



Smari Cretan honey

# Company Profile

SMARI is a family business with great experience in producing high-quality delicious Cretan honey. It was founded in mountainous Kalamafka, a small village in Ierapetra of Crete, where has been operating since then. Honey is an integral part of the Cretans diet and culture.

Our goal is to strongly promote the importance of its nutritional value as well as the benefits of the Cretan diet. Thus, in 2017 we forcefully enter the market of standard products with a view to providing customers with extra quality Cretan honey which can be found in three categories: Thyme Honey, Pine & Thyme Honey, and Forest Honey (mostly pine).

We are extremely careful with the procedures followed for the conveyance of the honey from the hive to the jar always respecting the rules of hygiene.

**Honey: a real treasure of health and power.**







## CERTIFICATES & AWARDS



Golden Taste Award  
2022  
for Thyme  
Honey



Golden Taste Award 2022  
for Conifer and  
Thyme Honey



Golden Taste Award  
2022  
for Peykothymaromelo



Golden Taste Award 2021  
for  
Thyme Honey



Golden Taste Award 2021  
for  
Pine Honey



Golden Taste Award 2021  
for Conifer and Thyme Honey



Golden Taste Award 2020  
for  
Peykothymaromelo



Golden Taste Award 2020 via to  
Pine Honey



Golden Taste Award  
2020 via to  
Thyme Honey



## Smari Cretan Thyme Honey

Excellent thyme honey from the broader region of Lasithi. It is a perfect natural honey, unique in the world, because of the specificity of the regions it is produced which are blossomed with indigenous flora. It has a particular light amber color, a unique taste, and a distinctive scent. Sometimes it gives a burning sensation to the mouth due to the high density of fructose.

**Available packaging:** Glass jars 70gr, 290gr, 460gr, 830gr



## Smari PEFKOTHYMAROMELO KRITIS P.D.O. (CRETAN PINE & THYME HONEY P.D.O.)

An excellent PDO PEFKOTHYMAROMELO from the broader region of Lasithi.

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It has a particular light amber color, a unique taste, and a distinctive scent. Sometimes it gives a burning sensation to the mouth due to the high density of fructose.

**Available packaging:** Glass 290gr, 460gr





## CRETAN CONIFER & THYME HONEY

The conifer and thyme honey, which has been produced in Crete for more than a century, is a product of the natural mixing of conifer honey with thyme one.

There has been a certain long-lasting traditional procedure of producing this type of honey, a procedure which has to do with the selective harvesting of the thyme hives, the reduction of the insects in the conifers, and the renewal of its population in autumn as well.

This particular honey's color is darker than the thyme one and lighter than the pine one. Also, satisfies the most demanding consumers because it combines the distinctive scent of thyme honey with the unique rich texture of the conifer.

**Available packaging:** Glass jars 70gr, 290gr, 460gr, 830gr



## Smari Pine Honey

From the pine forests which are found in the mountains of Kalamafka Ierapetra collect the honey pine.

It is about 65% of the total production of honey in Greece and comes from the honeydews of the insect *Marchalina hellenica* (known as "Vamvakada", "Worker"), when free rides in Χαλέπειο and rough pine.

Special aroma with rich texture. Due to the low concentration of sugar, not too sweet.

**Available packaging:** Glass jars 70gr, 290gr, 460gr, 830gr



## Smari Cretan Honey Trilogy

Excellent thyme honey, pine honey, and confiner & thyme honey from the broader region of Lasithi. It is a perfect natural honey.

Cretan SMARI honey is a 100% natural product of high nutritional value that reaches your table exactly as nature offers it. Gives longevity and well-being. It is Greek 100% Cretan honey

**Available packaging:** Trilogy 3 x 70gr,



## SMARI CRETAN FLOWER HONEY

Smari flower honey is made when the bees gather nectar from a variety of Cretan flowers.

This is multi-flower depending on the field where the presence of the nectar extracted from the Cretan blossom dominates. The Cretan blossom is from natural wildflowers full of aromas in the surrounding area. We take pride in our sustainable and environmentally friendly production methods, ensuring that our honey is 100% natural and free from any additives or preservatives. Our traditional extraction process guarantees that the honey retains its natural flavor and aroma, and our careful packaging in glass jars preserves its quality and freshness.

It has a sweet and pleasant taste with a more classic amber color. Its aroma is characterized by being floral, malty, and very intense. Can be used in a variety of ways, such as a sweetener for tea or coffee, a spread on toast or bread, or as an ingredient in cooking or baking.

Try our Smari Cretan flower honey today and discover the flavors of Crete for yourself.

**Available packaging:** Squeezer bottle 230gr, 480gr



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CRETAN HONEY

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