



What is KFactor? Sales Sheet

For millions of years, bees and flowers have worked together to create countless naturally healthy and flavorful honey combinations. The nectar of each flower and tree contributes its own palette of tastes and enzymes to its local beehive. Throughout history, the Maori people of New Zealand have enjoyed the well-known benefits of honey sourced from the rare and beautiful flowers of the Manuka tree.

New Zealand's Manuka honey is a wonder of nature. Rich in therapeutic benefits, it is considered one of the most multi-dimensional foods in the world, containing complex sugars, proteins, amino acids, organic acids, vitamins, flavonoids, and other naturally occurring compounds.

Wedderspoon, the first non-GMO verified Manuka honey available in North America and leading brand in the marketplace, is committed to providing our customers with authentic Manuka honey. To identify and measure the complex properties found in genuine Manuka honey, Wedderspoon has introduced KFactor, a proprietary multi-stage authentication system. In its initial stage, KFactor grades Manuka based upon the number of Manuka pollen grains in the honey.

- KFactor 12 guarantees that at least 65% of the pollen grains in the honey are Manuka pollen grains
- KFactor 16 guarantees that at least 75% of the pollen grains in the honey are Manuka pollen grains
- KFactor 22 guarantees that at least 90% of the pollen grains in the honey are Manuka pollen grains

In its second phase, KFactor will define additional properties we can use to authenticate Manuka honey. Wedderspoon is funding research using Nuclear Magnetic Resonance (NMR) imaging. This highly sensitive technology will not only measure known components, but also seek to identify additional components present only in Manuka honey. It is the synergy of live enzymes, high pollen count, DHA, methylglyoxal, and other key factors, we hope to identify by the unique NMR technology.

Wedderspoon is committed to delivering the highest quality and purity of Manuka honey and to discovering all of its natural benefits. In pursuit of this vision, we believe the research behind KFactor offers a comprehensive, scientific understanding of Manuka's unique properties.



For Immediate Release

**WEDDERSPOON GOLD
100% RAW GOURMET WILD DANDELION HONEY
ANNOUNCED AS FINALIST FOR 2015 SOFI™ AWARD**

**Winners To Be Announced on June 29, 2015 at
61st Summer Fancy Food Show in NYC**

May 20, 2015, (Malvern, PA) – Award-winning Wedderspoon Organic, Inc. is proud to announce that its Gold Label 100% Raw Gourmet Wild Dandelion Honey is a Finalist for the Specialty Food Association's sofi™ Awards for outstanding specialty foods and beverages of 2015. Ted Allen, host of Food Network's "Chopped", will announce the winners at the 61st Summer Fancy Food Show. The event will be held on June 29 at the Jacob Javits Center in New York City.

A sofi™ Award is the highest honor in the \$109 billion specialty food industry. This year, 2,715 entries were received across 32 awards categories. A national panel of specialty food experts selected the finalists.

"We are thrilled to be a finalist for this prestigious award," says Rebecca Remley, CEO, Wedderspoon Organic, Inc. "We take great pride in producing premium honey products with wonderfully unique tastes and textures that appeal to a broad spectrum of pallets. To be recognized by such a leader in the industry is a great honor."

Exclusive to Wedderspoon, the 100% Raw Gourmet Wild Dandelion Honey is sourced from New Zealand's pristine, remote mountainous South Island region, and is harvested from uncultivated dandelions. Bright yellow, raw, and unpasteurized, this honey delivers a rich, tangy flavor that goes great with gourmet cheeses or as a spread on hot buttered toast.

About Wedderspoon Organic

Founded in 2005 by entrepreneurial husband and wife team Catherine and Sebastien Martin, Wedderspoon Organic, Inc. was created to provide customers with the highest quality, organic, and delicious Manuka and other specialty honeys sourced from ethically harvested bee production from New Zealand's pristine countryside.

Wedderspoon's award-winning and ever-expanding product line is available at retailers in 27

countries and via e-commerce. The honey-based food and personal care products are marketed under the Wedderspoon, Platonic, and Queen of the Hive brand names, in food, beverage, and personal care categories, respectively.

Today, Wedderspoon continues to meet its original mission and is creating environmentally sound products that are BPA Free, antibiotic-free, and have been tested against 150 chemical and pesticides residues.

About the Specialty Food Association

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs. Established in 1952, the not-for-profit trade association provides its 3,000 members in the U.S. and abroad the tools, knowledge and connections to champion and nurture their companies in an always-evolving marketplace. The Association (formerly the National Association for the Specialty Food Trade, Inc.) owns and produces the Winter and Summer Fancy Food Shows, and presents the sofi™ Awards.

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