



BLOSSOM HONEY

*B*LOSSOM HONEY IS TRULY THE WORLD'S BEST KEPT SECRET



THE STORY OF BLOSSOM

Our Blossom Honey is the final result of a life of progress and achievement, one that led from a fundamentally sound and beautiful family home to a fantastic journey across the world and finally to being an acclaimed and successful General Manager in Dubai. Even when I seemed to find the top of the world, I knew there was more. I have always aimed for more; for better, stronger, healthier, more beautiful and more emotionally rewarding. And I found it, you will agree once you see what we have to offer you!

Why the name "Blossom"?

Blossom is simply a word that describes all the things that exceptional Raw Yemeni Honey brings us. The honey symbolized life, love, joy, fertility, spiritual awakening and good fortune!

But, even more directly, the name of our brand came from a very special place. I found that even with all of the successes that the world can bring; through blessings, hard work and amazing luck; that it could never really fill your life with enough to make you whole and happy.

Then I found my life partner, he reminded me how the love and passion of life can lead you to a better place than all of the successes in the world ever could. He calls me "Blossom" to symbolize how I seemed to grow and become healthier and more vibrant every day that I was freed to enjoy the real meaning of life. And then, this poem was written by him about my journey of growth and awakening:

MY BEAUTIFUL BLOSSOM

*You are my Blossom
Such sweet, soft petals
Hand in my hand
Holding a precious gift
The pleasures of our love*

You are my beautiful flower.

*You are my Blossom
Such perfect, natural petals
Heart to my heart
Just one heart
Beating strongly, Together
To the rhythm of our love.*

We look forward to you joining us on our journey, through our exceptional Yemeni Raw Honey and the Blossom Honey brand!

*Mariana Diana Gherasim
Partner & Managing Director*



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UR DRIVING PURPOSE

Our sole purpose at Blossom Honey is to share with you our symbol of life, love, joy, fertility, spiritual awakening and good fortune.

We will do this by becoming your brand of choice for a range of products that really add value and well-being to your life. You can join this experience by just opening any jar of Blossom Honey and seeing for yourself what we mean!



AN INTRODUCTION TO BLOSSOM

As you already know, we have a goal of providing the purest and most life changing natural honey products to you, we believe that Blossom Honey is the newest and most exciting brand, and it was created and based right here in the UAE!

From the hive to the table, we are dedicated specialists and we deliver 100% Yemeni Raw Honey in the most supreme quality. After we performed lengthy and intense research, Blossom Honey found and cooperated with the best Apiarists (Bee Keepers) available in Yemen. These Yemeni artisans work tirelessly and with great care, sharing their generational traditions, rich heritage and fiery passion when they craft your honey.

We explored far and wide, searching from the tallest mountains to the most remote islands for the top quality, most powerful and purest raw Yemeni honey available anywhere! We then brought it to you in a beautiful way to please your senses, straight from nature, so you can enjoy the superior taste and amazing benefits of our Blossom Honey too!



OUR HONEY COLLECTION

Our range of Blossom Honeys come directly to you from the sweet nectar of the ancient and beautiful Sidr tree in Yemen. This highly resilient Sidr tree is sacred and mentioned in the Holy Qu'ran, where its beauty, strength and grandeur are emphasized.

Our wonderfully aromatic and naturally healing Blossom Honey is truly nature's gift to all who embrace its powers. As with all ancient and natural healing alternatives available in today's world, Blossom Honey is not just amazing for a single cure or a single type of health problem but Blossom's medicinal uses are widespread and all encompassing. It is indeed the "super food" of choice and is capable of treating and healing many types of illnesses.

This is done simply by using specific types and then creating special mixtures for individual maladies. So many of these varieties are already available from our Blossom Honey! And even better, more choices are coming all of the time so be sure to look for them!

The current collection of Blossom Honey offers five of the most healing, incredibly delicious and very rare honey types on the planet with a price point from AED 410 up to over AED 2000 per KG.

These are the five basic types we offer:

- > Yemeni Sidr Royal Honey > Yemeni Sidr Do'Ani > Yemeni Wild Flower Honey
- > Yemeni Sumar Honey > Yemeni Bitter Honey



YEMENI SIDR ROYAL HONEY

"Finest and most luxurious nectar of the ancient Sidr tree in Yemen"

Benefits

This highly resilient Sid'r tree is sacred as it is mentioned in the Qur'an. In Sura Saba, it is mentioned as an earth tree while in other Suras, it is mentioned as a paradise tree. Every drop of Sidr Royal honey holds the spark of life.

Yemeni Sidr Royal Honey has been reported by researchers to be beneficial for curing liver problems, stomach ulcers, respiratory infections, diseases resulting from malnutrition, digestive problems, constipation, eye diseases, infected wounds and burns, surgical wounds (incl. caesarean section), promoting speedy recovery after childbirth, epilepsy, strengthening immune systems, and promoting general health and vitality.



YEMENI SIDR DO'ANI

"Sweet and aromatic nectar of the ancient Sidr tree in Yemen"

Benefits

Again this honey is a product of the Sid'r tree and is said to hold the spark of life in each drop.

Yemeni Sidr Do'ani Honey is used to reduce ulcers and other gastrointestinal disorders, increase athletic performance, it contains flavonoids and antioxidants which help to reduce the risk of some cancers and heart disease, assists in regulating blood pressure and these are just some of the mysterious therapeutic properties of Sidr Do'ani.



YEMENI WILD FLOWER HONEY

"Rich nectar of fragrant flowers from the highest Yemeni Mountains"

Benefits

A fragrant honey from the wildflowers that grow in the valleys of Yemen, it is a poly floral blend of the finest pollen which the bee hive converts into a powerful honey!

Amongst all the benefits, the most impressive is that this type of honey is a powerful immune system booster for children. It reduces coughing and throat irritation, fights infections, treats allergies, heals wounds and burns.

It's anti-bacterial qualities are particularly used for the skin's moisturizing and nourishing.



YEMENI SUMAR HONEY

"Powerful nectar of the Sumar tree in Yemen"

Benefits

Yemeni Sumar Honey is a product of the Sumar tree, and has a strong and beautiful tasting honey which brings its strength to you by making your body more able to resist disease.

Cold and flu symptoms, such as coughs, sore throats, and congestion are kept at bay when treated with Blossom Yemeni Sumar Honey. It is loaded with vitamins, minerals, and enzymes which protect the body from bacteria and boost the immune system.



YEMENI BITTER HONEY

"Exotic and distinctive nectar from the mysterious islands of Yemen"

Benefits

Yemeni Bitter Honey is a special offering that naturally has a very low sugar content while still have special health benefits. It is perfect for a low sugar diet is extremely rare and made in limited quantities and can be used by diabetics.

Other critical health benefits are that it is well known to be beneficial for lung health and the revitalization of the pancreas!



OUR PRODUCTION METHODS

Our beekeepers, talented apiarists are part of the long tradition of honey producing that goes back for well over 7000 years.

Living in and around Hadramaut, they journey into the Yemeni mountains twice a year, in the hot summer and cool winter, to lovingly tend their treasures. They hold in their hands the most prized honey in the world, due to its extremely limited production and amazing flavour. The harvesting and packaging process are all carried out manually, focusing on traditional methods, yet complying with strict sanitary conditions.

Blossom Honey is 100% RAW Yemeni honey, which is unprocessed and un-tampered, collected from the beekeepers and brought straight to your door, painstakingly and deliberately keeping it exactly the way the bees made it. This makes it unlike any processed honey and delivers truly amazing results for health and wellness while having a fantastic taste that is unmatched!



WHY BLOSSOM HONEY?

Unique Ideas and Personalized Services at your door

Our store locations are designed to welcome the customer and provide an intimate sales interaction, unhurried and with an emphasis on being a well-rounded and personalized experience.

We strive to provide unique and customized ideas for weddings, baby showers, events, goodie bags, favours etc. with gift packaging offered in store and by special order.

We also offer a value added service of making special deliveries to your door-step when within sales driven criteria or by special request.

Our Keys to Success

- > Providing a superior quality product with tight quality control of our honey,
- > Exceptional and creative offerings and ideas in gift-wrapping with a personalized customer service focus,
- > A well-defined and powerful marketing strategy with a deep reach into social media and direct customer contact,
- > Having the best locations to represent the brand with defined growth plans of a new store location every 3 to 6 months and
- > Offering a meaningful rewards membership card for frequent buyers to drive repeat business.





Five Star Fine Foods Trd - LLC

PO Box 393099, Dubai, UAE | M: +971554149891 E: mari@blossomhoney.co W: www.blossomhoney.co