

WILD HONEY CERTIFIED ORGANIC ACTIVE MANUKA

WILD HONEY'S ISIS raw natural Brand

Frequently Asked Questions (FAQ's)

Wild Honey's Feedback over 15 years

Wild Honey has enjoyed outstanding feedback over 15 years from those who repeat buy and absolutely LOVE, not only its flavour and natural texture but the natural properties that still abound within their raw organic range

Wild Honey, as well as their committed customers, expect there to be changes in consistency and texture from batch to batch and season to season and that tiny air bubbles and frosting may occur in the honey from time to time. These aspects guarantee that Wild Honey certified organic is as raw and natural as can possibly be achieved.

These qualities are achieved by not heating Wild Honey over hive temperature and without fine filtering and most of all, not creaming (whipping) the honey. Creaming can assist in keeping the honey consistent, smooth and creamy, but Wild Honey believe, that this creaming process alters the raw natural structure, texture and flavour of the honey and their customers' endorse this.

Below are some questions and answers relating to Wild Honey raw organic natural active manuka that have been asked over the years.

ISIS by Wild Honey

For those of you who have also introduced ISIS, Wild Honey's raw natural brand, these following comments also apply

Is Wild Honey /ISIS a Honey Packer's brand?

Absolutely NOT Wild Honey/ISIS is the beekeeper's own brand. The honey is collected from their own organic/raw hives and packed in their own BIOGRO certified organic packing shed, in the remote Coromandel peninsula, New Zealand.

What should Wild Honey certified organic and ISIS raw active manuka look like?

- Our manuka's should always be stored at or below a recommended 20°C
- The nature of our manuka honey is never a runny honey – it is a set firm honey
- Our manuka will be slightly grainy in texture
- It's medium golden colour will vary batch to batch, season to season
- Owing to its natural raw organic or raw natural state, there will often have some natural frosting and other colour variations streaking through it.
- Often there will be a natural whitish film on top owing to natural tiny air bubbles received in the packing process. In many cases little air bubbles can be seen through the glass.
- Again owing to the season and batch, the structure, texture and flavour will vary slightly from season to season.

Why does honey granulate?

- Each batch of organic raw or raw natural honey is slightly different
- Being a supersaturated raw, natural food, it has a natural tendency to turn towards a granulated state.
- Some honeys, depending upon sugars common for their variety, will granulate faster than others.

- Genuine raw organic manuka or raw natural manuka , owing to its heavier texture, no fine filtering and naturally high sugar composition, has a tendency to granulate more frequently than other floral varieties.

What appearance does granulated honey have?

- Again this varies from batch to batch and season to season. Sometimes there is frosting or streaking through the honey, at other times crystallisation may be taking place. All a natural process, made by the bees and Mother Nature.

How do we fix granulation?

- Most people prefer to eat it as it is, in its totally raw organic or raw natural state. Others prefer to gently warm the jar up to its neck in warm water and then stir until the crystals have gradually dissolved naturally back into the honey. They then refrigerate to firm.

What are air bubbles in honey?

- Tiny air bubbles are very natural and common in genuine raw organic or raw natural manuka that has not been finely filtered, creamed (whipped) or heated over hive temperature.

What appearance do air bubbles have?

- Air bubbles, should they appear, look exactly like any tiny air bubbles. In Wild Honey organic manuka or ISIS raw natural, they are very fine and often rise to the surface of the jar leaving a light whitish film on the top of the honey. This is an absolutely natural organic process and is an integral part of the honey itself.

How do we fix air bubbles?

- Most consumers, who cook and know food, know and understand these and take no notice of them. Others just stir the honey a little to disperse them naturally back into the honey

Does Wild Honey /ISIS pasteurise their manuka?

- No. **Absolutely not!** Wild Honey /ISIS do not pasteurise their raw organic or raw natural manuka honey. It is totally raw. Nor does Wild Honey heat their honey over hive temperature.
- To retain BIOGRO organic status , or raw natural status as in ISIS, honey is not allowed to be pasteurised or heated over hive temperature)

What is pasteurised honey?

- **Honeys that are flash heated over 70 degrees.**
- Additionally, most runny honeys seen on the shelves today (unless they are naturally runny honeys like New Zealand's Honeydew or Beechwood honey) are all pasteurised or highly heated honeys.
- It is important to note that highly heated or pasteurised honey delays or slows the natural granulation process by dissolving the natural sugar crystals or grains found naturally in raw organic honey.
- The pasteurising of honey, or heating honey over hive temperature, also allows it to be finely filtered and therefore, once packed and chilled to re set it, aids its good cosmetic appearance on the shelf! **Most New Zealand honeys found on shelves around the world, are all pasteurised honeys**

- Pasteurisation also aids honeys smooth texture from batch to batch via enabling more successful blending of the natural grains and crystals in the honey via the whipping or creaming process.
- This process also has the honey tasting the same from batch to batch and season to season! Some people call it processing!

Why should we NOT pasteurise honey?

- Honey deteriorates when it is exposed to heat and, some believe, creaming or whipping. It is also very easy to heat damage the natural goodness in honey. The higher the heat, the faster the effect (the damage). For example, honey has many natural enzymes. Many of these enzymes are compromised or even eliminated once the honey has been heated over hive temperature.
- For example, to make a runny or liquid honey (unless it is a naturally runny honey), temperatures have to be well above 70° C. (160°F) .
- **Sources say that when honey is heated in a microwave these enzymes maybe destroyed!**

Does Wild Honey/ISIS filter their honey?

- Fine filtering is NOT allowed under the BIOGRO organic standards.
- Wild Honey /ISIS only filter their honey, to BIOGRO organic standards which is not a superfine filtering process and which is designed to retain all the natural goodness of the hive
- **Wild Honey's raw natural ISIS brand is treated the same was as Wild Honey's organic brand so this is not fine filtered either**

Why does Wild Honey/ISIS NOT fine filter their honey?

- Wild Honey would lose their raw organic BIOGRO certification or in ISIS their raw natural status
- Fine filtering removes much of what makes raw organic or raw natural honey a healthy, healing and desirable food
- Wild Honey /ISIS manuka still retains vital particles of pollen, propolis and other highly beneficial enzymes which would be destroyed with fine filtering, blending and creaming (a whipping) process

What is fine filtering of honey?

- Sadly, the majority of table honey found on shelves around the world today, including varieties from New Zealand, is finely filtered, pasteurised or highly heated honey.
- Fine filtering is used to remove sugar crystals (natural granulation found in raw, organic honey); air bubbles, particles of pollen, propolis and other beneficial enzymes.
- Fine filtering of the honey however, does ensure that there is little or no granulation of honey or any natural air bubbles.
- It also changes completely the structure, texture and flavour from what the bees and Mother Nature intended.

How should Wild Honey organic active manuka and ISIS Raw natural be stored?

- For best results, Wild Honey /ISIS recommends that their honey is stored at no more than 20°C. Should room temperature exceed this, then cool room alternatives should be found.
- To consumers in hot countries , we recommend storing in the fridge or in the pantry if the temperature can be kept in check.
- If in doubt – store where you would store chocolate!