



Validating the customer promise to increase product value and embed brand trust



The Scottish Bee Company have over 500 hives equating to around 25 million bees at the height of summer. Their hives are specially designed with improvements to the welfare of the bee population in mind, specifically for keeping them safe during the cold Scottish winter months. Products produced by the Scottish Bee Company include beeswax candles and their recently BSI Food Kitemark Assured Scottish Heather Honey.

Suzie Millar, Co-founder of the Scottish Bee Company tells us in her own words how the Kitemark for Food Assurance is helping the Scottish Bee Company to embed trust and value into their customer promise.

"We're absolutely over the moon to be the first food product to have been awarded the BSI Kitemark for Food Assurance.

"Provenance, purity, social responsibility and environmental sustainability is so important to us and we wanted to assure our customers around the world that when they buy a jar of our 'Scottish heather honey', that's exactly what they're getting.

"We've worked really hard to make sure we have a high quality, strong provenance message to separate us from the obviously adulterated honeys that are on the market. This significant new 'Food Assurance' status is helping us to raise the profile of our honey in the global market, and go a step further to establishing it as a truly pure Scottish product."



Find out more: [bsigroup.com](https://www.bsigroup.com)





“There’s no other programme supporting the customer promise with the expertise, trust and brand resilience in the same way that the BSI Kitemark does.”

Suzie Millar, Co-founder,
Scottish Bee Company

Defending against food fraud

Food Fraud is a fraudulent and intentional substitution, dilution or addition to a product or raw material, or misrepresentation of the product or material, for the purpose of financial gain, by increasing the apparent value of the product or reducing the cost of its production.

Honey is identified by Interpol as one of the most adulterated and fraudulent food products.

The process of achieving the Kitemark

“Working with BSI we gained access to world-leading experts to support our customer promise of our honey’s authenticity and provenance.

“To achieve our BSI Kitemark for Food Assurance, we sent BSI information about where our hives are located, and are open to being audited at any time to ensure they are in Scotland. BSI will also continue to use regular photo verification with location services on throughout the year.

“We also had to have each step of our supply chain audited and our honey samples tested for pesticides and genetically modified organisms in an independent world-leading laboratory environment. The testing also revealed evidence that our honey was extremely high in manganese- which can help to contribute to maintaining normal, healthy cholesterol levels. Another great attribute of our ‘Scottish heather honey’ to add to the list of distinctions, and something that we’d probably never have discovered if we hadn’t been working with BSI.”

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Why BSI?

The BSI Kitemark is recognised by over 70% of UK adults, and can attract a premium in price and brand loyalty for the Scottish Bee Company’s products, thanks to the trust and confidence that the Kitemark carries.