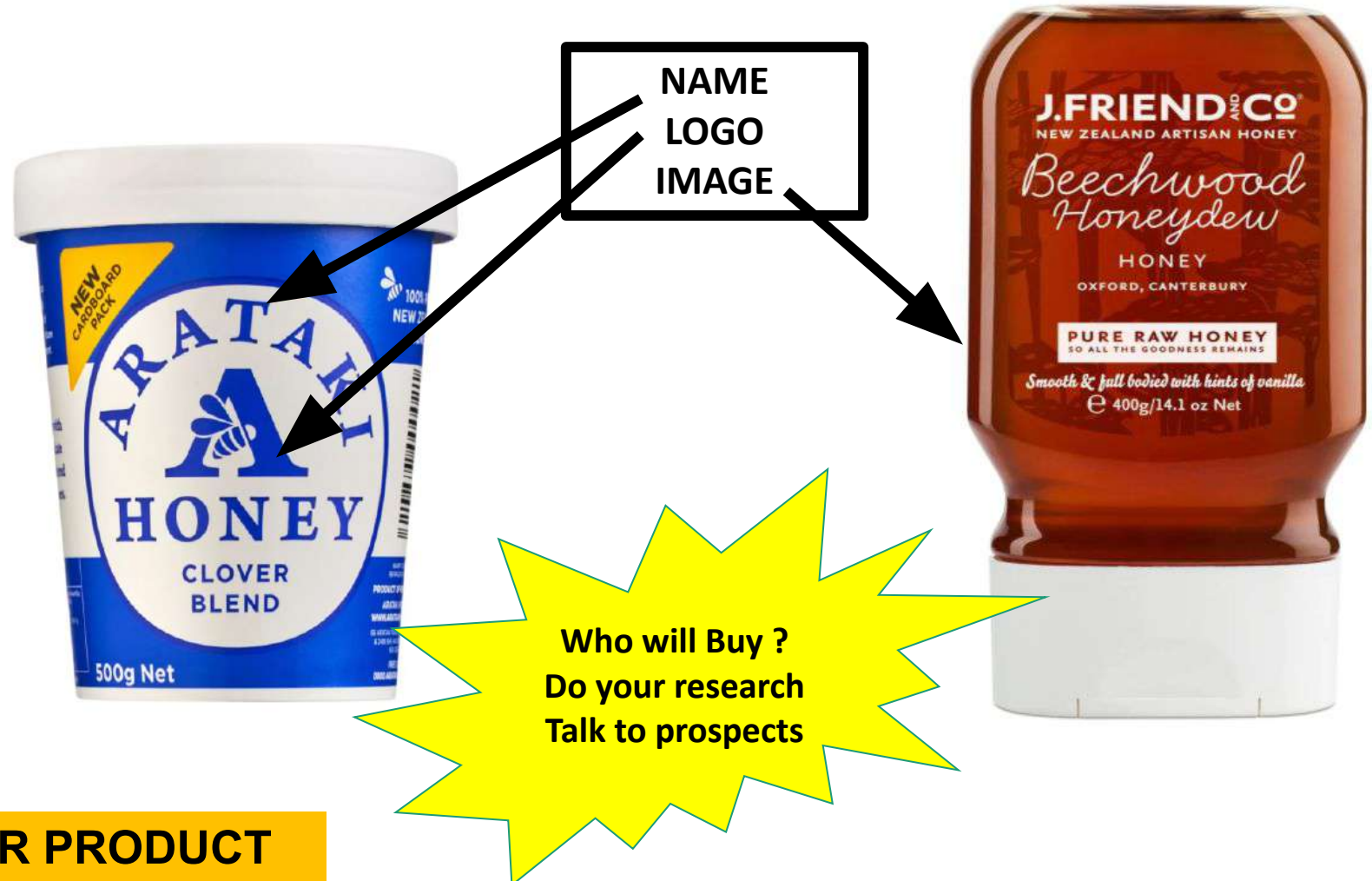


Break thru the clutter and grab your customers attention



What is branding

- Branding is the process which involves creating a specific name, logo and an image of your honey product.





- Distinguishing your honey from your competitors

STAND OUT
NAME &
LOGO

Why branding?



CREATE RECALL & MEMORY





What is branding?

- What you are **offering** that makes you a better choice from others.
- Makes a memorable **impression** in the buyer's mind.
- Applied **consistently** allows your customers to know what to expect from you



The doctor improves my health

Contains a special ingredient

Trust through certification

Export Quality

MANUKA DOCTOR SELLS IN NZ for \$30 kilogram

IT IS DONE TO ATTRACT CUSTOMERS



What makes your brand?

- Creating and communicating some **clear messages** on the product label.
- Establish certain **characteristics** about this product
- Unique selling points (**USP**)
- In this example **positioning** the product as a premium health product
- With good packaging allows your customers to know **what to expect** from you



Am I concerned about my health ?

Tea Tree oil has antimicrobial, antioxidant and anti-inflammatory properties

Someone has tested the product so the 50+ MGO level (methylglyoxal) claim that this naturally occurring compound in Manuka Honey must be true

It must be good if it is export quality

MANUKA DOCTOR MGO 970+ IN NZ for \$800 kilogram

HONEY IS MORE THAN JUST HONEY





Brand message

Messaging and communicating is critical

• **Here are some tips to consider.**

- 1. Create a brand name or logo that ties in with you, the image and personality you want to convey. (run a comparison to others)**
- 2. Use graphics that resonate with your target market. (make sure pictures and photos are high quality)**
- 3. Select one core signature colour scheme (2-3 colours maximum)**
- 4. Select consistent fonts 2-3 fonts max/and size accordingly.**
- 5. Check that your brand name is unique and has not been trade marked or sold by other operators**
- 6. Register to protect your brand & that it meets legal requirements**
- 7. Add a tagline.....**



Tag Lines

- Adding a catch-phrase to your logo communicates a message about your brand.
- A smart logo conveys your products mission in a way that customers will remember and identify.

- Popular Examples

Red Bull — “Red Bull Gives You Wings”

Nike — “Just Do It”

Fiji Water — “Earths Finest Water”

Struggling? check out 151+ Honey Marketing slogans and Taglines - BeNextBrand.Com



Tag lines for inspiration

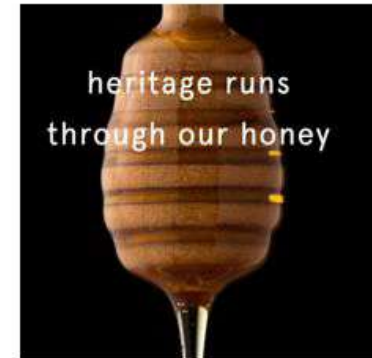


CAPILANO

***"Australia's Favourite Honey
Trusted Since 1953"***

AIRBORNE

"Honey Guardians"



Trading on traditional values history & values



Brand positioning

- We saw in the previous examples 2 companies positioning and trading on Traditional and Historical values.
- What they were saying wasour competitors might be able to offer similar services to us, but they can't replicate our brands resilience.
- **BUT there are many other key qualities and values for you to consider....**
- Health Benefits ...as we saw with Dr Manuka
- Floral Varietals (Leatherwood from Tasmania)
- Origin & Environment (from Beachworth Victoria, protecting the planet, donations to 1% for the Planet - onepercentfortheplanet.org)

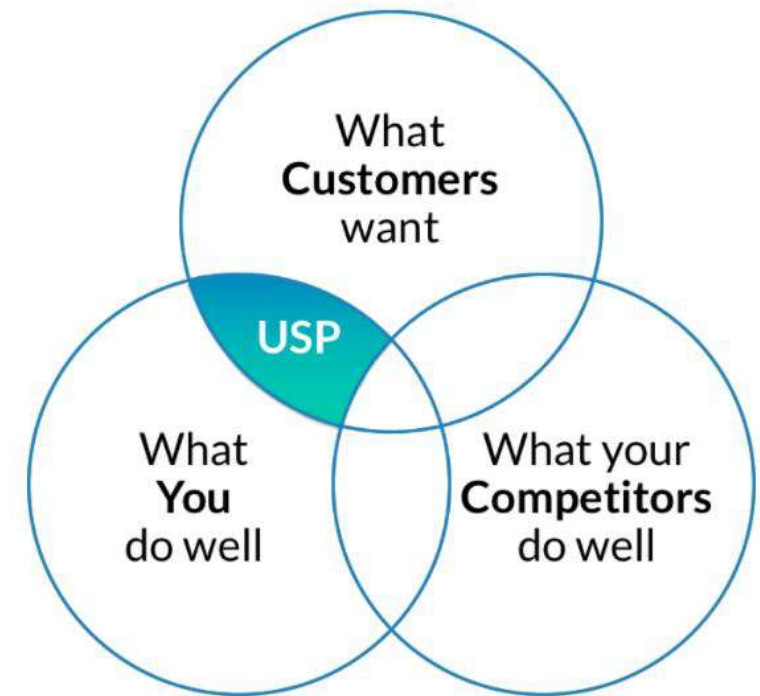


However, a wrong positioning strategy that is not believable can make a good product fail.



Find your unique selling points (USP)

- Simply standing out in the crowd
- What can you do that no one else can do?
- Why do existing customers choose you over the competition?
- What are some of the key things you are good at?
- What can you honestly guarantee to deliver over and over again?
- **WARNING** Branding is about your promise to your customers...you cannot copy someone else's promise!



Google USP and learn about this important aspect to improve your business



Brand touchpoints

- **When creating or refreshing your Brand**
- **Ways to contact and reach out to your customers**
- **Consider how your brand message can be used today and in the future**

Social Networks • Sales Promotion • Advertising
Environments • Experiences • Websites • Newsletters
Business Forms • Signage • Packaging • Exhibits
Proposals • Emails • Voicemails • Publications • Apps
Letterheads • Business Cards • Billboards • Ephemera
Vehicles • Services • Products • Employees • Speeches
Presentations • Video • Mobile • Word of Mouth • Trade
Shows • Direct Mail • Public Relations • Blogs



5

Channels
to Market

Branding to your target customers

- Prioritise your strategy to find new customers in the following 5 groups “channels to market”.

1. **Traditional (informal) outlets** such as farmgate sales, roadside stalls, municipal markets, village and church fairs, ladies auxiliaries, fund raising events, selling to friends and family.
2. **Retail** (modern supermarket selling for in home consumption via a shop or retail outlet sell foods or chains that service a food or beverage experience to tourists include Jacks Tappoos etc)
3. **Food Service or HoReCa** (on premise-eating out) such as hotels, restaurants, general caterers, school canteens, fast food chains, airline catering, ships chandlers)
4. **Industrial** selling my honey or honey by-products (sometimes in bulk) of what I make as a raw material for other manufacturers or processors to use in value adding to make other products ie honey to sweeten a biscuit or a wax to make candles.
5. **Online** particularly since COVID-19 has emerged rapidly, in all countries..... like China and now Australia/NZ by switching sales from traditional bricks and mortar via direct fulfillment to shoppers by click pay online and deliver direct or by post.

Who are your target customers, where do they exist, how do I reach them?
Prioritising and focusing your distribution efforts into best bets



Create the brand story

- Now that you have seen others do it.
- Do you have a good product idea to promote your honey?
- Are you inspired to progress to the next level?

Every brand has a story and we know from the survey that everyone wants to hear a good story about Fiji honey.

Fiji customers love honey and need to know why your brand exists and what benefits can your honey provide them and their families.

Start to put together a draft of your story

Look at your peers in the industry see what they are doing but make yours different



Seek support

- **Maybe someone you trust, who can test your ideas and provide some guidance.**
- **Acquire some creative graphic design skills to help you with the aspects we have discussed such as brand and logo design.**
- **Solve issues such as choice of the right colours, recognisable shapes, customised fonts, colour palette, images photo selection etc.**
- **Progressively test a number of times, improving and gaining confidence as you go.**
- **Reality check for relevance, uniqueness, legibility in print, use on packaging, online & social media applications.**

If creating a website, check that it ties in with your brand name. If the URL (.com/.net .fj) has been taken then rethink your brand name.



Remember - Branding Is Like Beekeeping

1. **Establish Colonies** (promote identity to differentiate)
2. **Build Hives** (companies, people, plans, strategies, campaigns)
3. **Control parasites** (media, competitors, haters)
4. **Raise productive queen bees** (the boss)
5. **Extract Honey** (sales revenue, information, influence)
6. **Sell Honey** (innovative products and services)



Honey branding summary

Creating a brand requires a solid foundation of research and analysisand takes time & patience.

There is a big difference between a brand and a label and we will go deeper into labelling sometime in the future.

- A product is what you sell**
- A brand is the image of that product**
- Branding is the strategy to create that image.**



Honey branding summary cont...

- **Aspects about branding & product positioning for the minds of consumers**
- **Labelling honey and using labels to communicate and promote features & benefits, meeting legal requirements and dealing with aspects such as lot coding and use by dates.**
- **Packaging brings our communications and product strategies together and decisions about what forms we select to pack our honey is critical to our future success**
- **Before we get into more detail on packaging. Reflect on distribution to markets you may have not considered and product placement to target future customers.**

LOOK BEYOND WHAT YOU CAN SEETHINK POTENTIAL



Should I Improve My Packaging?

- Food markets are highly competitive
- Presentation & ability to perform many functions attracts shoppers
- Packaging protects contents from contamination and damage.
- Maintains freshness and increases shelf life



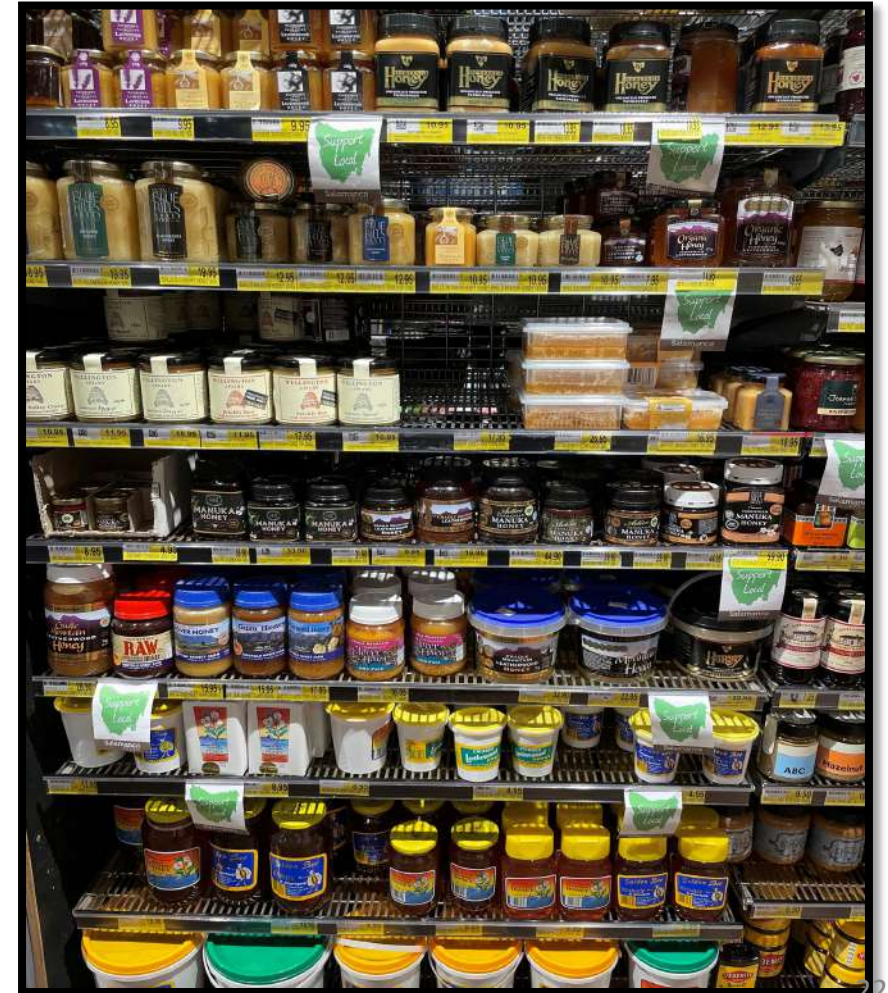
NOT AN AFTERTHOUGHTIMPROVED PACKAGING SELLS PRODUCT !



Trends & How Others Respond To The Market?

- Product segmentation
- Offer consumers many options
- Highly competitive markets
- Many participants (imports)
- Fighting to gain and keep shelf space.
- Packaging innovation
- High volumes sold in supermarkets but low Profit margins

Growing Honey Consumption +1 kilo/capita





Trends & how are others doing?

- **There is ongoing competition between plastic and glass packaging.**
- **Glass remains the king of manufacturing for industries like alcoholic beverages, premium foods, luxuries, cosmetics, and fragrances.**
- **Plastic is preferred for products like condiments, bottled water, and detergents home cleaners. (increasingly by consumers)**
- **To make the decision on what will work best for your products, consider several things. The needs of the product, consumer preferences in your product category, supply availability and the budget you have to work with.**
- **Let's explore some of what each has to offer by looking at examples in Aust NZ and elsewhere.**

CONSUMERS CONCERNED IMPACT OF PACKAGING ON THE ENVIRONMENT



Trends in Glass

- 50 grams with metal lids
- ideal for single serve applications ie sampling and breakfast serving in hotels restaurants global airlines
- Bottling-labelling a challenge!



TARGETING FOOD SERVICE HORECA



Example: Beerenberg

30 gram glass with metal lids



14 gram foil plastic tubs



15 gram aluminium capsules



<https://beerenberg.com.au/>

MARKET LEADER TARGETING FOOD SERVICE / HORECA



Trends in Glass grams)

(sizes 250, 335

- 335 grams to



Price \$FJ 34 per Kilogram





Trends in Glass (sizes 350, 500, 950 gram)



Price \$FJ 28 per Kilogram



Considerations about Glass

- Premium look and feel.
- Only packaging material considered as GRAS (impermeable, no leaching).
- Heavier and more costly when compared to other packaging.
- Can crack break and injure easily.
- Difficult to source (overseas manufacturers require large orders).
- Metal or plastic closures required.
- Challenges in automated filling closing and labelling.
- Can be recycled endlessly.

GLASS USE DECLINING IN FAVOUR OF PLASTIC



Trends in Plastic (size 375grams)

- Twist and Squeeze
- PET
- Convenience
- Price fighter



Category leader





Trends in Plastic (sizes 400, 500, 1,000 gram)

- Flip Lids in PET



Bottle is PET (Polyethylene Terephthalate) Lid is Polyethylene or Polypropylene



Trends in Plastic

● PET JARS



PET JAR with PP LIDS



Trends Plastic

● TUBS



PP is Polypropylene



Trends Plastic

● BUCKETS





● ECO POUCH Trends Plastic



STAND UP RECYCLABLE



Other

- Honey Comb Cassette



HONEY IN WAX COMB STRAIGHT FROM THE HIVE



Other





Innovative Examples

GREECE

<https://foodscross.com/en/shop/>

Honey that's made with a high 80% concentration of thyme pollen grains.

Each jar is numbered and signed to show how special each batch is. An element of personalization is further added in its perforated pull off label which is designed to be seen even after the top has been removed.

Like opening a wrapped present

The color of the packaging was also well thought out, made to show off the product's likeness to a pharmaceutical or cosmetic product.





Innovative Examples

CANADA

<https://gibbshoney.com>

This company chooses minimal, transparent packaging avoiding flashy labels and letting the product shine.

The mason jar container design conjures a sense of nostalgia.

Add to this a stark hexagonal logo and subtle product cues like its single honeycomb and serifed 'G', and it's clear that this is an understated way of telling consumers that this brand guarantees you get what you see.





Innovative Examples

CANADA

The honey is packaged in a container made of beeswax, topped with a wooden lid. Once the honey is used up, you can tip over the container and use it as a candle. The candle wick is found on what was once the bottom of the container and the wooden lid can be used as a base for the candle.





Innovative Examples

FRANCE

<https://www.lunedemiel.fr/>

Lune de Miel

This popular brand takes it to the next level with a design that makes it look like a perfume bottle.

The design has a cork and glass honey stick which helps consumers remove the product from the container easily.

Customers will be attracted to this product's elegant look as well as the promise that the jar will contain sweet smelling honey.





UNITED KINGDOM

Innovative Examples

Fortnum & Mason 'Queen Bee' honey, a limited edition specially harvested to honor the Queen's 90th Birthday. Building on Fortnum & Mason's full range of honey, created a special golden seal for the limited edition run of 1,500 jars to give the honey the royal treatment it deserves





BRAZIL Terra Verde

Innovative Examples

The yellow and black color scheme serves as a representation of the bees that create this sweet product and help it stand out on the shelves.

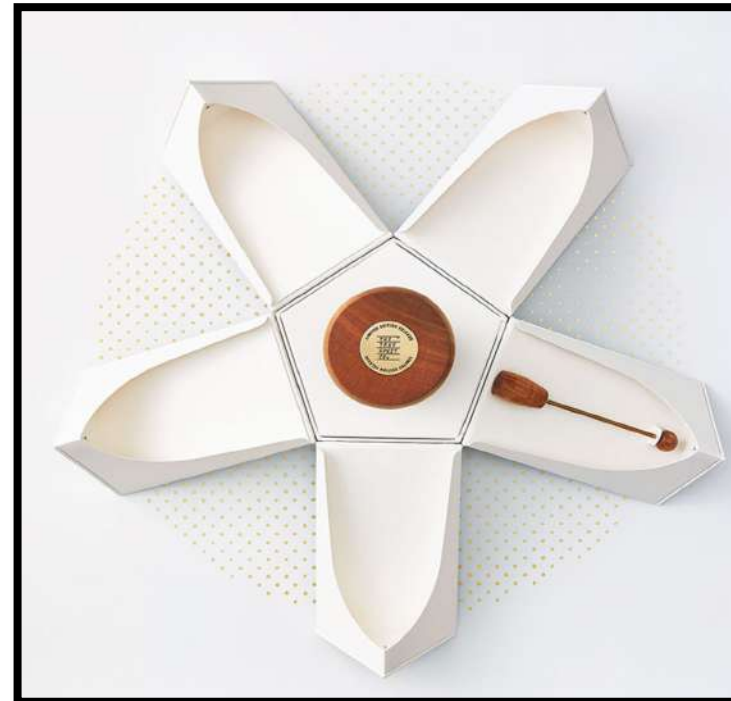




Innovative Examples of Packaging

NEW ZEALAND <https://truehoney.co.nz>

100% online Mānuka honey rated 300 MGO and above. They are involved in every part of the process and every batch independently tested. So you can be sure True Honey Co. Mānuka honey is the highest quality.





Know your Plastics

- Polyethylene Terephthalate (PET) and HDPE is the most safest.
- Know your plastic, the number on the plastic is an identification code for the type of used - though many consumers think it's a recycling symbol!



- Check aspects such as



NOTE every single category of plastic listed above could leach hazardous materials if put in an extreme situation such as extreme heat.



Packaging Summary

- Limit Glass to premium high priced honey
- Wide mouth PET Plastic designs are copying and replacing glass designs





Packaging Summary

- NZ is better scaled and progressed in supplying PET
- Round square & various sizes available.
- NOTE LID made from HDPE seal critical
- Match thread design bottle and cap to secure a hermetic seal
- Use a pressure seal or foil induction if possible
- Buy from local wholesalers or source direct from manufacturers

Kaipak; <https://www.kaipak.co.nz> sales@kaipak.co.nz

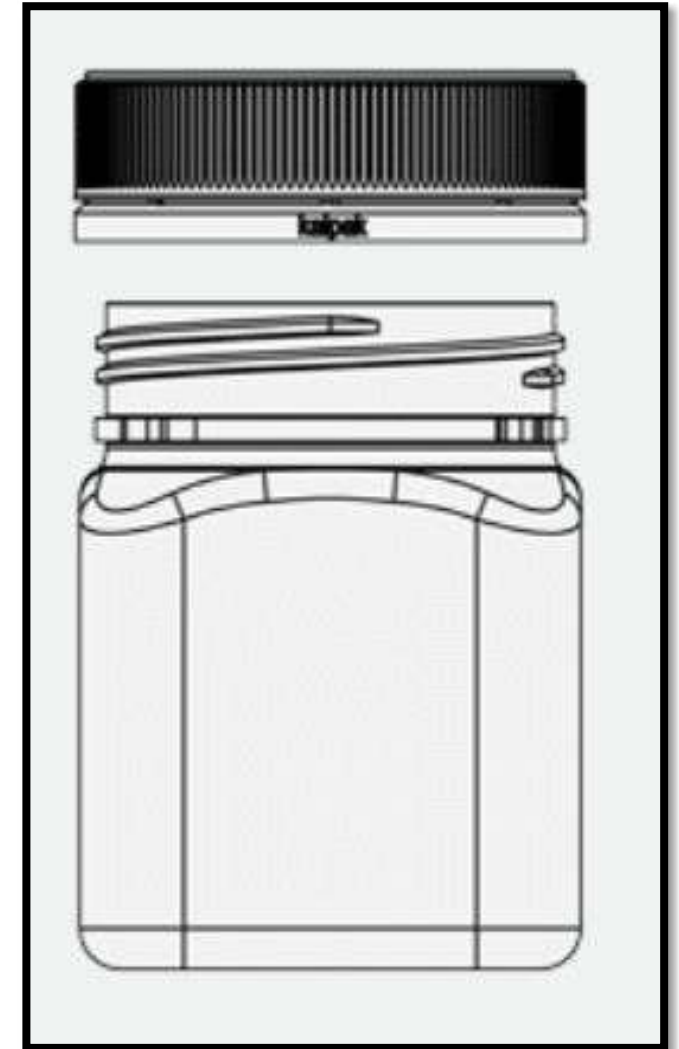
Stowers; <https://www.plastic.co.nz>

Croftpark; <https://www.croftpak.co.nz>, sales@croftpark.co.nz

Pharmapac; <https://www.pharmapac.co.nz>

Weltrade; <https://weltradepackaging.com.au/>

Synergypack; <https://www.synergypack.com.au>





Packaging Summary

- Look at differentiating your range to service new market segments (example select light weight packs for online sales and postage shipping).
- Explore Buckets and tubs as other cost effective solutions.
- Talk to other producers about having your honey contract packed by others if you cannot do it yourself. If you already have a good operation why not promote this and earn income from absorption of fixed overheads.
- Think carefully about how much your decisions will impact on handling of honey for filling, bottling capping and closing and labelling coding & then packing in outer carton and then palletising and shipping to your customers.

