

# The Active Honey Company adds to the current buzz about children's TV's The Hive with latest licensing deal, The Hive Rainforest Honey

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The Active Honey Company is buzzing about its latest licensing deal to launch Disney Junior and ITV's pre-school favourite THE HIVE's very own brand of honey. The Hive Rainforest Honey will hit the shelves in January 2013.

The honey deal agreed with merchandising and licensing agent Space Enterprises, will see the South American Active Rainforest Honey packed with nutritional benefits, branded as The Hive Rainforest Honey – made by bees.

Not just any honey...

Rainforest Honey is a 100% pure, active honey from Chile which is tested for its antibacterial potency to pharmaceutical standards. It is entirely natural and has clinically proven health and wellbeing benefits and is specifically successful in tackling coughs, colds, sore throats and mild digestive complaints. It also tastes delicious too, so Buzzbee, Rubee and their friends from The Hive will help parents to boost their children's health, naturally, every day!

Nick Mead, sales director at The Active Honey Company, comments "Active Rainforest Honey is taken by adults for its bespoke nutritional benefits. The link with The Hive offers an ideal opportunity for children to also get a 'daily dose' of the unique Active Rainforest Honey from Chile and enjoy the same great taste too. This will be a great addition to the honey category of all leading supermarkets."

Mark Hurry, director of licensing at Space Enterprises, said: "We are delighted to have signed this new deal– especially as honey is such a perfect license for The Hive. This adds to a host of activity surrounding a brand that is currently one of the hottest kids' licences on the market."

Retailers interested in The Hive Rainforest Honey should contact The Active Honey Company for further details; Email: [enquiries@activehoneycompany.co.uk](mailto:enquiries@activehoneycompany.co.uk) or visit [www.activehoneycompany.co.uk](http://www.activehoneycompany.co.uk)

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Notes to Editor

The Active Honey Company sells a variety of bee products from Chile. Active Rainforest Honey is derived from the trees of the forests of southern Chile where Ulmo, Tineo and Quillay trees grow. The unpolluted, untreated hives are free from pesticides. The raw honey is GMO free and has natural bioactivity and is also rich in an enzyme called glucose oxidase which helps to produce small, sustained amounts of hydrogen peroxide.

The Active Honey Company is wholly owned by Lifeplan Products Ltd, one of the UK's leading providers

and exporters of quality nutritional products for the past 29 years. Lifeplan products can be found in leading supermarkets and specialist retailers in the UK, online at [www.lifeplan.co.uk](http://www.lifeplan.co.uk) and via distribution partners in over 22 countries worldwide.

In the UK Lifeplan's in-house research and development team is committed to being at the forefront of nutritional science and is responsible for producing only supplements which have a sound and scientific rationale. Lifeplan's nutritional biochemists are responsible for both developing new products and ensuring existing products are right for today's markets, with a commitment to help everyone have a better understanding of nutrition and why good nutrition is essential for our health and wellbeing.

The Active Rainforest Honey range is available from Boots, Morrisons, Harrods Pharmacy, independent health food stores, pharmacies and online health retailers.

Email: [enquiries@lifeplan.co.uk](mailto:enquiries@lifeplan.co.uk) or visit Lifeplan's or visit the online shop at [www.lifeplan.co.uk](http://www.lifeplan.co.uk)

## The Hive

The Hive is a colourful animated series for pre-schoolers featuring Buzzbee and his family, who live together in Honeybee Hive. Mamma Bee, Pappa Bee, Buzzbee and Rubee are really just like any other family, except they are tiny, stripy and buzz around in the sky! Thanks to the Bee family's many friends and neighbours including Miss Ladybird, Katypillar, Willy the Wasp and Queen Bee, The Hive is always bustling with fun, adventure and lots of exciting things to see and do.

The show launched on Playhouse Disney in the UK in February 2011 (rebranded as Disney Junior in May), and has proved a huge ratings success. In the last three months it has been the best performing acquisition on Disney Junior - reaching 3m viewers aged 4 and over. Most recent BARB figures (w/e: 11th Sept) had the show in four of the top five chart positions. The show started its UK terrestrial airing on ITV in September 2010, and is currently #2 across all kid's channels in its slot.

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