

The Buzz on Bee Raw

Bee Raw's line of raw, single-varietal honey products has certainly caused a buzz in the media, as this sweet treat with an environmental message has been featured in such outlets such as TODAY, *The New York Times*, *Wall Street Journal*, *Financial Times* and more.



“One jar of raw honey can change everything you ever thought about this sweet substance, from the way it tastes, to how you can cook with it and what food and drink pairings work well.”

– Linnea Covington, [TODAY Food](#)



“Coincidence or not, as the denizens of Madison Avenue seek to generate “buzz” — positive word of mouth — among consumers, they are increasingly turning to bees and honey as marketing tools... The centerpiece of [Bee Raw's Save the Bees] effort is a Web site for a fake company, Be A Bee Inc., with a home page that declares: ‘Bees all over the world are dying. Now is the time to invest in the human pollination market.’”

– Stuart Elliott, [The New York Times](#)



“I love this product; they call it a honey flight. You've heard of wine flights where you try different wines? This is a honey flight, nine different honeys. Look at the packaging on this! It's a way to try different honeys. Honey takes on the characteristics of the flowers, so if it's an orange blossom it's going to have a bit of an orange flavor... It really does vary on where it comes from and this demonstrates it and demonstrates it beautifully.”

– Charles Passy, [Wall Street Journal](#)



“With recipes for everything from cocktails to honey-peppercorn duck, not to mention ideas for easy entertaining and a subtle education on helping the environment, it's hard not to take up this inspiring site's motto: ‘Bee inspired’.”

– Christina Ohly Evans, [Financial Times](#)



“Bee Raw Honey is the real deal... We had to restrain ourselves from eating the entire Wild Raspberry honey in one sitting. Bee Raw Honey would make a beautiful gift for those looking to give a useful, healthy and attractive gift this holiday season.”

– Michelle Spreckles, [Mom Trends](#)

Biography

Zeke Freeman, Founder and Managing Partner

Zeke Freeman's ascension to CEO of burgeoning, New York-based lifestyle brand, Bee Raw (www.beeraw.com), began on his family's farm in Northwestern Pennsylvania. Growing up, Zeke gained an appreciation for both home-grown produce and for the rich heritage of artisanal food production. Zeke turned this passion into a full-time pursuit of the culinary arts at the University of Montana's School of Food Management & Culinary Arts in 1989. After earning his degree, he relocated to France to continue his education at the Hotel School of Grenoble and began working under the direction of acclaimed chef, Alain Ducasse.



In 1995, following two years in France working with, and learning from, accomplished international chefs, Zeke moved back to the United States where he distinguished himself as a buyer for Dean & DeLuca in New York City. Always in pursuit of fine edibles for the upscale food, wine and kitchenware retailer, Zeke discovered Beehive Bee Products, Inc. While working as an advisor for the company, Zeke repackaged its honeys in clear, 1960s-inspired glass jars, earning recognition in Metropolitan Home's Top 100 for its retro design. Zeke and his business partner, Sam Yocum, were then sold majority ownership of Beehive Bee Products in 2005. The duo re-launched the company as Bee Raw.

Today, Zeke partners with family owned beekeepers around the country to bring high-quality, raw, unadulterated honey to the American table. He has expanded distribution from his Brooklyn headquarters, making Bee Raw honey jars, honey gifts and innovative honey flights, available nationwide. Zeke also actively promotes the importance of American family-owned apiaries and works to educate the public about the importance of beekeeping and its value in agriculture.

Bee Raw Honey Now Available in Anthropologie and ABC Home - Honey is Only Beginning for Thriving Lifestyle Brand -



New York, NY — Burgeoning lifestyle brand, [Bee Raw](#), has announced that its distinctive assortment of unadulterated, single varietal American honey jars will now be available to consumers at Anthropologie and ABC Home stores just in time for the holiday shopping season. This is the latest development for the quickly expanding company, which recently added five new estate-grown loose teas to its product lineup.

“We are thrilled to be a presence in both Anthropologie and ABC Home,” said Bee Raw Founder Zeke Freeman. “These stores share our philosophy of bringing our customers beautiful, unique, high-quality items they can enjoy in their homes every day. You live once – why not do it with substance and style?”

Bee Raw currently offers one of the most diverse collections of raw, unadulterated varietal American honey, and has already expanded into estate-grown loose teas with coffee to soon join its tempting offerings. The company supports America’s rich beekeeping heritage by partnering with family-owned apiaries around the country, and derives each varietal from a single local floral source to achieve a distinct flavor, color and aroma.

The essence of Bee Raw honey is in its simplicity. By skipping the processing phase, their honey retains its bold flavor, distinct color and natural goodness, as well as the pollen that possesses immune-building properties. Each Bee Raw varietal honey is fairly traded, meaning the local beekeepers that produce them receive a premium price for their premium product. Bee Raw also strives to be socially and environmentally sustainable by employing local manual laborers and using postconsumer paper and glass packaging.

The Bee Raw single varietal American honey collection—available as [full-size jars](#), innovative [honey flights](#) and delectable [honey gifts](#)—includes:

- **Blueberry Honey, Maine**—A rich, visually striking, and sturdy, medium amber honey. Strong and sweet, with earthy components and a playful, buttery-sweet note. Perfect for pairing with Stilton, melons, and crème fraiche.
- **Buckwheat Honey, Washington State**—A stout, complex honey comparable to sorghum or molasses. Hints of mossy earth and a not-so-sweet composition combine to develop a malty flavor with a pronounced bright finish. Great with fresh goat cheese, broiled grapefruit and Greek yogurt.
- **Orange Blossom Honey, Florida**—Enticing and surprising, with notes of citrus and tangy rind are playfully intertwined in a not-too-sweet, captivating finish. Excellent with Manchego, aged sheep cheeses and lemons.
- **Sweet Yellow Clover Honey, Colorado**—Yellow Melilot flower adds a wonderful aroma to this honey, which also boasts an initially delicate, sweet and buttery taste, followed by warm undertones of cinnamon and nutmeg. A great partner for Chèvre, figs and iced chai tea.
- **Wild Black Sage Honey, California**—Sage gets its name from the Latin *salvia* (meaning "to heal"). This honey is mild with a mouth-warming hint of pepper and a smooth, clean finish. Pair with Parmigiano Reggiano, wine-poached pears or goat cheese ice cream.
- **Wild Raspberry Honey, Maine**—Light yellow in color and floral with a unique raspberry finish intertwined with the aroma of warm cocoa butter. Try it with raspberries, peaches, pears or sour cream.



- **Basswood Honey, New York**—Light in color, delicate and mild, featuring warm herbal notes and a clean finish. It’s an excellent choice with Fromage Blanc, fresh green apples and vanilla ice cream.
- **Cranberry Honey, North Carolina**—Smooth, pungent and mildly tart with a delicate cranberry aroma, complemented by subtle floral hints and a very light fruit finish. Enjoy with Gruyere, tangerines and apples.
- **Sourwood Honey, Colorado**—Harvested at the end of the bloom when the nectar is sweetest, this honey is highly floral, rich and buttery with a maple finish. Great with grilled peaches, clotted cream, Camembert and other bloomy rind cheeses.
- **Star Thistle Honey, Colorado**—Thick and creamy with soft notes of cinnamon and a long, sweet finish. Perfect for oven-roasted apples, hot apple cider or in a recipe for pan-seared prawns.

The five recently launched [Bee Raw estate-grown loose teas](#) are steeped in flavor and tradition. Bee Raw buys full leaf and organically grown teas from small farms or collectives, helping to support traditional agriculture. The range of black, green, white and herbal teas —sold as single tea jars, tea and honey pairings, or as 4- (2 teas and 2 honeys) and 6-pack (3 teas and 3 honeys) assortments—are:

- **Chamomile Herbal Tea (Best paired w/ Maine Wild Raspberry Honey)**—Soothing, sweet and caffeine-free. Made from organically grown Chamomile with notes of fig and honey.
- **Mt. Olympus Herbal Tea (Best paired w/ California Wild Black Sage Honey)**—This national herbal drink of Greece is peppery and delicious. Known for its medicinal benefits to be anti-microbial, anti-inflammatory, and anti-oxidant, it is truly a gift from the gods.
- **Assam Black Tea (Best paired w/ Colorado Star Thistle Honey)**— From the Satrupa Estate in northeastern India, this tea boasts round, sweet and malty flavor that’s the full-bodied base of most Irish breakfast blends and is tasty yet traditional.
- **Karigane Kukicha Green Tea (Best paired w/ Colorado Sweet Yellow Clover Honey)**— Highly prized, yet virtually unknown in the west, this fulfilling, traditional Japanese “twig tea” is made in the traditional style from Gyokuro green tea stems.
- **White Peony White Tea (Best paired w/Florida Orange Blossom Honey)**—This succulent tea from the northern Fujian Province of China has rich fruit blossom aroma. Made from delicate young leaves, it is gently handled from harvest to cup.



Bee Raw Honey pricing starts at \$12 for single honey jars and goes up to \$79 for flights; Bee Raw Tea products range from \$14 to \$85. Combination honey and tea gift sets are also available within these price ranges.

In addition to Anthropologie and ABC Home, Bee Raw Honey can also be found in retail stores such as Dean & DeLuca, Whole Foods, and Wegmans, as well as online at BeeRaw.com.

For more information about Bee Raw products, recipes and pairings, please visit: www.beeraw.com.

About Bee Raw

[Bee Raw](#) partners with family-owned apiaries across the country to offer raw, unfiltered, single varietal honey for the American table. And in line with their mission to bring consumers only the finest quality products, Bee Raw is also adding estate-grown loose teas carefully harvested by farmers from around the world, adhering to centuries of tradition. Each Bee Raw tea is crafted with great care, and never blended. Growing up on his family’s Northwestern Pennsylvania farm, Bee Raw Founder Zeke Freeman gained an appreciation for homegrown, artisanal food products. Combining this sentiment with a culinary passion strengthened by years in France and New York working with esteemed chefs Alain Ducasse and Daniel Boulud, Zeke took his expertise to Dean & DeLuca where, as head buyer, he helped create the products now known as Bee Raw Honey. Today Zeke, together with his wife Marissa, proudly partners with beekeepers and tea farmers, marketing Bee Raw products nationwide from their headquarters in Brooklyn, New York. Bee Raw offers honey and tea as nature created it: unaltered and so pleasing to the palate that those who try it will put their processed honey bears and stapled tea bags away for good. Become a fan of Bee Raw on [Facebook](#), follow updates on [Twitter](#), and check out the Bee Raw Blog, [The Buzz](#). Bee Raw products are sold online at www.beeraw.com and at the finest retail stores nationwide.

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How Did Bee Raw Piss Off Samuel L. Jackson?

*- By Making an Outrageous Suggestion
That Human Pollination Could Replace Bees*

New York, NY — What did [Bee Raw](#), an artisanal American honey brand, do to get Samuel L. Jackson riled up enough to tweet about saving the bees? They introduced a tongue-in-cheek corporation in order to provoke outrage about the continuing demise of the honeybees.

To launch the [Save the Bees Fund](#), Bee Raw and advertising agency CHI & Partners NY created [BeABee Inc.](#) — a fake corporation looking to help people profit off the collapse of bee colonies by franchising human pollination operations.



Samuel L. Jackson @SamuelLJackson
Crazy Shit happening out here! Check out [BeABeeInc.com](#) #
SaveTheBees
Expand

18 Jun

"Most environmental movements focus on positive advocacy," [CHI & Partners NY](#)'s Michael Goldstein [explained](#). "We wondered what would happen if we did some negative advocacy that fueled a positive result."

The ruse was designed to anger people into realizing there is a global crisis underway that threatens the world's food supply. Because of Colony Collapse Disorder (CCD), bees are dying off in record numbers. Without these invaluable pollinators at work, many crops such as almonds, strawberries, broccoli and apples are doomed.

Bee Raw Founder Zeke Freeman grew up on his family's farm in Northwestern Pennsylvania, which inspired his love of artisanal food production and his passion to save the bees. "I hate the image of a world in which my children won't be able to have access to fresh produce, either because it's so expensive most families will not be able to afford it – or worse, many fruits and vegetables will simply be gone from the face of the earth," he said.



If you think food prices are a big problem now, wait until the bees disappear. Bees are responsible for pollinating [\\$15 billion of U.S. crops](#) every year, and every year with fewer bees, the price of produce rises.

If you think obesity is a big problem now, wait until the bees disappear. It's already hard to find fresh produce in many of the nation's "food deserts," but once there aren't bees around to pollinate the myriad of fruits and vegetables, it will be hard to find celery or peaches at [Whole Foods](#) and local

farmers markets.

The BeABeeInc. website encourages people to "invest your money today" because "the coming global crisis could be YOUR financial opportunity." Once users click through anywhere on the site, they're taken to the Save the Bees Fund website which warns that "BeABee Inc. does not really exist. But if we don't act now, it could."

Save the Bees Fund: What You Can Do

Bee Raw's Save the Bees Fund, which was launched during National Pollinators Week (June 17-23), asks consumers to do one or all of the following to help save the honeybees:

- **Plant bee-friendly flowers:** Bees are suffering from malnutrition, and planting bee-friendly flowers gives them a place to nourish themselves and their hive. Bee Raw is selling packets of bee-friendly flower seeds, with profits donated to the Fund.
- **Pledge to have a pesticide-free garden:** Most garden and lawn chemicals are deadly to bees. The pesticides that don't kill them will weaken the bees' immune systems, allowing parasites and disease that eventually will. Switching to a strategy of integrated pest management or opting for natural, organic fertilizers and biological controls is better for the bees.

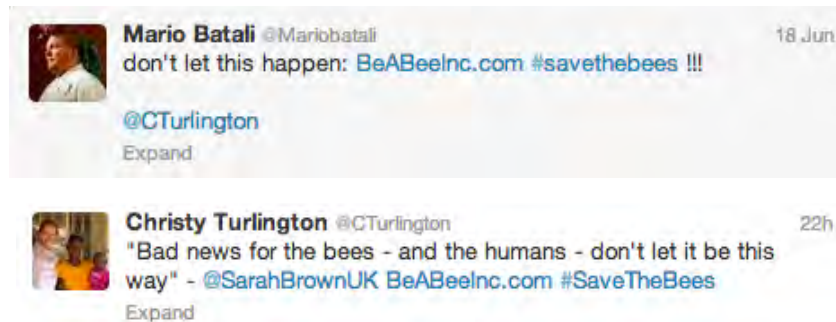
- **Donate money for research:** The Save the Bees Fund raises money for research to fully understand Colony Collapse Disorder. Proceeds will be donated to 501(c)(3) institutions, associations and organizations such as the Xerces Society.

“Our mission is to provide you with ways to help save the bees right in your own backyard,” Freeman said in a [video](#) highlighting the Save the Bees Fund. “Bees take care of us, now we need to take care of the bees. This is everybody’s problem, and we all need to be more than a little pissed off.”

Success of Bee Raw’s Social Media Campaign to Save the Bees

Since Bee Raw’s Save the Bees Fund launched on June 18, traffic to the Bee Raw site has increased 1000 percent, and more than 1,200 people have signed the pesticide-free pledge.

Celebrities such as Mario Batali, Tom Colicchio and Christy Turlington joined the controversy and tweeted their support for the campaign. Even Sarah Brown, Founding Chair of the Global Business Coalition for Education and spouse of former British Prime Minister Gordon Brown, has shown support.



Many people initially thought that BeABee Inc. was a real company and displayed their disgust on Twitter:

To date, the campaign has garnered more than 500 tweets, 300 likes on Facebook, 5,500 views on YouTube, leading to nearly 5 million social media impressions.

For more information on Save the Bees Fund go to www.beeraw.com/SavetheBees and for additional details about Bee Raw products, recipes and pairings, please visit: www.beeraw.com.

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