



NIRRA



• VISION •



Inspired by the unique structure of the beehive society, led by a long-term tradition of beekeeping, with respect to the constant, concerted and continuous process of honey production, we are primarily concerned with the extraction of genuinely pure biological raw honey of superior quality which fully sustains its unparalleled and infinite nutritional value along with the holistic satisfaction it offers to the senses.



We honestly believe that honey is an invaluable natural food and we treat it as such, by selecting it carefully, extracting it through natural processes that maintain its nutritious elements and original aromas and flavours, and delivering it intact to your table and palate so that you savour the most exceptional high quality honey from the land of Greece.

Sustainability is the other pillar of the **NIRRA** vision, so we have conceived the production of limited and rare honey-based products that will not only fall in the category of superfoods by default but will also add a gourmet touch in your gastronomy and intrigue your palate.



• LAND •



NIRRA honey is as rare and untouched as the lavish, virgin forests where its harvesting takes place. The wide range of the mountainous altitude offer a rich diversity in numerous indigenous plants, from chestnut to pine trees and wild oaks, adding both complexity and uniqueness to its character and supremacy to its quality.



Most of these remote forests, lying in the land of Chalkidiki and Northern Greece, form part of the Natura 2000 network that aims to ensure the long-term survival of Europe's most valuable and threatened species and habitats, thus preventing the use of pesticides or other agricultural techniques that may harm the virginity of the terrain.

The result is the yielding of a truly nutritional and strictly biological treasure born from the generous and unequaled land of Greece.



Our journey leads us to some of the most outlying and intact forests of Chalkidiki and Northern Greece. From April until November, we drive bees through these verdant and arduous terrains and relocate them every thirty five days so that they obtain the dainty honeydew excreted by trees.



Honey pasteurization is totally prevented since it is extracted below 35°C, which is the temperature normally found in a hive so that all therapeutic enzymes and exquisite aroma remain intact. The honey is also unfiltered in order to retain the beneficial pollen residue and organic materials. After it is collected from the beehives, it remains in maturation and clarity containers for five to ten days before being bottled to perfection.

All processes involved, from the harvesting and extraction to the packaging, are conducted manually and bear the century-long greek tradition of beekeeping combined with the most contemporary expertise in honey production. The result is an incomparable and precious food delivered to your table and palate untouched as if it had just been collected from the honeycomb.

• PACKAGING •

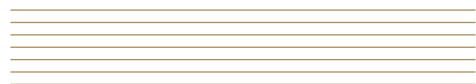


The outstanding packaging of **NIRRA** honey carries along all the best of the Greek nature the wood of the mountainous forests in its lid and the grains of the coastal sand in the jar. Specifically designed and manufactured in order to ensure the full sustainment of the original honey properties as well as to bring out its multifaceted colours, it is as unique as its invaluable content.



The lid, made of solid beech wood, is hand-crafted with special attention and care to the detail and brings along a tangible element of the nature where honey is born, as a symbol of the close bond between the product and the forest.

Truly, this exquisite jar is a treat to your aesthetics, sealing up the quality and retaining intact this precious treasure.



This flavorful honeydew honey is collected from April to August from a wide variety of forest trees such as wild oaks, pine trees, firs, lindens, chestnut trees and wild herbs as well as from almost 1100 rare indigenous plant species. It is this rich diversity in its harvesting that comprises its complex character and raises the Greek forest honey in the top position worldwide concerning quality and antioxidant action.

100% Raw Honey

- FOREST HONEY -



AROMA

Soft woody forest aroma

COLOUR

Dark honey colour
with green fluorescence

TASTE

Medium sweetness
with weak acidity
and burnt caramel overtones

PROPERTIES

Rich in minerals and up to
four times more intense
antioxidant action than any other
forest honey worldwide

CRYSTALLIZATION

It does not crystallize easily
due to the low sugar
and water concentration

- PINE HONEY -



This supreme quality and one-of-a-kind, as it is extracted only in Greece, honeydew honey is so characteristic of the Greek land that even the scale insect that lives in the sap of the pine trees and produces the honeydew is called *Marchalina Hellenica*. Collected through a long period from April to November, it contains all the nutritious elements that render it an invaluable superfood, with its rich body and flavour making it a favourite among honey connoisseurs.

100% Raw Honey



AROMA

Malty and spicy pine forest aroma

COLOUR

Dark Amber

FLAVOUR

Less boldly sweet
with nutty and
distinct woody pine overtones

PROPERTIES

High nutritional value up to four times more intense antioxidant action than any other other forest honey worldwide, rich in antioxidants and trace elements (*calcium, magnesium, iron, zinc*) with high antiseptic action and therapeutic properties. Low sugar concentration makes it ideal for a low-calorie diet.

CRYSTALLIZATION

It does not crystallize easily
due to the low sugar
and water concentration

- GIFT BOX -

5 x 40g

An astonishing and voluptuous gift box that stylishly embraces five luxurious NIRRA raw honey varieties, two of which are intricately combined with edible 23K gold flakes. Each one of the newly-compact jars comes in a detachable package so that you enjoy it on the spot, bring it along or offer it to your beloved ones as the utmost manifestation of the nature's opulence and the human's regard.

Share it, smear it, instill it, submerge it, savour it or treasure it, but be sure to yield in the supreme taste and natural character of the invaluable NIRRA raw honey either you relish it in the land of Greece where it was born or spread it to the world.

100% Raw Honey



- PINE HONEY -



- FOREST HONEY -



- CHESTNUT HONEY -



- WILD OAK HONEY -





Nirra Company is certified with
ISO 22000:2005 for the Quality Management
and Food Safety system it applies.



**PALLET
INFORMATION
250g**

• Cartons Per Level Euro Pallet **16**

• Levels Euro Pallet **6**

• Cartons Per Euro Pallet **96**

• Items Per Box **12**

• Units Per Euro Pallet **1152** Gross

• Pallet Weight **540kg**

EXP. DATE 12-36 MONTHS

**PALLET
INFORMATION
30g**

• Cartons Per Level Euro Pallet **15**

• Levels Euro Pallet **6**

• Cartons Per Euro Pallet **90**

• Items Per Box **105**

• Units Per Euro Pallet **9450** Gross

• Pallet Weight **795kg**

EXP. DATE 12-36 MONTHS

**PALLET
INFORMATION GIFT BOX
200g**

• Cartons Per Level Euro Pallet **15**

• Levels Euro Pallet **6**

• Cartons Per Euro Pallet **90**

• Items Per Box **12**

• Units Per Euro Pallet **1080** Gross

• Pallet Weight **663kg**

EXP. DATE 12-36 MONTHS



FEATURES



Our honey house is built with all the specifications required for honey packing: a reception area, office, toilets, lockers for both men and women, storage for the raw material, storage for the packaging material and for the finished product, a honey extraction room, a packaging room and warmer rooms.



Licensed by the
Veterinary Service
and has a packaging code.

It has an
ISO 22000-2005.

Packaging ability:
1350kg daily.





NIRRA

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