

Sector: Food industry

Meli

As a honey packing company Meli makes sure the unrefined natural product of honey reaches the consumer in a ready-to-eat form. Since its establishment in 1935, Meli has introduced over 25 honey varieties and products in the market varying from solid honey and liquid honey in several flavours to pollen, honey waffles and chocolate spread with honey.

Our challenge:

“Position honey as a basic ingredient in the kitchen through PR campaigns.”

Meli wanted to reintroduce honey as a basic ingredient in the kitchen by means of an original PR campaign.

Our approach:

“Disseminate honey recipes and cook together with the journalists.”

- Press targets: culinary press, hotel and catering industry press, lifestyle press, newspapers and magazines. These journalists were invited to experiment with honey-based recipes under the watchful eye of two professional cooks.
- Focus: culinary-gastronomic market
- As a result of this culinary workshop we managed to position honey in the kitchen and we made inroads into the family kitchen as well as the gourmet's table.
- Press kit with relevant product- and company information and pictures.
- All relevant publications received a press kit with honey based recipes and a package with an assortment of honey products.

Result:

“The workshop was a great success with the participation of the most important culinary journalists and resulted in a series of articles about cooking creatively with honey.”



Gazet van Antwerpen/ het Belang van Limburg. – 28/01/2006

