



(Organic) honey • bee products • vegetable sweeteners – www.detraay.co.uk

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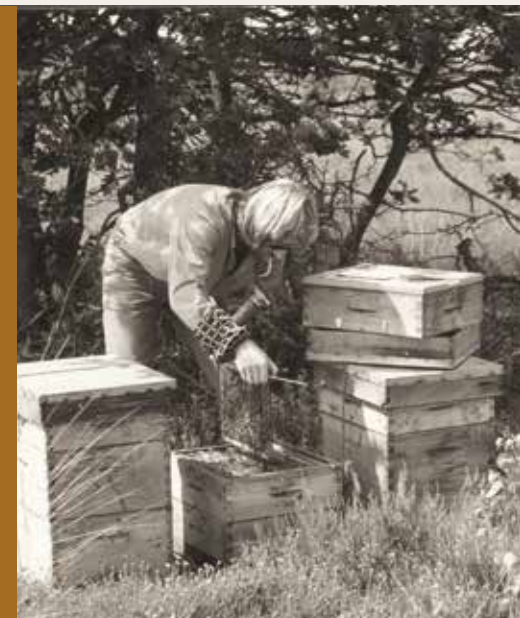


The scent of flowers on a lovely summer evening, the zooming of the bees as they fly out on a warm morning, collecting the first harvest.. beekeeping is a wonderful occupation.

Our beekeeper Wouter Vuijk started beekeeping in 1977, on Traayweg in Leersum (the Netherlands). He was passionate about bees and nature and cherished an ambition to offer a wide range of quality honey to as many people as possible. Today, de Traay provides delicious organic honey, great honey specialities and wonderful bee products.

De Traay founder Wouter Vuyk has been engaged in organic beekeeping for more than 35 years. He was one of the founding fathers of the Dutch organic hallmark [EKO] guidelines for honey.

Imkerij de Traay does not use any antibiotics or other chemical substances to harvest honey. In the future too, de Traay will work together with beekeepers with a heart for the living environment of people, bees and plants. You can taste the care of the beekeeper!



Our beekeeper Wouter Vuijk started beekeeping in 1977 on Traayweg in Leersum.

Quality

We believe in processing products as little as possible as a way of stimulating and encouraging healthy nutritional patterns. We prefer to stay close to nature and provide pure honey, without the unnecessary processing of a naturally delicious, healthy product!

The origin of our honey

Regular assessments are carried out on the working methods of the beehives and cooperatives we cooperate with, de Traay itself, the locations where we obtain our honey and the honey's storage method.

As far as possible, we do our best to supply organic honey.

To limit our impact on the environment, de Traay preferably gets its honey from Europe-based beekeepers. We do however sometimes need to source our honey further away, where there are still large unspoiled natural areas.

We meet high quality standards

We drew up the EKO guidelines for honey in cooperation with SKAL. Our processing methods and final products need to meet high standards.

We work according to the official HACCP guidelines (a system among other things guaranteeing food safety) and de Traay is BRC certified at the highest level.

Our honey processing takes place at low (beehive) temperatures (40 degrees Celsius at the maximum).



Processing



The EKO hallmark guarantees that:

- the bees fly in natural areas or over land owned by organically-working beekeepers;
- the bees hibernate on their own honey;
- any bee diseases occurring are only treated naturally;
- the honeycombs and beehive components are not chemically disinfected;
- the honey is tested for residues of antibiotics, pesticides and heavy metals;
- the honey does not come from genetically manipulated plants;
- the bees collect their nectar in unspoiled nature, where no pesticides or herbicides are used, at least 3 kilometres away from industrial activity or traffic.

Our honey is carefully tasted, tested and poured in the Flevopolder. We have had our own beekeeping practice for over 35 years. We combine traditional beekeeping with modern honey processing, leading to a wonderful assortment of quality honey.

Before the honey is bought, we always test a sample for colour, fragrance and taste. The honey is only purchased if it meets all the requirements. When it arrives very precise tests are once again carried out on the honey's colour, fragrance, taste, origin and composition. A first opinion on the natural quality can then be given.

During its processing, several random samples are taken to monitor the honey's quality. The final product is then retested. All our honey is inspected by an external, independent laboratory. We only supply honey that meets all the criteria.



Bees

Honey



Our honeybees live in well-organised social communities of worker bees, drones and a queen. It is an extraordinary organisation, with all bees intensively cooperating, each with its own task.

The saying “as busy as a bee” is for good reason. On a single day a bee will carry out around 40 flights and visit approximately 4,000 flowers. The bee sucks the nectar from the flowers and immediately dilutes it with saliva. This saliva contains enzymes which are responsible for converting nectar into honey.

Honey is the main foodstuff for bees and their brood and is collected as winter stock in honeycomb cells.

Einstein once said: “If the bees perish, humanity will have no more than four years left to live.” As the major pollinators of vegetables, fruit and crops, bees are indispensable. In other words, bees are vital to our well-being!

Honey is a tasty and good alternative for refined retail sugar. Honey is quickly and easily absorbed by the body and converted into energy. Lots of sports people use honey. Honey naturally contains small quantities of vitamins and minerals. It does not contain any (artificial) additives, added sugar, colorants, flavouring or preservatives.

Please note: honey is not suitable for children under 12 months old, as their digestive system is not yet sufficiently developed.



Average nutritional value

	(per 100 g)
Energy	1369 kJ (322 kcal)
Fats	0 gram
of which saturated fatty acids	0 gram
Carbohydrates	80.5 gram
of which sugars	80.5 gram
Protein	0.4 gram
Salt	0 gram

Honey contains less calories than sugar: 100 grams of honey contain an average of 1369/322 kJ/kcal and 100 grams of sugar contain an average of 1700/400 kJ/kcal. Furthermore, honey gives an extra taste and has a great sweetening power, so you need less of it. This means that as a sugar substitute, honey is a good choice!

The average nutritional value applies for all our honey, except sorts with added hazelnuts, for instance.

Our products

We have a wide range of delicious honey sorts. They all taste different and like wine, can be combined with different meals. Try another sort honey than you are used to!

Organic honey sorts & pollen grains



- | | | |
|---------------------------------------|----------------------------------|---------------------|
| Acacia honey | Honey with hazelnuts | Linden honey |
| Mountain honey | Honey with royal jelly | Manuka honey |
| Organic Flower honey | Heather honey | Orangeblossom honey |
| Lemon- flavoured organic flower honey | Honeysuckle honey | Thyme honey |
| Mint-flavoured organic flower honey | Sweet chestnut honey | Forest honey |
| Forest honey | Organic sunflower / clover honey | Sunflower honey |
| Eucalyptus honey | Rapeseed honey | Pollen grains |



Organic acacia honey

For this honey the bees collect the nectar of the blossom of acacia trees in the spring. We preferably get our acacia honey in Europe. Only if there is a honey shortage will we buy honey from outside Europe. Its mild and sweet taste makes acacia honey delicious in tea, coffee, yoghurt, muesli or in a smoothie!

Available in: 375gE, 450gE, 900gE
Ingredients: 100% honey.



Organic mountain honey

The mountains of New Zealand and Central/South America are where bees gather nectar from multiple wild flowers & herbs for our honey. It has a full and aromatic taste. Delicious in tea or in a dressing or simply spread on bread!

Available in: 450gE, 900gE
Ingredients: 100% honey.



Organic Flower honey

For our liquid blossom honey bees gather the nectar of a huge variety of flowers in the unspoiled nature of Europe and Central and South America. This much-loved honey is soft, has a mild taste and is easily usable in various recipes.

Available in: 375gE, 450gE, 900gE
Ingredients: 100% honey.



Lemon- flavoured organic flower honey

Der Nektar unseres Blütenhonigs wird auf verschiedenen wilden Blumen in der unberührten Natur in Europa und Mittel- und Südamerika gesammelt. Wir haben essentielles Zitronenöl hinzugefügt. Der geschmack von Blütenhonig mit Zitronenöl ist ein sehr leckere Kombination und kann man in viele Speisen und Getränke verwenden. Lecker in Ihrem Kräutertee, im Salatdressing oder in der Marinade!

Available in: 375gE
Ingredients: 100% Honey, 0,05% essential lemon oil.



Mint-flavoured organic flower honey

The nectar for our blossom honey is gathered by bees from a variety of wild flowers in the unspoiled nature of Europe and Central and South America. This honey has a delicious fresh mint taste and a little bit eucalypt because if the essential oils we've added to the honey. Delicious in herbal teas, in salad dressings or on ice cream!

Available in: 375gE
Ingredients: 100% Honey, 0,027% essential mint oil, 0,004% essential eucalyptus oil.



Organic African forest honey

Bees can visit magnificent trees in the rugged landscape of Zambia and Tanzania. To gather the honey the beekeepers venture deep into the forests. Our forest honey has an intense aromatic taste. Very enjoyable in coffee, mixed into a dressing or on a slice of bread.

Available in: 450g€ , 900g€
 Ingredients: 100% Honey.



Organic honey with hazelnuts

Try this authentic and rich product: blossom honey from the unspoiled nature of Europe and Central and South America, delicately refined with ground organically-grown and roasted hazelnuts. A delightful combination perfect for your sandwich.

Available in: 450g€
 Ingredients: 80% honey, **20% Hazelnuts.**



Organic heather honey (Pyrenees)

The nectar for this honey is gathered from the lovely purple heaths in the French and Spanish Pyrenees. Heather honey is sometimes called the queen of honey varieties because of its wonderful jelly-like texture and exceptionally spicy and robust taste. This honey goes very well with a piece of cheese. Delicious in yoghurt.

Available in: 350g€
 Ingredients: 100% honey.



Organic sweet chestnut honey

The nectar of the blossom of sweet chestnut trees in regions like Spain and Italy lends a strong and distinctive taste to this honey. Delicious on bread or, as the Italians like it, with a cheese board!

Available in: 350g€
 Ingredients: 100% honey.



Organic Eucalyptus honey

Many bees gather nectar from eucalyptus trees in regions like Australia, South America and India. The taste is intense, slightly sweet and akin to menthol. The honey's airy structure makes it very tasty with cheese, in herbal tea or in a dressing.

Available in: 450g€
 Ingredients: 100% Honey.



Organic honey with royal jelly

This a great combination of organic mountain honey gathered by bees in the mountains of New Zealand or Central/South America with 5% royal jelly. Royal jelly is the exclusive power food of the queen bee. It's a valuable bee product renowned for its unique composition. The honey has an aromatic and refined taste. It's especially nice on bread or on a cracker!

Available in: 250g€ , 450g€
 Ingredients: 95% Honey, 5%, Royal Jelly.



Organic honeysuckle honey

Our organic Honeysuckle honey comes from Sicily, where in summer the bees regularly visit the the sweet-smelling flowers . You can taste the sun in this full flavoured sweet honey. Very delicious in your tea/coffee, yoghurt or in a smoothie!

Available in: 350g€
 Ingredients: 100% honey.



Organic sunflower & clover honey

This honey is a delicious combination, made of nectar from sunflowers and various clover species that grow in Europe and Argentina. Honey with a soft and tempting summery taste. Delightful in quark, spread on bread and toast or poured over a pancake.

Available in: 350g€
 Ingredients: 100% honey.



Rapeseed honey

In early spring bees are aroused by the first blossom aromas go out in search of nectar in the gorgeous yellow rapeseed fields in Europe and elsewhere. The result is this popular, soft and runny honey with a mildly fresh aroma. Delicious in muesli and tea or on pancakes.

Available in: 450g€
Ingredients: 100% Honey.



Organic Manuka honey

The nectar for this honey comes from the blossom of the wild Tea Tree that grows in the rolling hills of New Zealand. The story goes that the Maories in New Zealand used this honey for generations to heal wounds and infections. This dark, liquid honey has a distinctive, delicious taste. It's great in tea, in quark or straight from the spoon.

Available in: 350g€
Ingredients: 100% Honey.



Organic thyme honey

In summer bees gather nectar from the thyme that grows in the rugged landscape of New Zealand. The honey is spicy and slightly sharp, which gives it a unique character! Delicious with a piece of cheese (especially goat's cheese) or in a meat marinade.

Available in: 350g€
Ingredients: 100% Honey.



Organic sunflower honey

As soon as sunflowers begin to pollinate, bees eagerly set out in search of nectar from Europe's beautiful sunflower fields. Honey with a soft and tempting summery taste. Delightful in quark, spread on bread and toast or poured over a pancake.

Available in: 450g€, 900g€
Ingredients: 100% Honey.



Organic linden honey

European lime trees are in full bloom in summer. Bees regularly visit them and ultimately produce delicious seasonal honey. The honey has a delightfully fresh taste with a hint of mint. Irresistible in a dressing or smoothie!

Available in: 450g€
Ingredients: 100% Honey.



Organic orangeblossom honey (Italy)

Our orange honey is obtained from the nectar of orange trees in the sunny climes of southern Italy. You can taste the sun in the honey. The fresh, fruity flavour is a perfect match when mixed into a smoothie or yoghurt or spread on a slice of bread.

Available in: 450g€
Ingredients: 100% Honey.



Organic forest honey

Forest honey is not made from blossom nectar. For this honey bees gather a sweetener from the trunks and leaves of trees in the forests of New Zealand. Honey with a strong, aromatic flavour. It's tasty in tea, mixed with quark or on a slice of bread.

Available in: 450g€
Ingredients: 100% Honey.



Organic pollen grains

Bees gather these pollen grains (bee pollens) from various flowers in Europe. This results in a colourful assortment of pollen grains in the beehive. The more varied in colour, the better the quality! The pollens are a good source of proteins, fats, minerals and vitamins. You can mix them straight into muesli or dissolve them in tea or lukewarm water.

Available in: 230g€, 450g€
Ingredients: 100% pollen grains.

Demeter summer honey

Besides our wonderful range of organic honey we are proud of also selling a biological-dynamic honey, certified by Demeter.



For this creamy honey bees gather the nectar of cornflowers, thistles and dandelions in Germany's unspoiled nature. Due to the sophisticated mild taste this honey is particularly delicious in herbal tea, hot milk or simply spread on bread!

The de Traay Demeter honey meets the standards for organic honey (EKO quality mark, see page 5), as well as the additional guidelines resulting from the organic method. The most important guidelines are:

- The bees spend the winter on their own Demeter honey as much as possible;
- The bees fly in nature areas or on the land of organic beekeepers;
- The bee population is increased in the natural swarm method;
- The bees build their own honey combs in the breeding chamber;
- The bees' care is based on the relationship between the animal kingdom, nature and the cosmos.



Available in: 350g e
Ingredients: 100% Honey.

Organic Fairtrade honey

This delicious honey is not just organic, but also Fairtrade certified. It therefore meets the strict requirements of the organic (EKO) hallmark and is based on fair trade principles. (Max Havelaar hallmark). In this way we wish to make a positive contribution towards the environment and the fight against poverty.



During work visits we share our experience with local beekeepers and try to stimulate natural beekeeping to ensure that traditional expertise is not lost. Our organic Fairtrade honey from Nicaragua moreover helps beekeepers build a better life for themselves. This honey has a soft, mild taste and is delicious in salad dressings, cakes or on pancakes!

Available in: 350g e
Ingredients: 100% honey.



Regular honey & pollen grains

Besides our range of organic honey we also offer a range of conventional (not organic) honey. Some honey varieties are not as organic available. Below an oversight, we have highlighted some items.

- Acacia honey
- Acacia honey with honeycomb
- Flower honey
- Buckwheat honey
- Heather honey (Netherlands)
- Clover honey
- Rapeseed honey
- Lavender honey
- Linden honey
- Polder honey (Netherlands)
- Orangeblossom honey
- Thyme honey
- Sunflower / Clover honey
- Honeycomb
- Pollen grains



Acacia honey with honeycomb

In spring bees gather the nectar of the blossom of acacia trees in Europe for this honey. The honeycomb contains sealed cells with honey and is edible. The taste combination is mild and sweet. Delightful purely, on bread or a cheese plate!

Available in: 450gE
 Ingredients: 100% Honey with honeycomb.



Buckwheat honey

Pink and white buckwheat flowers contain a lot of nectar. They grow in Southeast Asia and bees gather the nectar when they are fully in bloom. This honey is light in texture and has a powerful, full-bodied flavor. Lovely to make gingerbread or a (buckwheat) pancake!

Available in: 450gE, 900gE
 Ingredients: 100% Honey.



Heather honey (Netherlands)

In August bees gather the nectar of the beautiful purple heathlands. Heather honey is sometimes called the queen of honey varieties because of its wonderful jelly-like texture and exceptionally spicy and robust taste. This honey goes very well with a piece of cheese. Delicious in yoghurt!

Available in: 350gE
 Ingredients: 100% Honey.



Lavender honey

Bees gather for this delicious honey nectar from thousands of lavender flowers in France. The honey is popular because of its special, slightly spicy flavor. Delicious in herbal tea, homemade ice cream or lamb marinade!

Available in: 350gE
 Ingredients: 100% Honey.



Polder honey (Netherlands)

In summertime in the Flevopolder there are various flowers such as rape, thistle and lime in bloom. The nectar of these flowers can be found in our Dutch polder honey, which is harvested by the founder of the Traay. The subtle fresh flavor goes well with yogurt, bread or a pancake!

Available in: 450gE
 Ingredients: 100% Honey.



Honeycomb

Honey in its purest form. The honey is still sealed in the honeycombs, which are completely manufactured by bees. De honeycomb (beeswax) can fully be eaten. The combination of beeswax and honey tastes delicious!

Available in: 340gE
 Ingredients: 100% Honey with honeycomb.

Vegetable sweeteners

Besides our delicious honey products we now also have a range of natural sweeteners, natural and delicious alternatives for sugar! There are 4 sorts, so something for everyone.

Organic agave syrup

Our agave syrup is made of the juice of the organically grown Agave Tequilana plant from Mexico and is suitable for vegetarians and vegans. It is unrefined and has a low glycaemic index.

• Light & Mild

Mild with a nice sweet taste. Very tasty in tea, yoghurt with muesli, in a dressing or as a sweetener in cake-making! Suitable for vegetarians and vegans.

• Dark & Rich

Rich with a nice sweet taste. Lovely on waffles, pancakes, desserts or in a meat marinade! Suitable for vegetarians and vegans.

Available in: 350g e

Ingredients: 100% agave syrup.



Average nutritional value	
	per 100 g
Energy	1429 kJ 338 kcal
Fats	0 gram
of which saturated fatty acids	0 gram
Carbohydrates	77 gram
of which sugars	71 gram
Fibres	0,3 gram
Proteins	0 gram
Salt	0 gram

Organic rice and spelt syrup

Our production of our rice and spelt syrup goes to great lengths, as far as possible, to retain all the natural properties and to guarantee the originality of the product. The syrups are processed by our own, original production procedure. After grinding the rice and spelt grains, hydrolysis follows. The flour is mixed with water, heated up and natural enzymes are added to break down the flour's starch molecules. It is then filtered to separate the juice from the insoluble substances. The filtering uses no technical and chemical substances to ensure maximum retention of the nutrients and the syrup's specific properties. Heating removes the excess water from the juice to make our delicious syrups!

• Spelt syrup

The ancient grain spelt has a characteristic and sweet taste. This unrefined syrup is a good sweetener for hot or cold meals or pancakes, for instance. Suitable for vegetarians and vegans. Contains gluten.

Available in: 350g e

Ingredients: 100% spelt syrup.

• Rice syrup

A mild and sweet taste. The syrup is a good sweetener, e.g. in cakes and pastry-baking or in desserts or hot drinks. Unrefined and naturally gluten-free. Suitable for vegetarians and vegans.

Available in: 350g e

Ingredients: 100% rice syrup.



Average nutritional value	
	per 100 g
Energy	1310 kJ 313 kcal
Fats	0,2 gram
of which saturated fatty acids	0 gram
Carbohydrates	74,4 gram
of which sugars	59,3 gram
Proteins	3,4 gram
Salt	0 gram

Average nutritional value	
	per 100 g
Energy	1306 kJ 312 kcal
Fats	0,2 gram
of which saturated fatty acids	0 gram
Carbohydrates	76,8 gram
of which sugars	59 gram
Proteins	0,5 gram
Salt	0 gram



Herbal wine

Made of full, sweet Italian Muscat wine, enriched with honey, propolis and herbal extracts. Consumable at room temperature and in cold weather, this delicious honey wine is also very tasty as a hot drink. Consume as an aperitif, dessert wine or nightcap!

White herbal honey wine

Sweet and spicy, with the addition of the following herbal extracts: coriander, liquorice, vanilla, cloves, cinnamon, anise, cacao, hyssop, thyme and orange.

Red herbal honey wine

With the sweet power of honey, mead is a wonderful addition to our assortment. It has a pure taste and is based on a traditional recipe. In ancient times, mead was the favourite drink of Germanic tribes in North and West Europa. Mythological stories even refer to mead as the nectar of the Gods that bestowed wisdom on those who drank it. This “nectar of the Gods” is delicious as an aperitif, a nightcap or dessert wine. On cold winter days mead is a tasty hot drink. Cooled it makes a wonderfully fresh summer wine.

Available in: 75cl.
12% Vol.



Organic Mead

With the sweet power of honey, mead is a wonderful addition to our assortment. It has a pure taste and is based on a traditional recipe. In ancient times, mead was the favourite drink of Germanic tribes in North and West Europa. Mythological stories even refer to mead as the nectar of the Gods that bestowed wisdom on those who drank it. This “nectar of the Gods” is delicious as an aperitif, a nightcap or dessert wine. On cold winter days mead is a tasty hot drink. Cooled it makes a wonderfully fresh summer wine.

Flower Mead

A soft, sweet taste.

Heather Mead

Its special heathery aroma gives it a strong, spicy taste.

Available in: 75cl.
12% Vol.





Useful honey facts

Apitherapy

Propolis products

In the summer a bee colony consists of 40,000 to 80,000 bees. The humid environment of the hive is naturally an easy breeding ground for fungi and infections. To combat this, the bees use propolis as a sort of cement to close off all the holes and gaps in the beehive. Because it is such a great natural product and it is a shame to have to throw the excess propolis away, we use it to make several wonderful products such as propolis capsules, tablets, oil, tincture & ointment.

Royal Jelly capsules

Royal Jelly is an amazing natural product and contains, among other things, pollen, essential oils, amino acids, bioflavonoids, vitamins and minerals.

Echinacea and thyme syrup

With the soothing power of honey. Exclusively sweetened with honey, so free of sugar, synthetic flavourings and preservatives.



Shelf life of our honey

Although honey does not contain any preservatives, in principle, it will not spoil. A process known as crystallisation does however take place. Sooner or later a natural process occurs and all liquid honey will saccharify.

Honey storage recommendations

Honey is a high-quality natural product. To ensure that its aromas keep well, honey needs to be stored in a cool, dry, neutral (aroma-proof) and dark place. Recommended is a constant storage temperature of 18-22°C for liquid honey and 15-18°C for creamed honey. Honey is a natural product and is not pasteurised. The following factors may occur, without this influencing quality and taste.

• Invertase

The enzyme invertase converts disaccharide crystal sugar into the monosaccharide sugars glucose and fructose. Invertase is a heat-sensitive enzyme. Our honey processing aims to keep the invertase level as high as possible.

• Diastase

Diastase is an enzyme that breaks down starch to form dextrin and subsequently disaccharide sugars. De Traay guarantees a diastase index of at least 15.

• Crystallisation

Crystallisation is a natural property of honey. The speed of this process depends on the ratios of the different naturally occurring sugars. About 8-% of honey consists of the sugars glucose and fructose, with glucose crystallizing fast and

fructose slowly. Liquid honey contains a lot of fructose (acacia honey). Creamed honey contains a lot of glucose (rapeseed honey). Tip: by gradually heating crystallised honey in water (au-bain-marie) at 40°C at the maximum, it reliquifies. Do not heat up in the micro-wave or above 40°C, as this will destroy the honey's most important components such as enzymes, vitamins and amino acids.

• Air bubbles

De Traay filters honey as a purification process. During the filtering and stirring of the honey, air bubbles may form. These will be visible by a harmless layer of white foam on the surface of the honey. After a good stir the honey will regain its former appearance.

• Separation

Separation is the segregation of the sugars fructose and glucose. De Traay cools creamed honey immediately after pouring. The separation of creamed honey can be prevented by keeping the honey at 15-18 °C. If separation nevertheless occurs, a good stir will take care of the problem.

• Shrinkage

If the honey is kept too cold (under 10°C) it may shrink, retracting from the sides of the pot. A grey film will appear between the honey and the glass.

deTRAAY

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