

PRESS RELEASE

DATE: July 2008.

Congratulations Blue Hills Honey.
“Best New Organic Food Product”

Organic Expo Australia July 2008.



Robbie and Nicola Charles on accepting this award said “ All Tasmanian Leatherwood honey is world class and it was an honour to receive this award”.

Organic Expo is Oceania’s leading and largest organic and environmental show . This show is held annually alternating between Melbourne and Sydney . www.organicexpo.com.au

Esteemed Judges Sean Moran (Sean’s Panorama), John Newton (Food Journalist), Carla Oates (The Beauty Chef), Tammie Phillips - About Life (Natural Marketplace), Alexandra Graham (Australian Conversation Foundation), Catriona Macmillan (Organic Traders & Consumer Network, OFA) elected Organic Tasmanian Blue Hills Leatherwood Honey as “Best New Organic Food Product”.

Judging criteria was based on effectiveness in branding ‘certified organic’ , taste , quality, ease of use , appearance , saleability (includes: organic certification marked clearly and correctly, is it appealing to customers), environmental (packaging content ,fair trade, welfare) and is it Australian produced.

“Tasmania is a special place. Australia’s Island state contains some of the world’s most primitive and ancient wilderness and boasts the cleanest air and water. Tasmanians have a unique opportunity to harvest pure, natural organic produce. Blue Hills gathers its honey from these pristine forests situated in the Tarkine wilderness protected under a federal reserve. Only 20 people per year are allowed to enter this region and the Blue Hills family is half of them (the only beekeepers). Our artisan packaged aromatic, delicate flavoured Leatherwood Organic honey is truly the essence of the Tasmanian Tarkine Wilderness. It is a privilege to be able to harvest this world recognised honey. Our packaging and product has been recognised at the 2007 World Honey show (Melbourne) with a high commendation. A remarkable achievement on the launch of this line.”R & N Charles