

Save the Endangered Honey Bear â€“ Buy only 100% pure honey. Or we may lose him forever.

News-Press Release

SALT LAKE CITY, Utah (Newsbox) 13-Oct-2022

<https://prsafe.com/release/14821/>

Message

You might be wondering to yourself, â€œWhatâ€™s all of the buzz about the Honey Bear being endangered?â€• Well, weâ€™ll tell you! For a while, the Honey Bear was overlooked and left by his lonesome in the pantry. Few realized heâ€™ was a natural, pure sweetener with a number of applications in and out of the kitchen. â€ Our campaign to Save the Endangered Honey Bear is a light-hearted approach to remind people of honeyâ€™s wonderful uses and support the Honey Bearâ€™s continued bounce-back to the front of the pantry shelf. More and more people are looking for natural, single-ingredient foods in their cooking and baking and honey is a great option. Many people are unaware of honey-flavored syrups, or honey thatâ€™s been diluted with other ingredients. These blends are moving onto grocery and discount store shelves and consumers may not be able to distinguish between 100% pure honey and similarly-packaged honey-syrup blends. This puts the honey industry in a â€œstickyâ€• situation. In this news release, you will find information about our campaign for 100% pure honey, the differences between real honey and imitation honey, and ways that YOU, the consumer, can help in our efforts. In this age of artificial foods, isnâ€™t it nice to know that something is pure? Honey is one ingredient, the way nature intended. â€ What's the Story? â€ The Endangered Honey Bear (and 100% pure honey) needs your help: One of Americaâ€™s most timeless kitchen staples, honey, is being threatened by honey-flavored syrups, or honey thatâ€™s been diluted with other ingredients, that are becoming more and more common on store shelves. They masquerade as honey all the while containing very little actual honey. These honey-flavored syrups, also known as honey blends or imitation/artificial honey, are causing confusion among consumers. The blends are usually found in honey bear containers, with labels that look astoundingly similar to 100% pure honey labels. Typically, the word HONEY is in large print on the label, which easily misleads consumers. â€ One-ingredient products, like honey, do not have to list that single ingredient on the label, unlike multi-ingredient products. So, we are urging consumers to always check the label before making a honey purchase. If there are ingredients listed other than honey, itâ€™s not 100% pure. When trying to decipher a label, remember this: Honey has ONE ingredient, no additives or preservatives, and thatâ€™s exactly what any 100% pure honey label should say. â€ What You Can Do to Help? â€ You can get involved and spread the word about 100% pure honey by checking the honey label for ONE ingredient, using 100% pure honey in more recipes, or asking your grocer or favorite restaurants to carry only 100% pure honey. â€ About the HONEY FEDERATION â€ The HONEY FEDERATION is based in Salt Lake City, Utah, the "Beehive State". The HONEY FEDERATION is the leading not-for-profit membership association for USDA organic certified honey and wild harvested raw honey. â€ For more information or questions, please email info@honeyfederation.eml.monster or visit <https://savethehoneybear.webnode.page> â€

Company Statements

Boilerplate 1

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