

Business OFFER FIELD

Bulgarian producer of pure honey and honey-based products is looking for distribution partners in Japan.

Summary

The Bulgarian company produces pure honey and honey-based products, which are distributed on worldwide markets. The honey is sourced from few specially selected bio apiaries situated at best unpolluted regions of Bulgaria. The superfoods, which are added to the honey, are bio certified as well. The honey-based spreads are free from lactose, gluten, artificial flavoring, GMO and added sugar. The company is looking for distributors in Japan.

Description

The company produces various flavoured honeys. They blend organic honey with other organic superfoods and get healthy alternatives to popular jams and spreads. These are particularly suitable for children and those who have concerns about sugar intake and allergens.

Flavoured honey has all benefits of honey plus natural flavouring, which adds new and fresh taste. As the company produces under private label of its clients, there are numerous recipes and flavourings. They have Rose Honey (blend with Rose oil), Truffle Honey (with real truffle shreds), Choco Honey (mixed with raw cacao and Bergamot oil), and so on.

Freeze-dried and powdered fruits retain all elements of raw fruits and when combined with honey, the result is a healthy alternative to jams. There is no added table sugar, preservatives, or flavourings. Their bestsellers are Raspberries &honey, Strawberries &honey, Acai berries &honey, Bilberries &honey.

The company's organic energy gel is based on pure honey blended with raw freeze-dried fruits, herbal extracts and Himalayan salt. It is raw and free from additives or allergens.

The energy gel provides clean and fast nutrition for sports and endurance activities. It is sustainable functional food, which provides fast energy from reliable sources. Honey and the other superfood ingredients also act as immune stimulants, which support faster recovery after prolonged exercise or other stressful activities.

The company can provide digital advertisement materials in Japanese (web landing page, catalogue, brochures, video promotions with subtitles); also initial and ongoing online trainings (in English). Their strongest marketing material is a sample of the product, therefore they can provide such free samples for sponsoring sports events. If there are suitable exhibitions company representatives can surely participate jointly with future Japanese partners.

Advantages & innovations

Regular energy gels are based on maltodextrin, which has negative side effects for the microbiome in prolonged use, and maltodextrin is simply a glucose. However, honey is a natural combination of glucose and fructose, which enhances utilization and ensures prolonged endurance.

The company develops innovative recipes and product packaging, following the trend of bio and healthy nutrition. Furthermore, they strive to propagate honey as superfood and Bulgaria as its natural source.

The products of the company have obtained the following certifications and labels:

- Informed Sport: Sports Supplements Certification
- EU organic Certification and logo
- V-Label: The seal of quality for vegan and vegetarian products

The company has incorporated GMP & HACCP standards and is bio organic certified by SGS. It has won several awards for quality, innovation, and Great Taste.

In 2021 the company's own brand of Organic Honey Energy Gel was appointed winner of both "Innovative Natural and Organic Product of the Year" and "Fitness and Sports Nutrition Product of the Year" by FoodMatters, UK. The brand was also appointed Highly Commended "New Comer of the Year" by ESSNAwards. It is the first 100% organic sports nutrition that is certified by Informed Sport (testing every batch in accordance with WADA's list of banned substances) as suitable for professional athletes.

Your company

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Partner sought

Role of the partner

The expected role of the partner is to import and distribute the company's products on the partner's market under distribution services agreement.

The organic energy gel expands the portfolio of the drug retailer with this organic and healthy nutrition, suitable for people involved in sports or other energetic activities.

The company has distribution agreements with firms in the EU and also with an UAE-based company as exclusive distributor of one of their products for the MENA region.

The company is looking for distributors in Japan.

The company is ready to offer exclusive rights to its future partner. They believe that exclusive partners are more dedicated and it will be easier to provide them with full marketing support.

Types of Partnership Considered

Distribution Services Agreement