

norevo

**Honey & bee products  
& plant-based sweeteners**

:always natural

norevo

# Global. Sustainable. Innovative.



We are pleased to give you an insight into Norevo's world of honey with this brochure. Natural raw ingredients, and specialty ingredients derived from them, have been our driving force for more than 120 years.

## Norevo at a glance

- » Privately owned and independent
- » 210 employees worldwide from 18 nations
- » 5 production sites on 5 continents
- » In-house laboratory for R&D and product analysis
- » Customers in 79 countries

## Natural raw ingredients – innovatively developed

Natural, pure, and sustainably produced raw materials are the basis on which we produce ingredients for our industrial partners.

Whether honey, licorice extract, gum acacia, or other fine raw ingredients – our products meet the high standards of the food, confectionery, and beverage industries. Our international customers from the pharmaceuticals and cosmetics sectors appreciate their long-standing partnership with Norevo.



## We act in a spirit of partnership and fairness

It has always been our top priority to cooperate fairly and in partnership with our raw ingredient producers – in many cases, this holds true for generations. Thanks to our locations all over the world, we are regionally anchored and interconnected.

This is the only way to ensure that our raw ingredients are of top quality from their very origin and produced in an environmentally sustainable manner. These strong partnerships provide us – and you – with a stable global supply chain. As a responsible company, we view certifications, sustainable procurement channels, transparent supply chains, and complete compliance all around the world as a key task – and happily and voluntarily go beyond existing standards to this end.

» To us, naturalness is more than just a trend. It is part of our DNA. «

Johannes Wolff, Managing Director

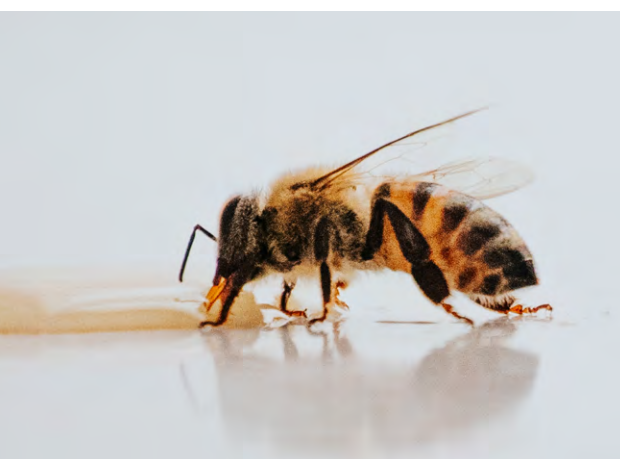






## Honey is our passion

☰ A bee produces about 2.5 - 3g of honey in its lifetime.



As a global honey specialist, we provide our customers with more than 70 years of experience. We know where our honey comes from, closely monitor its production, and maintain close personal contacts – from trading partners to beekeepers.

Norevo's honey originates from almost all regions of the world. Our production facilities are located in Argentina, Mexico, Germany, Hungary, and China. This enables us to ensure complete procurement channels and early identify risks such as crop losses.

Our honey experts and their long years of experience are at our customers' disposal. Whether it is about the right honey blend or its uses – they find the ideal solution for any issue.

## Quality assurance and certification to the highest standards

Norevo also offers **certified organic** and **Fair Trade** honeys. Thanks to our close partnerships around the globe, we see it as a matter of course to trace our products back to their origin. Whether in our production facilities in Hungary, Mexico, Argentina, China, or Germany – the raw honey is analyzed, homogenized, purified, and standardized. Our extensive quality assurance guarantees that our honeys always leave the company in the highest quality.

Norevo is certified as an SEDEX member for its sustainable supply chains according to SMETA. Our production facilities comply with the strict criteria of the FSSC 22000 certification standard for food safety. Moreover, all our honey products are **Halal** and **Kosher**.

Sedex Member



Honey & agave syrup



Our most important harvesting countries for honey are Argentina, Mexico, China, Hungary, Brazil, Cuba, Ukraine, Chile, Bulgaria, Guatemala, Spain, France, Vietnam and New Zealand.

# Sustainability is the foundation of our success

Our core business revolves around the production and trade of natural raw materials. Thus, we have not only an ethical but also an economic interest in a future in which the environment, economy and social issues are in harmony. In our business activities, we are committed to a respectful and resource-efficient approach to both humanity and nature. We understand that only through such practices the supply of natural resources for everyday life of future generations can be guaranteed.



## Environmental and climate protection

In Germany we already rely 100% on renewable energies. As part of our commitment to climate and environmental protection, Norevo aims to reduce its CO2 emissions worldwide by 75% by 2025.

## Social responsibility

We have always seen sustainability as a social responsibility — especially in our producing countries. We pursue a variety of projects around the world to improve health, education, and safety.

## Corporate governance and supply chains

Certifications, sustainable procurement paths, transparent supply chains, and worldwide compliance we see as central tasks of corporate governance. And we willingly go beyond existing standards for these purposes.

## One of our nature conservation projects: The Bee Oasis

In northeastern Brazil, Norevo collaborates with the local cooperative Casa Apis. Together, we are reforesting an area of 13.6 hectares in the Caatinga region with drought-tolerant tree species, creating a Bee Oasis. In 2024 alone, at the beginning of the rainy season, 68,000 seedlings are planted.

68,000

SEEDLINGS HAVE BEEN PLANTED

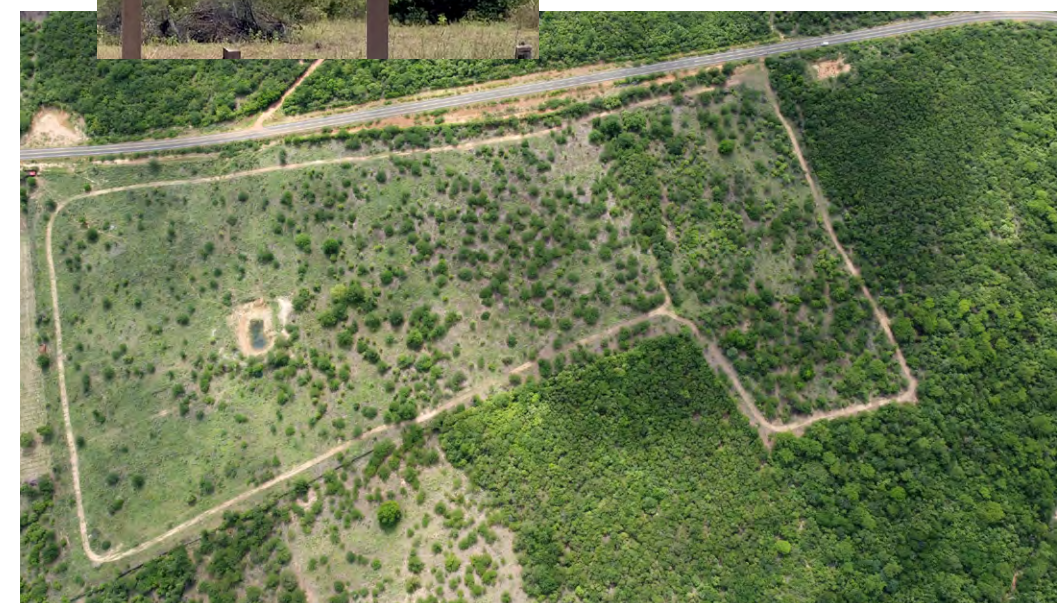


### Project objectives:

- ▶ ensure the survival of bee colonies
- ▶ create food sources for bees
- ▶ increase beekeepers' income
- ▶ restore vegetation



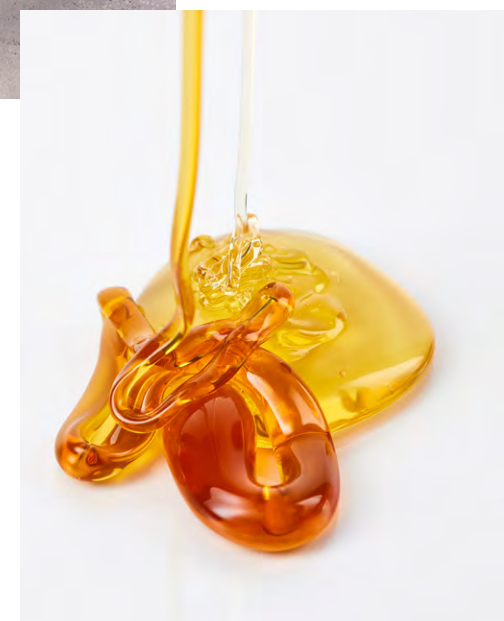
13.6 he  
REFORESTED





# Our honey range

Naturally obtained, carefully processed – our offer ranges from raw honey to honey blends to honey powder. We also have a unique procedure for germ-reduced honey.



## Monoflora honey

Monoflora honey is honey that is primarily derived from the nectar of a single type of plant. If you look for a light and neutral honey, you will be well advised to try acacia honey, rosemary honey, or rapeseed honey. In contrast, forest honey, chestnut honey, or buckwheat honey are dark in color and savory. Upon request, we can supply almost any honey specialty.

## Polyflora honey

Polyflora honeys originate from the nectar of different plants. They differ in taste, color, and consistency according to their botanical origins.

## Our specialty: individual honey blends

Norevo has particular expertise in creating customized blends of different honey types. Depending on our customers' requirements, we create individual tastes, colors, and consistencies. In particular, our customers from the food industry have been obtaining their own blends in consistent standardized quality for many years. Our global team of honey experts will be happy to advise you as well.

## Processed honey specialties



### Honey powder

Our pulverized honey is mild in taste and odorless. It is particularly suitable for dry recipes. It is manufactured in a spray dryer. The powder is available in different particle sizes and can also be made of a customized honey blend according to customer requirements.



NOREVO EXCLUSIVE

### Low bac honey: germ-reduced with a special procedure

We offer germ-reduced honey for the use in microbiologically demanding, sensitive products such as baby foods, pharmaceutical products, or cosmetics. We have developed a thermal process for this purpose. Our precisely balanced heating procedure effectively reduces the spores of the bacterium *Clostridium botulinum*.

As part of our quality assurance, our laboratory checks the microbiological parameters of each and every batch. Low bac honey is used, for example, in cough syrup, baby foods, and creams.

## Bee products

In addition to honey, bees produce other valuable products such as royal jelly or pollen. Their effect was already known in ancient times. Today, they are mainly used in cosmetics and as food supplements.

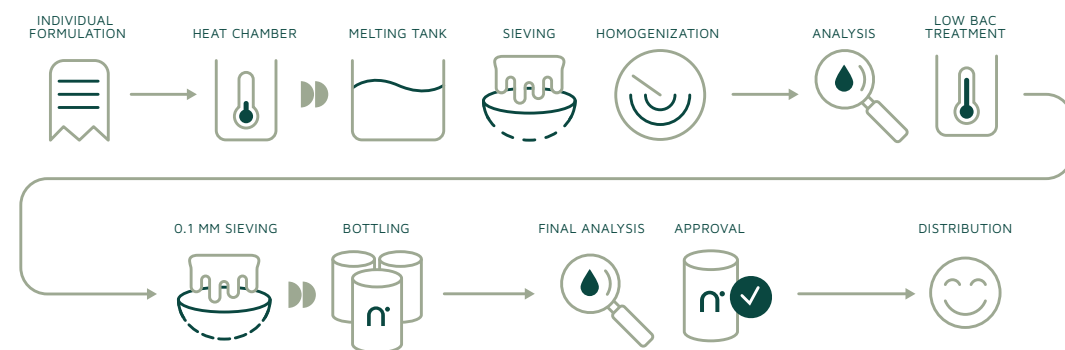


### Royal jelly

Royal jelly has very special properties. It is the food juice that makes the queen of a bee colony strong. The queen is fed with royal jelly throughout her life, enabling her to lay up to 2,500 eggs a day. As humans, we can also use the positive properties of bee products to our advantage. Royal jelly contains numerous fatty acids, vitamins, trace elements, minerals, and amino acids. It is reported to have a positive effect on the immune system, energy level, and well-being. In ointments and creams, royal jelly is regarded as an anti-aging component for a radiant skin; moreover, it supposedly has an antiseptic effect. Royal jelly is available as a fresh (frozen) product or as a powder.



### Our globally unique production process



### Pollen

Bees collect pollen from the stamens of plants. Being enriched with nectar and enzymes, the pollen stick together and form larger grains. Pollen serve as a food reserve for the bees' offspring. This is why only a part of the pollen is removed.

#### Rich source of nutrients

Pollen are considered a true superfood: They are rich in protein and contain large amounts of essential amino acids and a wide range of vitamins. They are considered to have a strengthening effect on the immune system and a generally positive effect on well-being.





# Applications Honey & bee products

Whether bread spread, natural sweetener, or natural cosmetics – many products can no longer do without honey and bee products as a natural ingredient. We supply and advise a wide range of industries – from food companies to pharmaceutical manufacturers.



## Food

### Honey in the jar

Supply to packers/bottlers for retail sale

### Beverages

Sweetener, food flavoring

### Cereals

Sweetener, food flavoring

### Deli & dairy products

Sweetener for spreads, desserts, sauces, or hearty dishes

### Baked goods

Sweetener and binding agent

### Confectionery

Honey-filled candies, gums/jellies, chewy candies, toffees, chocolate fillings, etc.

### Meat and sausages

Aromatic flavor



## Baby foods

Low bac honey serves as a flavor and sweetener for puree mixes, dairy products, and beverages



## Pharma

Sweetener and flavor for cough syrup, pastilles, and pills; component of wound dressings

## Cosmetics

Component of creams, masks, lotions, soaps, shower gels, and hair care products

## Pet food

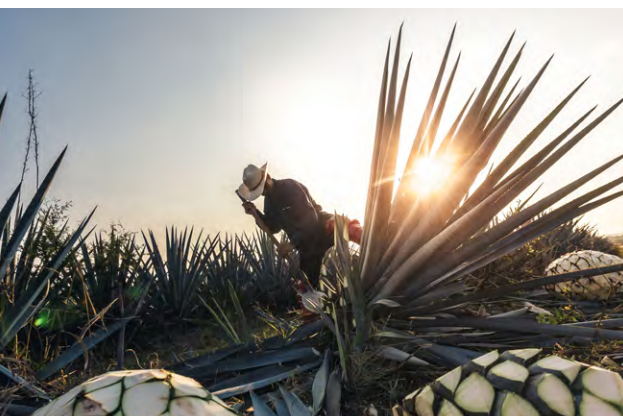
Additive and adhesive, e.g., in sesame bars for rodents

## Tobacco products

Flavoring agent for tobacco

# Our agave syrup

Norevo agave syrup is certified organic and vegan. With its high sweetness and lower calorie content, it has become a popular choice among health-conscious people as an alternative to refined sugar.



## Origin: Under the Mexican sun

The energy-rich agave juice is extracted from the agave varieties Salmiana and Tequilana, which grow wild and naturally in Mexico. After harvest, it is processed into a concentrate known as agave syrup.

## Facts

### Agave syrup

- » is purely plant-based
- » primarily consists of fructose and glucose
- » has a higher sweetening power than honey
- » is more liquid than honey
- » is soluble in cold water

## Sustainable. Plant-Based. Natural. Certified.

Agave syrup is a 100% plant-based, natural product. The Salmiana and Tequilana agave syrups have received the EU organic certification from Kiwa BCS Öko-Garantie GmbH, and also meet the requirements of the European Organic Regulation No. 2018/848.



## Three qualities for all requirements

**Organic dark agave syrup:**  
has a malty, caramel-like taste

**Organic light agave syrup:**  
tastes neutral, sweet-mild to slightly caramelly

**Organic agave syrup in powder form:**  
is a fine, white powder with a neutral-sweet taste

## Wide range of applications

### Sweetener

Whether in beverages or fine foods, in spreads, desserts or savory dishes, agave syrup refines and sweetens naturally vegan.

### Dietary supplements

Agave syrup is often used in dietary supplements, serving as a vegan alternative to honey.

### Cereals

In granola bars and breakfast cereals, agave syrup is commonly used as a naturally aromatic sweetening and binding agent.



### Division Manager Honey & Bee Products

JOHANNES WOLFF  
contact.honey@norevo.de

You have questions on our products, manufacturing processes, or conditions of sale?  
Please contact us at [norevo.de/en/contact](https://www.norevo.de/en/contact).





**Norevo GmbH**

Voelckersstrasse 14-20  
22765 Hamburg • Germany

**t** +49 40 53 79 79 0

**m** [contact@norevo.de](mailto:contact@norevo.de)

**Visit us at** [norevo.de/en](https://norevo.de/en)