



UNIVERSIDADE CATOLICA PORTUGUESA

How Luxury Micro-Enterprises Ensure Customer Stewardship: Case of Beesweet

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requirements for the degree of Master in Marketing

by

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Abstract

The purpose of this thesis is to stimulate the search for generally valid principles (or “good practices”) that luxury micro-enterprises could follow to ensure customer’s stewardship and enhance customer’s welfare. To achieve this, an action research case study was performed at Beesweet - a premium honey Portuguese micro-enterprise – through a Plan – Do – Check – Act method in the duration of five months. The results outline, that in order to ensure customer stewardship and welfare, luxury micro-enterprises need to tap on opportunities provided by digital marketing and automation, provide high quality engaging content, and enhance customer journey by eradicating pain points and focus on sustainability. Accordingly, size represent one of the biggest advantages, since they are highly adaptable to ongoing consumer trends and most of state of art marketing programs and software frequently offer affordable solutions for micro-scale businesses.

Keywords: Digital Marketing; Luxury Segment; Case Study; Customer’s Stewardship; Customer’s Welfare

Resumo

O objetivo desta tese é o de fomentar a investigação de princípios genericamente válidos (ou “boas práticas”) que as microempresas de luxo podem adotar a fim de garantir a *stewardship* de clientes e fomentar o seu bem-estar. Para tal, efetuei um estudo de caso de pesquisa-ação na Beesweet – uma microempresa portuguesa que se dedica à comercialização de mel *premium* – com recurso ao método *Plan – Do – Check – Act* (PDCA) pelo período de 5 meses. Os resultados demonstram que, de modo a garantir o bem-estar e *stewardship* dos clientes, as microempresas de luxo necessitam de aproveitar as oportunidades proporcionadas pelo marketing digital e pela automação, disponibilizando conteúdos apelativos de elevada qualidade, melhorando o *customer’s journey* através da erradicação de pontos críticos e tendo como foco a sustentabilidade. Consequentemente, a dimensão constitui uma das maiores vantagens, dado que permite adaptarem-se facilmente às tendências de consumo em curso e a maioria dos mais recentes programas e *software* de *marketing* disponibiliza frequentemente soluções acessíveis para microempresas.

Palavras-chave: *Marketing* Digital; Segmento do Luxo; Estudo de Caso; *Stewardship* de Clientes; Satisfação do Cliente

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List of Abbreviations:

B2B	Business to Business
B2C	Business to Consumer
BCMA	Branded Content Marketing Association
BIO	Biological
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CPU	Central Processing Unit
DIY	Do It Yourself
EBIT	Earnings Before Interest and Taxes
EU	European Union
eWOM	Electronic Word-of-Mouth
FEDER	<i>Fundo Europeu do Desenvolvimento Regional</i> (European Regional Development Fund)
Horeca	Food Service and Hotel Industries
I&R	Investigation and Research
MTH	More Than Honey
PDCA	Plan – Do – Check – Act (research method)
PN	Product Name
ROI	Return on Investment
ROW	Rest of World
SI2E	System of Incentives to Entrepreneurship and Employment
SMART Goals (S.M.A.R.T. Goals)	Specific, Measurable, Achievable, Relevant and Time-Bound Goals
SME	Small and Medium-Sized Enterprises
SEO	Search Engine Optimization

UCP	<i>Universidade Católica Portuguesa</i> (Portuguese Catholic University)
UK	United Kingdom
WOM	Word-of-Mouth

List of Symbols:

~	Approximately
€	Euro
	“Go Back” – used in the appendix with a hyperlink to return to the text being read
%	Percentage
x	Times
Δ	Variance

1. Introduction

The mystique of luxury has always been an alluring concept, capable of fascinating people regardless of social strata. Nevertheless, and especially for micro-enterprises, just being categorized as a “luxury brand” is not enough to gain customer’s appraisal and purchase intention, there is still a need to prove the brand’s value while facing several limitations born from the company’s size (for example, the lack of monetary and/or human resources).

While working for Beesweet, a micro-enterprise luxury food brand, the question on how to ensure and enhance customer’s satisfaction and stewardship while bound to the many restrictions present in the brand’s size class arose, leading to the development of the research question: How are luxury micro-enterprises ensuring customer stewardship and take initiatives that enhance their customer’s welfare?

In this context, and after due diligence with the responsible entities and the thesis advisor, the application of digital marketing emerged as the answer. During the 5-month internship at the premium honey company, various e-marketing actions were created and applied, centred on literature reviews and successful examples of similar brands. Although this marketing branch is just one of many that could be applied to this study, it allowed for a share of information at a level and speed never seen before, with a relatively lower cost when compared to other traditional marketing methods, a precious combination given the company restrictions.

The remaining of the thesis is structured as follows. The next section presents the methodological methods employed (action research, PDCA and case study), their definition and function, reason for being selected and intertwined. In the third section, the company’s history and its products are presented, as well as an internal and external analysis of the organizational environment. The 4th section consists of the digital marketing actions taken or planned, as well as the literature review for each process and images/graphs to support comprehension. The penultimate part, the 5th, exposes the adaptations made (or suggested) to the company existing social media and

website. The final section outlines the main conclusions, in addition to the limitations faced and suggestions for future investigations. Finally, since this thesis addresses actions taken or drafted for Beesweet, the appendix should be considered a valued ally to visualize the changes made and work created.

2. Methodology

In this section, the methodology method, and limitations for the realization of this study will be explored. Since the internship objective consisted in the elaboration of a digital marketing plan for a micro-enterprise, where the need to be both researcher and practitioner blended together, it was surmised that the best practice to follow would be the action research method (Avison et al., 1999).

Action research employs synergistic actions in the fields of both practice and research, applying the theoretical constructs to the practical operations in view of creating real, relevant value to the environment and/or organization it is being applied to. It focuses on a mean-ends analysis, first and foremost understanding the situation and knowing why it occurs so that the actions taken are planned accordingly, with the knowledge obtained being shared throughout the organisation to serve as backing to future decision-making (Tripp, 2005; Werkman & Boonstra, 2001).

Although the knowledge obtained in such a study is situation-specific and is only valid to the degree that is appropriate, useful and applicable in the context it was explored, the results, although not generalizable, allow for the identification of “good practices” which are interchangeable between similar situations. In addition, it is believed that the application of this method across different situations of similar organizations could lead to the progressive development of generally valid principles (Jefferson, 2014). Following this line of reasoning, the present study aim is to answer the research question: How are luxury micro-enterprises ensuring customer stewardship and take initiatives that enhance their customer’s welfare?

Using the case study of Beesweet, the literature review and actions analysed in this thesis will serve as both an addition to similar constructs surrounding micro-enterprises, digital marketing, customer’s satisfaction, and others, as well as a starting point in producing generally valid principles to further the study surrounding the scope of the research question.

A case study perspective is useful when there is a need to understand complex social phenomena, allowing the researcher to retain meaningful and holistic characteristics of real-life events (Yin, 2003). As defined by Creswell (2013), it is a qualitative research method in which “the investigator explores a real-life, contemporary bounded system (a case) or multiple bounded systems (cases) over time, through detailed, in-depth data collection involving multiple sources of information (...)”, often both qualitative and quantitative in order to fully comprehend the subtleties of the case. It focuses on identifying what is happening and why, while also considering the effects and implications of different situations in planned/implemented actions (Saunders et al., 2019).

Case studies, much like action research, are generalizable to theoretical propositions, and a single case study method, such as the one applied to this research paper, help to expand and generalize theories (Yin, 2003). Unfortunately, it possesses a drawback which is referred to by Flyvbjerg (2011) as the Paradox of Case Study Research: a research method widely used over a long period of time, and in many fields of study, and which, nevertheless, has been so criticised in numerous works because of “misunderstandings” of the model’s ability to generate reliable, theoretical and generalizable contributions to knowledge (critics largely based on the fact that it is an interpretative, qualitative research method). While this type of criticism is still found nowadays, the increasing recognition of the advantages qualitative and mixed-method research possess has diluted its presence (e.g., Bansal & Corley, 2011; Lincoln et al., 2018).

Similar to how the case study method was applied in the action research, a continuously improving model of PDCA also underwent the same pathway. In accordance with its concept, the problem (or research question) is explored in a cyclical progress until a satisfactory conclusion is achieved. For this, a participative and collaborative approach between the researcher and the organizational members is essential for every step in order to: diagnosing the present situation, determine what actions can be and will be taken by the members and, once again, diagnose/evaluate

how those actions have contributed in the path to the solution (Saunders et al., 2019). The following figure represents the process of a PDCA research:

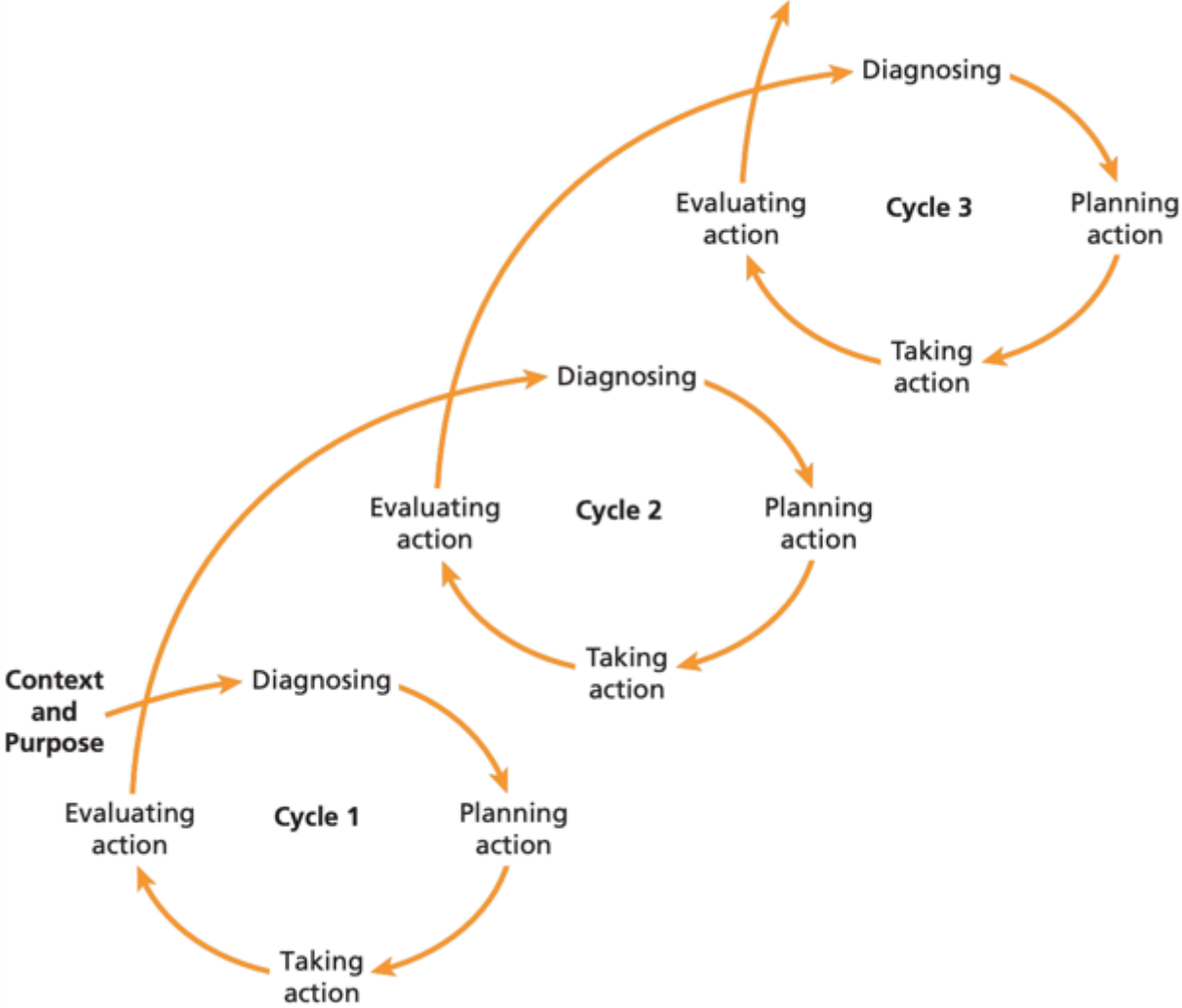


Figure 1 - Adaptation from The Cycles of the Action Research Spiral according to Saunders et al. (2019)

Originally, a full cycle would be completed providing a steady foundation for the research question and a basis where further studies/cycles could be developed, either at Beesweet or in similar organizations. However, a few setbacks (which are clarified in the chapters ahead) resulted in an imperfect diagnosis of the actual situation surrounding the company, as well as a lack of possibilities to evaluate the result of every marketing action taken.

In essence, the process of action research is interactive and emergent, fully dependent on its environment and, as such, it focusses on creating solutions to real organizational problems (referee to the research question presented above) which, in this paper, will be aided by a case study and PDCA method.

3. Beesweet

3.1. The Company

Beesweet – More Than Honey, Lda. is a Portuguese luxury micro-enterprise that sells flavoured honey. It's one of the most revolutionary honey businesses in the world, going beyond traditional flavours – such as the ones honey simply acquires from the pollen of different flowers – to explore a known but rarely pursued concept: the adding of flavouring agents to raw honey products.

It all began after the two cousins and co-founders – Ana Pais and Carla Pereira – started searching for new job opportunities. In this period they discovered that the beauty of honey was “lost in time, with big jars and unappealing labels” and, at the same time, observed how other food products were innovating and succeeding with new flavours (Pereira, 2019).

The honey legacy was already present in the family from their beekeeping grandfather Augusto, who liked to make his honey unique by adding aromatic herbs to it, which gave it new flavours. Taking his recipes and tips, they explored the business for over a year: participating in entrepreneurship contests, making business and financial plans, adjusting their product flavours based on the opinion of diverse chefs and later, testing them against the market and consumers (Beesweet, 2020a). In August 2014, the Beesweet was created.

The brand leaves its mark in the world by being an artisanal family business with an 100% natural and organic production – from the honey extraction to the raw materials used in given the honey its distinctive flavours.

3.2. 7'S Model

Structure

Beesweet is a micro-company owned and managed by two cousins – Ana Pais and Carla Pereira. Therefore, it's a very decentralized decision-making structure

where the workload is divided between them and where most communication is implicit – as expected of a family-based artisanal business.

Strategy

Beesweet vision has evolved and grown with the company and, nowadays, encompasses the promotion of healthier food and lifestyles with a focus on a sugarless life, the medical and cosmetic benefits of honey and its derivatives, and the importance of bees to the world – statements explored and endorsed in almost every article and post made by the brand.

The company 2019 and 2020 strategy are, in its foundation, focused on the internationalization of the company while, for 2021, although nothing is defined yet, the owners proclaim they are inclined to focus on the company digitalization with paid marketing and increased presence in retailers' digital stores (such as Dott and Amazon). This decision comes from both their understanding of the importance of this step in an increasingly digitalized world and from the fact that, even during the pandemic, the brands online sales triplicated.

In 2019, the company was able to survey a few markets and participate in 2 international fair markets connected to gastronomy and packaging innovation – one in Canada and one in Washington, USA. In the year after, although they had been one of the few selected to go to an international fair in China, the uncertainty around the soon-to-be pandemic led it to be postponed with no defined date until today. Afterwards, the constant unpredictability of how the pandemic would evolve drove both entrepreneurs to try and find ways to improve sales with what they had and what they knew would not be affected by the virus – the digital sales and marketing realm - a prologue to what 2021 goals would entail.

In terms of Beesweet specific objectives, 2019's present the characteristics of SMART goals, considered an essential tool for success for businesses from all shapes and sizes. The author of this tool, George Doran, explains in the journal article "There's a SMART Way to Write Management's Goals and Objectives" how creating goals that

are Specific, Measurable, Achievable, Relevant and Time-Bound (that is, S.M.A.R.T.) and subdividing them into smaller tasks and activities would vastly increase a business chances success (1981). It is imperative that the company keeps using this mode of defining goals, as such, the following table contains 4 possibilities of goals and tasks for this year using the SMART method:

SMART Goals	Tasks	Timeframe
<i>1. Improve the organic traffic to the website by 10% within 8 months</i>	1.1. Creating 2 articles per month focusing on the 5 highest-ranked keywords until date 1.2. Actively participate in the blogosphere	April to December
<i>2. Decrease website bounce rate by 10% within 6 months</i>	2.1. Decrease loading time 2.2. Target keywords with high-value traffic 2.3. Improve content readability	February to July
<i>3. Update the English and French version of the website in the next 2 months</i>	3.1. Create the English/French version of new pages 3.2. Update and correct errors of existing English/French pages	January to February
<i>4. Increase B2C sales by 15% in 2021 utilizing the digital channels of the organization</i>	4.1. Conduct a customer analysis 4.2. Promote cross-selling of additional products 4.3. Invest in branded content	January to December

Table 1 - Suggestions for the SMART Goals of 2021

Although most of the marketing and economics literature on search engines is focused on paid traffic, numbers show that the majority of traffic received by websites come from organic links and unpaid clicks (Jerath et al., 2014). For this reason, the first SMART Goal intention is to increase the website's organic traffic, i.e. free traffic/clicks which originate from a search engine voluntary recommendation (Chen et al., 2019), through a pair of tasks. The first one, content creation or blogging, is commonly recognized by authors as one of the primary steps to take in order to achieve this goal. Clients search for and value unique and personalized content, and blogging offers

companies the ability to provide just that while being free of charge (Singh et al., 2008). However, for it to work and attract customers, it needs to be persona-optimized and focused on the brand market niche, hence, the highlight on the foundation of the content created being the 5 highest-ranked website keywords. In a similar context, an active participation in the blogosphere can also aid in achieving the desired outcome. This digital age term refers to the collection of all blogs on the internet, where pages link, comment and refer to each other, creating a network of densely interconnected conversations (Herring et al., 2005) which, in a company case, translates to the opportunity of providing real and valuable insights in its areas of expertise and, hopefully, get users to start referring and linking the brand in their blogs or context related pages, attracting more prospects. Jonathan Schwartz, Chief Operating Officer (COO) of Sun Microsystems, highlights one of the major benefits of blogging as the ability to “participate in the communities you want to cultivate” (2005). In the case of Beesweet, active participation in knowledge-sharing blogs such as Quora, Reddit and Yahoo Answers could work both for the short-term goal of increasing its organic traffic, as well as for a long-term goal of cultivating the organic honey/flavoured honey/honey as a super-food and other communities.

For the second SMART Goal, the objective is to decrease the website bounce rate, that is, the percentage of all sessions in which users only viewed a single page (Sculley et al., 2009). For an e-commerce website, the average bounce rate falls within 20%-40%, while in content websites this “normal” escalates to 40%-60% (Patel, 2020a). Given that Beesweet website also possesses a content/blog section which is expected to grow due to the SMART Goal mentioned beforehand, an estimation of a good bounce rate average could be set on the 30%-50% plateau, however, and according to Google Analytics, the brand’s average is of 71% (data average from 01/01/20 to 01/01/21). The first task to achieve this goal is decreasing page loading time which, in Beesweet case, takes an average of 5,68 seconds to load – a meaningful increase from the 2 seconds expectancy shoppers have. Longer loading times affect not only the bounce rate (up to 40% if it takes longer than 3 seconds) but also conversions, customer

satisfaction and revenue per shopper with each second delay “costing” the company, respectively, 7%, 16% and 4,3% (Aberdeen Group & Gomez, 2011). The second and third task are interconnected, with the first improving how customers are targeted in accordance with the pain points Beesweet can solve and, the second, helping to captivate the audience in what the brand has to show/offer.

Keywords correspond to the search words people use when looking for a particular content or web page (Kohli et al., 2012), and high-value ones, as per their name, bring a greater value to the brand. By searching for and targeting high-value keywords which are in line with the articles and products of the brand, it increases the prospect of users finding exactly what they are searching for. However, even if users choose the website, it still needs to seem appealing for them to stay, with clear, easily understandable, and trustworthy content. In his book, Odden advises how to achieve this with, for example, a systematic approach to titling and labelling (while bearing in mind that readers should quickly understand each topic in a few words), through the use of links, images, charts and quotes from experts, inter alia (2012), with an additional expert also referring the use of bullet points, bold keywords and a conclusion sub-header (when applicable) (Patel, 2020b).

Language	Users	% of Total
	20,495	100.00%
1. pt-pt	10,346	50.52%
2. pt-br	5,453	26.63%
3. en-us	2,455	11.99%
4. en-gb	668	3.26%
5. pt	374	1.83%
6. fr-fr	146	0.71%
7. de-de	112	0.55%
8. es-es	102	0.50%
9. pl	102	0.50%
10. pl-pl	102	0.50%

Figure 2 - Google Analytics Table Print: Website Audience by Language (data from 01/01/2020 to 01/01/2021)

On point 3, the improvements are focused on the increase of international brand awareness and sales. Google Analytics data (Fig. 2) shows English and French as, respectively, the second and third most used languages of users who visited the website, after Portuguese. However, both versions need to be updated due to the creation of new pages (e.g., Awards and Recognitions) and the incongruences between the Portuguese and the English/French translations (Fig. 3). It is expected that by following through with these rectifications the website SEO will increase, as well as its perceived quality and trustworthiness, accomplishing the previously defined goals.

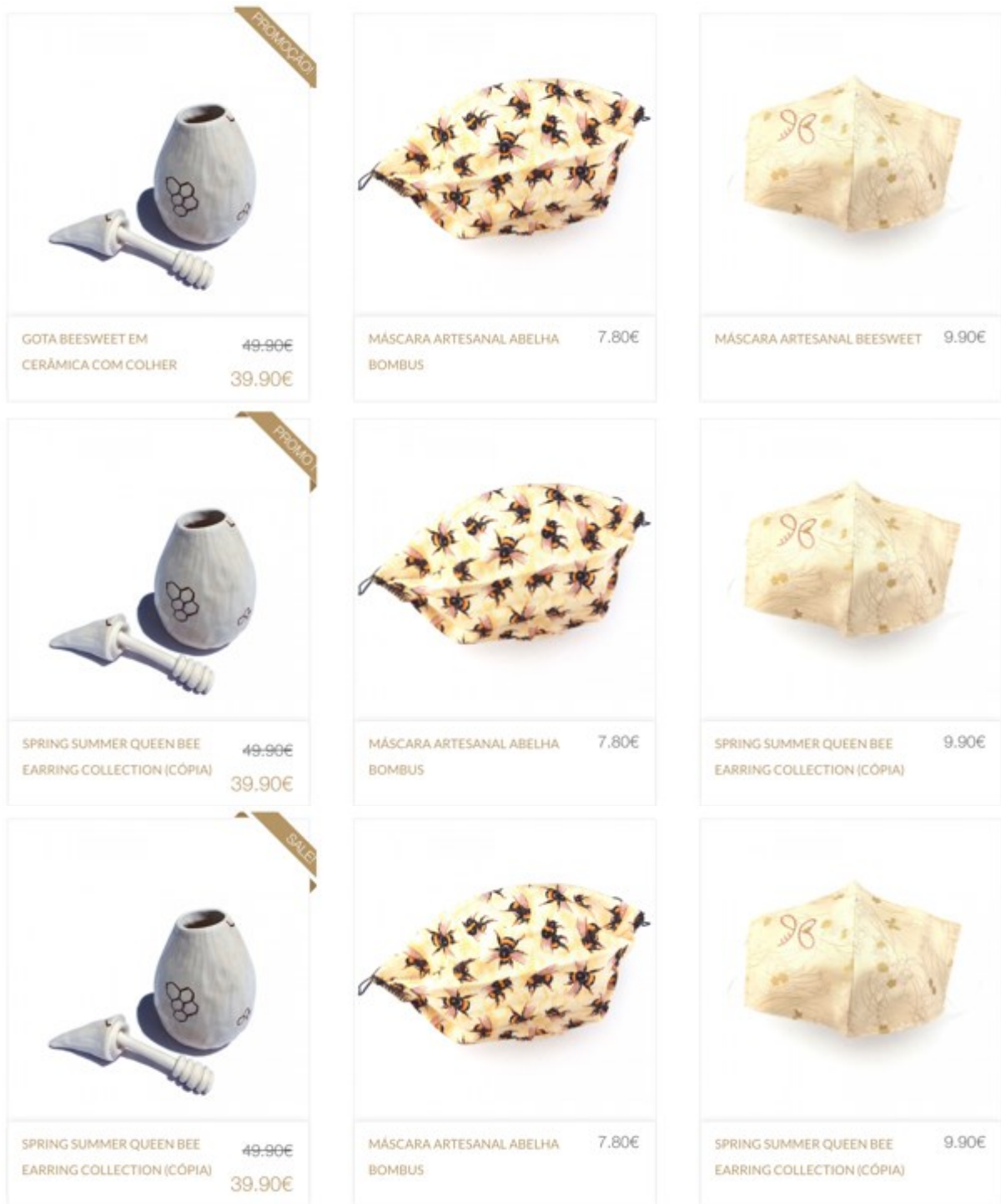


Figure 3 - Product Page Print: comparison of products labels in, respectively, Portuguese, French and English

The last SMART Goal, increasing B2C sales, will also gain from accomplishing the previous goals, but its objectives are not without meaning. Conducting a customer analysis will allow the company to better understand its target market buying behaviour and create a proper stimulation to the purchase decisions. According to

Hollensen, consumers (B2C) decision making is a dynamic process of interaction between the buyer and the environment and in which companies can play an active role, manipulating different variables (e.g., its marketing mix) to increase the value of its products in the consumer's mind (2010). Apart from better understanding its target market and redesigning its marketing strategies, Beesweet will also be able to re-evaluate different markets potential, possibly discovering unexplored opportunities or abandoning those which are no longer beneficial. The second task, cross-selling, is already coming into place with the brand having created new product packs (designated as "wellness packs") in 2021 but it can improve with, for example, suggesting complementary products in the check-out stage and creating content to demonstrate how different brand products can supplement each other. Overall, these tasks are expected to, among others, lower customer's acquisition costs, increase the retention rate and the lifetime value, resulting in an increase of sales (Campbell & Cunningham, 1983; Kamakura, 2007). Lastly, branded content is a "refurbished" marketing communication concept, with its fundamental aspects adapted to the digital age. The Branded Content Marketing Association (BCMA) report defines this concept as "any manifestation associated with a particular brand in the eye of the beholder", with its creation commonly being wholly or partly created and/or funded by the brand (Asmussen et al., 2016). Different types of branded content will elicit different results (i.e. influencer marketing vs blogs vs podcasts), however, an IPG Media Lab & Forbes study still showed a positive variation for the use of branded content: 43% for unaided brand recall, 59% for aided brand recall and 9% for intent/consideration (2016).

On a final note, to ensure the efficiency of the SMART goals defined, especially in such uncertain times as the one's companies are going through during this pandemic, a certain level of flexibility and adaptability also needs to be implemented. For that reason, the goals should be reviewed monthly, enabling Beesweet to either adjust the timeframe or to re-evaluate the path adopted to achieve them, both in cases where the progress is worse or better than expected.

Skills & Staff

In light of the company workforce size, the Skills and Staff aspects can be analysed together. Accordingly, the CEO, Ana Pais, has a background in tourism management and 6 years of experience pertaining to that area; Carla Pereira, the company CFO, spent 4 years in quality control at the administrative level. It is relevant to acknowledge that, although these are their official positions in the company, they take care of everything - from production to packaging to marketing.

Over the years, both employees have tried to enrich their skills through participation in an array of online courses, entrepreneurship programs, consultation with mentors and coaches. Due to the firm growth and necessity for further expertise in marketing, they employ finalists from the Marketing Master on UCP as interns – providing them with the opportunity to apply their knowledge and contribute to the company strategic goals.

As a final note, the company also employs workers in part or full-time to help with production and stock during periods of great demand (as is the case with Christmas, for example).

Styles

In term of the leadership style, Beesweet follows a democratic leadership where responsibility is distributed among employees and each member aids in the decision-making process (Gastil, 1994). This was the implicit chosen style given the company's micro-size and environmental instability - which makes continuous adaptations essential to "stay afloat" and, as such, a need to listen to the voice of experience in each area (Ferreira, 2006).

Systems

Production Systems

Most of the company production is made in its headquarters but there are a few products partly or completely outsourced. Starting with co-production, these evolve

all the goods in which some of the raw materials are from Beesweet (such as the aromatized honey, pollen or beeswax) and manufacture is outsourced, such as: Beebonbons; 70% Dark-chocolate Sur Del Lago with Beepollen; Aromatic Honey and Beeswax Candle; and Honey and Beeswax Soap). Concerning fully outsourced goods, Beesweet doesn't participate in its production but still sells them as they complement the brand's image; these are: Ceramic "Gota" with Spoon; Honey Wooden Spoon; Masks; Bee's Wraps; Beehive; and Bee Propolis Spray.

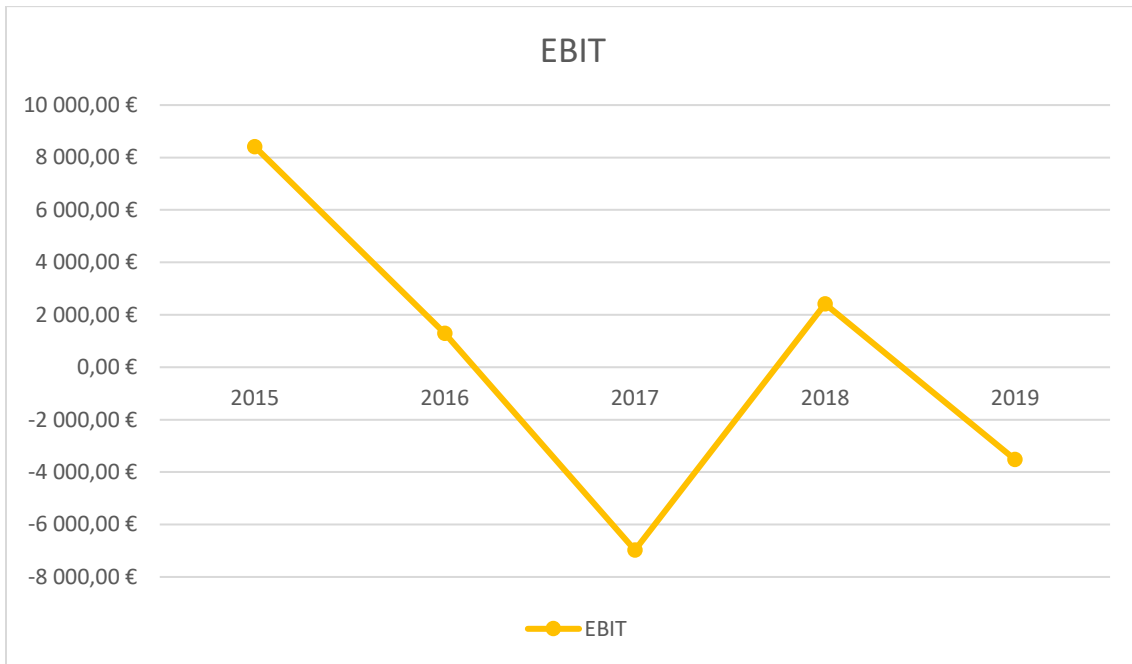
Marketing Systems

Being an e-commerce company, its website is one of the most important systems. In it, customers can buy Beesweet products, see the brand's history, recipes, latest news, selling locations (retailers), among others.

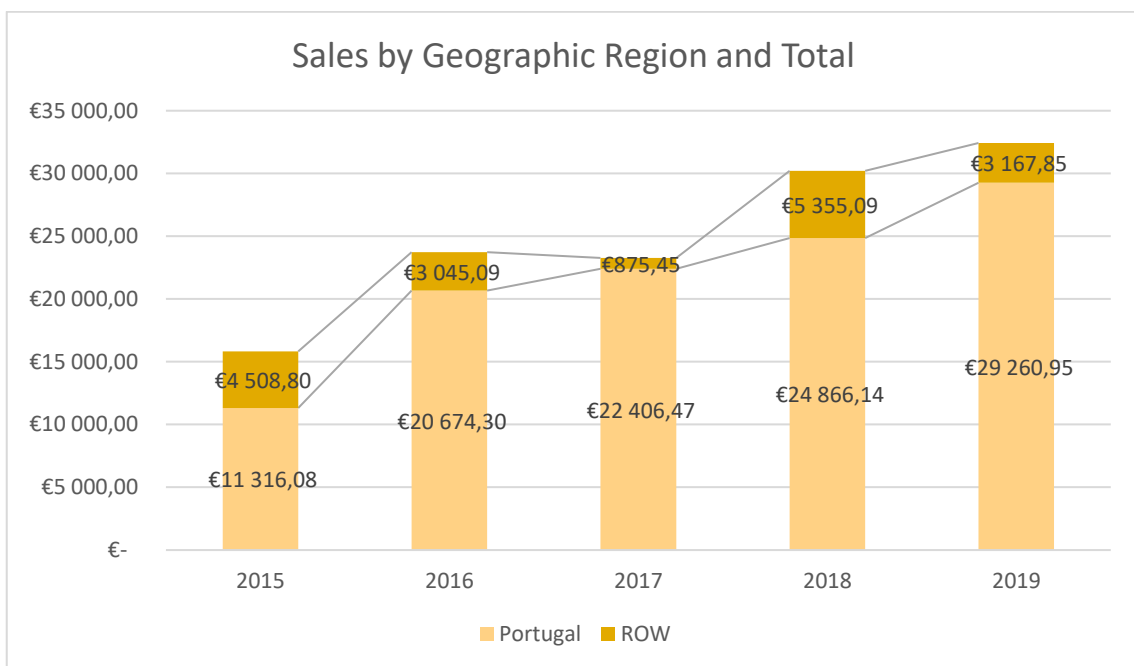
Additionally, the brand also possesses a newsletter and 6 active social media accounts: Facebook, Instagram, LinkedIn, Twitter, Tumbler and YouTube. The first three are the main focus while YouTube is more focused on the complete recorded videos of fairs, competitions and even television apparitions. Twitter and Tumbler have started to be consistently updated with new posts, but still don't possess the same significance for the brand.

Financial Systems

Throughout the years, Beesweet has had a steadily increase of sales which have doubled in a span of just 5 years. It's EBIT, although exhibiting both highs and lows, has maintained a positive average.



Graph 1 - Beesweet EBIT (2015-2019)



Graph 2 - Beesweet Sales by Geographic Region and Total (2015-2019)

One of the reasons the years 2018 and 2019 had a low and negative EBIT even though there was an increase in Total Sales was due to a Norte 2020 candidacy - the SI2E (System of Incentives to Entrepreneurship and Employment) - which, as the name

implies, is meant to promote entrepreneurship and employment in small and micro-sized enterprises. This system of support, like many others, requires the fulfilment of certain obligations throughout its duration and, in this specific case, Beesweet had to have a certain level of investments made. These investments counterbalanced the company's gains, leading to the EBIT results, however, they also helped to: buy raw materials for new products, buy new equipment, hire a consultant to design a business plan for the year, acquire different product certifications, invest in production improvements, take the company to international fairs and competitions, among others. All of this paved the way to an increased level of brand equity and to the acquisition of various [awards and recognitions](#) but, in terms of the ROI, results can only be expected in the medium/ long term.

For 2020, although there were still no official financial documents, an analysis of the website e-commerce section led to an understanding that, in terms of online sales volume, these doubled when compared to 2019 and increased almost 4x more when compared to 2018. Still, a negative profit margin is expected due to the drastic decrease in retailers' acquisitions which, although in a number fundamentally smaller than final consumers, comprised exceedingly higher invoices (according to Ana Pais: 300€ sales vs 20€ sales).

Shared Values

Beesweet defined 3 missions that complement the business as well as each other: the company mission, the social mission, and the environmental mission.

Its company mission is to “establish ourselves as the leading supplier of premium honey in the world, always preserving its pure principals as we grow”.

Its social mission is meant to highlight bees' importance in the sustainability of life in the world. In order to accomplish that, Beesweet founders sponsor seminars in a panoply of institutions (universities, schools, kindergartens, associations,...) and throughout the world, in order to raise awareness for the current issue of bees' declining population levels globally (European Parliament, 2019).

Lastly, its environmental mission focus on the continuous positive impact cycle the company and its products have in Nature – business as a force of good. The company only works with beekeepers that use sustainable production methods and promotes partnerships between beekeepers and small-scale farmers in order to: endorse natural polymerization, avoid artificial feeding in periods of grace and keep the bees protected. Furthermore, bees' help protect crops against pests and, due to polymerization, increase the quantity and quality of harvests. The company itself focuses on further decreasing its ecological footprint by using recycled and recyclable materials on its packages.

Using the missions as an outline, the company defined a sustainability goal to achieve by 2022: the reduction of packages, labels and jars in the honey commerce, while maintaining the same levels of quality and differentiation expected of Beesweet products (Beesweet, 2020b).

The brand core values are:

- Passion: keep the legacy (and bees') alive;
- Teamwork: one company, one brand, one vision;
- Optimization: a quest for continuous improvements;
- Biological and ethical: a focus point.

3.3. Marketing Mix

Product

As its slogan suggests, Beesweet is “More Than Honey”, a broadcast of the brands desire to convey feeling and sensations beyond what ordinary honey and its by-products are able to.

Beesweet core products are its flavoured honeys, which range from a spectrum of lighter/fresher nectars – blueberries, lemon, mint and salty aftertastes – to heavier/warmer nectars – cinnamon, chocolate and spicy undertones. This product segment was created based on a statement of principles – honey as a Chanel N° 5

(Pereira, 2019) – and, as such, each nectar was given a name and number linked to the feelings it is able to invoke.



Figure 4 - “Gota” and Sensation Nectar 375g Flasks

N. 1 Citrus is the lemon flavour and its number was chosen both because it was the first created – the leader – and because it symbolizes the eternal pursuit for love and romance – precisely what the owner’s Ana and Carla were after when they decided to take on their legacy. N. 5 Winter - the mint flavour – leaves a fresh aftertaste on the palate and its number represents freedom with creative vibes. In juxtapose to Winter, there is the Summer flavour – N. 10 Seasalt, a salty relish. In numerology, 10 means perfection and it is associated with the Wheel of Fortune. N. 25 Christmas, the cinnamon nectar, is aimed at the festive season and its name and number convey just that. Also, the number 25 represents nostalgia and harmony. N. 66 Beelove, the chocolate delight, is for the couples as its taste and number manifests unconditional love and self-fulfilment. N. 88 Fire - the spicy honey – was presented in a Chinese fair and its number was chosen as a bridge between the company and the East, where it is a symbol of good omen. Last but not least, Beeblue – the blueberries bliss, the only one without a number given its production rarity (Beesweet, 2015).

These flavours are sold in B2B and/or B2C segments in four sizes: 40g, 150g (both in glass jars), 300g and 1300g (PET packages). All flavours are sold in the 40g, 150g and 1300g packages except for Beeblue which, given its seasonal appearance, is

only present in the “Gota” format – 300g. The “Gota” package is reserved for the more unique flavours which are blueberries, cinnamon, chocolate and salty. The 1300g packages, unlike its precedents, are only available for B2B, more specifically, the hotel and restaurant (Horeca) segment.

The 40g and 150g can also be acquired in packs. In terms of the 40g, there are two types of packs: the Minipack Seduction (N. 1 Citrus, N. 25 Christmas and N. 88 Fire) and the Minipack Desire (N. 5 Winter, N. 10 Seasalt and N. 66 Beelove). The 150g are sold in Author Editions where the package is made from wood painted in either white or black with the flavours N. 1 Citrus, N. 5 Winter and N. 88 Fire.

At its core, the product benefits of the honey line Sensations and “Gota” is that it is a flavoured raw honey that can complement any diet. Its actual benefits are that it is a 100% BIO flavoured honey that, given its natural added components, has an increased nutritional value (example: “Gota” Beeblue, a combination of nectar with various berries, has a higher antioxidant and antibacterial content than other honeys, as verified by Dr. Duarte Torres of the Porto Faculty of Nutrition and Food Science) (Beesweet, n.d.).

In a world where honey is mass-produced, Beesweet stands out by its Unique Selling Proposition: being the only one in the world with such a panoply of flavours made of 100% natural raw materials, and by its “Gota” package, which allows for an easy serving with maximum harnessing of the product and was considered one of the most beautiful in the world by Packaging of the World (Marcas Portuguesas, n.d.). Its augmented benefits are also found in its meaningful branding (explained above) and in the brand partnerships with various chefs which created recipes using Beesweet nectars - shared in the different brand channels - promoting and facilitating cooking with the honey.

Apart from the nectars, the company also commercializes honey by-products and products made from raw materials acquired from the act of beekeeping. We can divide these few products into 3 categories: *From the Bees*, *Beestyle* and *Bonbon & Co.*

Bonbon & Co. products came from a partnership with a master chocolatier which gave origin to Beebonbons and Sul Del Lago Venezuelan Dark Chocolate 70% with Beepollen BIO. Beebonbons are dark chocolate bonbons filled with one of three Beesweet nectars: mint, cinnamon or spicy. To top it off, the Belgian chocolate is sprinkled with edible gold flecks and set on a package deemed beautiful by Packaging of The World (Lin, 2016). These chocolate delicacies are sold in boxes of 9 (3 bonbons for each flavour) or in boxes of 2 (where the consumer can choose the flavours).

From the Bees products come directly from the beehive to the consumer and consist of: royal jelly, 100% natural honey (no flavours), honeycombs (a full-frame or a 150g piece), pure beeswax and propolis (pure or spray form).

The last category, *Beestyle*, consist mostly of honey by-products that promote a sustainable lifestyle. This is the only non-food product line of the company. This category last addition supports bee's lives while still protecting people from Covid-19: Beesweet and Bombus Bee artisanal and hand-made masks. This category also possesses other day-to-day products such as a honey and wax soap, a fragrant honey and wax candle, a honey pot in the shape of the awarded "Gota" design, a characteristic honey wood spoon and Bee's Wraps (an organic wrapping paper that was created as a natural and sustainable substitute for cling film).

As of the end of 2020 – beginnings of 2021, the brands original 150g flavoured nectar jars were given a size increase to 375g (now in circulation), the honeycomb jar design was altered and new "wellness" packs (combination of different products) were added following customers apparent interest in them.



Figure 5 - Showcase Images for the New Sizes (own draft)

Place

In order to fully explore the market, Beesweet employs a dual distribution strategy with B2C and B2B segments.



Figure 6 - Beesweet B2C Segment

Its B2C distribution channel begins with the national producers that supply the company with raw materials (such as honey and aromatic plants) for manufacturing and/or packaging. In the middle tier, Beesweet transforms the raw materials, packs the final products, advertises and, at last, sells them to the consumer at the end of the channel. The company doesn't possess any brick-and-mortar stores; thus, all their B2C sales are made online through their [website](https://beesweet.pt/loja) (https://beesweet.pt/loja).



Figure 7 - Beesweet B2B Segment

For their B2B channel, the company uses retailers to proliferate and facilitate the distribution of the product; however, there is a selective strategy for choosing where and who can sell their products. Since the company prides itself on selling premium products, only outlets that possess such an image and are frequented by clients looking for gourmet foods are chosen.

Currently, Beesweet retailers belong to the grocery, hotel (which can serve the brand honey for breakfast, incorporate it in their foods, offer it as a welcoming touch to clients and/or sell it in the souvenir shop), restaurant (who also incorporate the honey in their meals) and event planning sector (who use Beesweet in the events they organize). For deliveries to both retailers and final consumers, Beesweet trusts specialized transportation companies, with their usual delivery period (after payment confirmation) being of 3-5 days for the Portuguese mainland, 5-8 days for Madeira and Azores Islands and 7-20 days for other destinations (Beesweet, 2021).

Price

The company pricing strategy has been stable over the years, representing the brands wish to be perceived as a premium brand in the honey and aromatized honey sector. To further back up that threshold, it employs a premium pricing strategy where it proposedly establishes higher prices as a mean to make the products appear of greater quality and exclusivity by the target market. As the CEO, Ana Pais, explained in a 2016 interview:

We don't want to enter the market in a price competition. (...) We know that the people who want to buy honey, just honey, go to the

supermarket (...). But those who want more than honey, those that want to experience a different product, that want to surprise family and friends when they visit them at home, those come to Beesweet. (Sousa, 2016)

In combination with this strategy two more are applied: a bundle pricing strategy for the Minipacks (and as of 2021, “wellness” packs) and a product line pricing strategy that can be found in Gota Beeblue by virtue of its seasonal production and wild berries flavour notes.

In the B2B segment and during fairs, Beesweet’s premium pricing strategy, although still active, has slight variations to allow for a greater competitive presence. In the example of fairs, prices decrease slightly in an attempt to create interest and stimulate demand.

Promotion

Beesweet’s promotional strategy is composed of a set of non-written rules executed through specific communication tools. Starting with the workforce, Ana Pais and Carla Pereira have become experts in the area after many years of product developments and giving talks on the importance of bees to the world. Thanks to that, they make it a rule to go to the stores, fairs and events in order to promote Beesweet, usually using the tactic of degustation to entice both clients and retailers.

The brand’s preferred methods of communication are through digital marketing and word-of-mouth. With regards to the first point, the company promotes its products through their website, their social media and marketplaces (such as WikiFarmer and El Corte Ingles). It relies mostly on organic traffic hence the new focus in content marketing, clarified in the chapters ahead. Its social media communication is comprised of daily publications on Instagram, Facebook, Twitter, Tumbler and LinkedIn. These publications follow a stern pattern: product advertising, news (about the brand, about honey and bees, about a social cause, et al.) and a recipe that uses Beesweet’s nectar. The company also possesses an Excel database with its customer’s

information which it uses to periodically update them through a newsletter. However, this database design has certain room for improvement as limited by the power of the tools employed. Concerning the second point, word-of-mouth is the most efficient form of communication and the company highlights any positive feedback posted on any of the social channels and/or on its website. It is an unspoken rule to always answer or like any commentary given to any of the posts to make the customer feel heard and appreciated.

Regarding the merchandise, the brand possesses product exhibitors which highlight its story, mission and contain recipes suggestions for the different nectars. These are given to retailers as a mean to attract customer attention and aid, more effectively, in the creation of a connection between them and Beesweet.

Last but not least, public relations and image. These are very important to the brand, hence its social and environmental missions (see 7'S Model – [Shared Values](#)). Each time the brand gives a sensitizing talk on bees, promotes a partnership between small beekeepers and farmers, creates a new product with the intent of promoting honey benefits, among others, it publishes an article and spreads the news on social media, thus solidifying its values and “green” image.

3.4. External Analysis

PEST Analysis (Macroenvironment)

Political Factors:

1. EU political stability, common currency and single market

Positive Impact: these aspects translate into a number of benefits, allowing for a simpler exchange process between the company and the client and fomenting international trade. The EU common currency includes 19 European countries, and, in these, there is no need for exchange rates or alternative pricing strategies to deal with political instability and/or rapid fluctuations of the exchange rate (European Commission, 2019). The European single market, which eliminates

internal borders and other regulatory obstacles to free movement of goods, extends to 23 EU countries plus the European Economic Area members (Norway, Iceland and Liechtenstein) and Switzerland (which possesses its own agreement with the EU to be allowed in the single market) – making the process of international honey/nectar trade much faster and easier (European Union, n.d.).

2. Brexit

Negative Impact: the UK has left the EU but what it will mean for both is still slightly uncertain until a deal/no-deal agreement is reached. Nevertheless, it can be expected an increase in tariffs & customs and a depreciation of the GBP accompanied by a cut-back from customers, dampening the company internationalization plan (Eghbal, 2019). Additionally, since the UK is one of the biggest importers of honey in Europe (CBI - Ministry of Foreign Affairs, 2015), the decrease in competition won't be as noticeable as the decrease in demand, further accentuating the adverse impact.

Economic Factors:

1. Economic Instability – Pandemic Effects

Negative Impact: the pandemic has drastically altered past forecast for the world economy, deeply affecting the EU in a time where it is still vulnerable to shocks – forcing it to enter the deepest economic recession in its history. Although the European Commission forecast is of a rebound in 2021, it is under many benign assumptions which, even in the best-case scenario, suggest only a gradual “U-shape” recovery and with much asymmetry across the Member States (European Commission, 2020a).

	Real GDP			Unemployment Rate		
	2019	2020	2021	2019	2020	2021
<i>Portugal</i>	2.2	- 6.8	5.8	6.5	9.7	7.4
<i>Euro Area</i>	1.2	- 7.7	6.3	7.5	9.6	8.6
<i>EU</i>	1.5	- 7.4	6.1	6.7	9.0	7.9

Table 2 - Adapted from European Economic Forecast: Spring 2020, by European Commission, 2020

2. Luxury is not “recession-proof”

Negative Impact: Considering the results seen in the 2008 Financial Crisis combined with the fact that this pandemic led to restrictions that forced people to stay at home and be conscious of social distancing, there is an expectation that the impact felt in the premium/luxury food market will be even larger than the one felt in 2008 (Thukral et al., 2020).

3. FEDER (Portugal 2020)

Positive Impact: FEDER (European Regional Development Fund) is one of the five funds granted to Portugal from the European Commission to aid in achieving the goals set for Portugal 2020. It aims to reinforce social and economic cohesion in the EU by correcting disparities between regions through a set of key priority areas: support for SME’s, digital agenda, I&R and low-carbon economy (European Commission, 2014).

Social-Cultural Factors:

1. Sustainable and BIO-agriculture

Positive Impact: Earth Overshoot Day (the day where humanity consumed all the resources Earth could provide for a year) has been happening higher in the calendar with each passing year, compromising the planet capacity to yield resources in the future – including food (Earth Overshoot Day, 2020). To counter it, people, enterprises and nations have begun to highly value products that are sustainable and biological, with numerous measures being employed

to ensure the much-needed transition (for example: The European Green Deal – Initiative “From Farm to Fork”).

Improvements can already be seen in the EU from 2012 to 2018, where both the sales from biological products and hectares used for bio-agriculture increased by 78,9% and 33,7%, respectively. Nevertheless, there is still plenty of room for improvement since only 7,5% (13,4M hectares) of the whole European agricultural area is used for biological production (European Parliament, 2020).

2. “Healthy Eating”: a trend destined to last

Positive Impact: according to a 2018 L.E.K’s Consulting report, there has been a shift of attitudes and preferences towards healthy food with 63% of consumers wanting to eat healthy most or all of the time and 93% wanting that at least some times. After analysis, L.E.K arrived at 3 main conclusions regarding this trend: customers are progressively paying more attention to specific food attributes that make them (in terms of health and wellness) and the environment (in terms of ethical and natural) better; they want their food to have an increasingly wide array of benefits; and, lastly, they are willing to pay more for food that delivers those claims (Steingoltz et al., 2018).

In Europe, specifically, the evolution of this trend can be observed in the figures below:

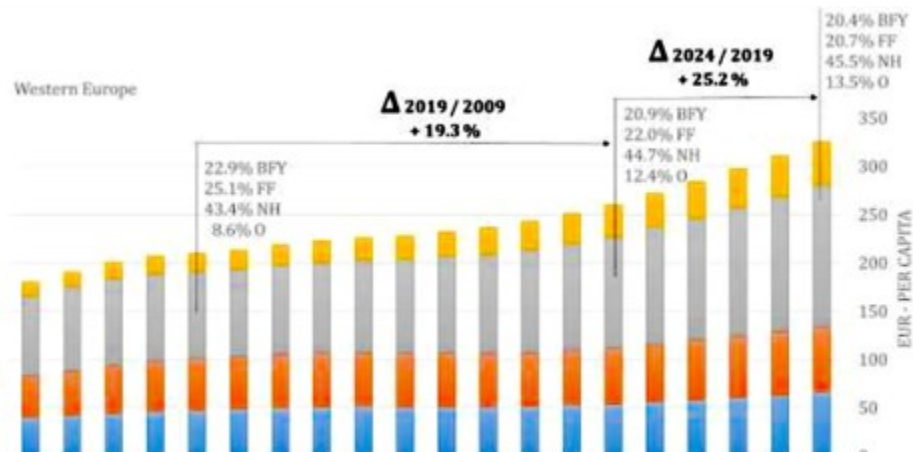


Figure 9 - "Healthy Eating" Trend in Western Europe (adapted from Bumbac, 2019)

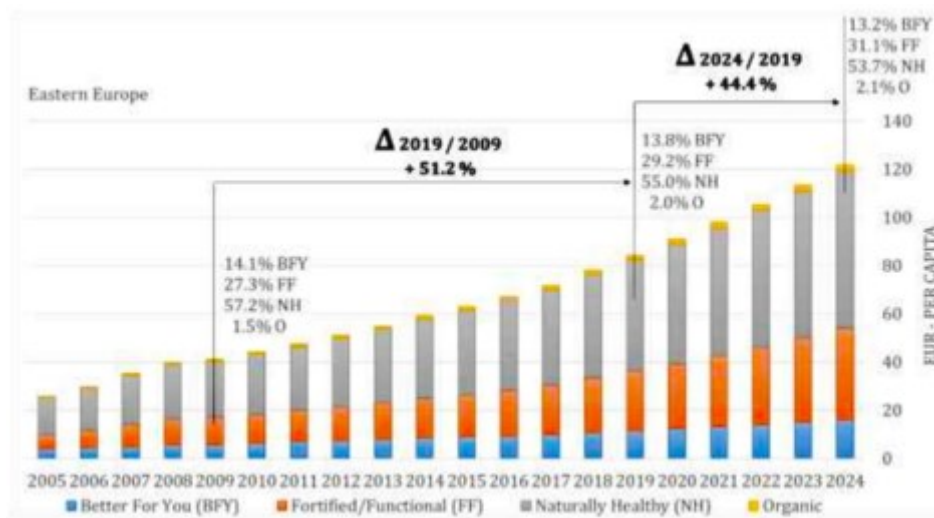


Figure 8 - "Healthy Eating" Trend in Eastern Europe (adapted from Bumbac, 2019)

3. Covid-19 Effect

Positive Impact: according to a 2020 analysis, before the pandemic outbreak, families first and second food preferences were meat and pastries, with the reasons for such preferences being first, cost, and secondly, health. After the outbreak, however, preferences changed and the top preferred foods became fruits and vegetables, with quality overtaking cost as the most important reason (Celik & Dane, 2020). This is due to the increased vulnerability felt by consumers which, as a mean to fight it, have shaped their eating habits to maximize their health and boost their immunity. According to a FMCG Gurus report (2020), as a result of Covid-19:

- i) 60% of consumers across the globe are more conscious about their health;
- ii) 35% have turned to food that boosts immune health;
- iii) 73% will make greater attempts to eat and drink healthier in the future.

4. Shopping habits in a pandemic environment

Positive Impact: besides the eating habits, the shopping habits of consumers have also been affected due to the many quarantine restrictions imposed and their own wish for safety - 59% of consumers are now more willing to buy online and 52% have become less brand-conscious (FMCG GURUS, 2020). This second characteristic is driven by two main causes: firstly, since these are times of great uncertainty, consumers have paid more attention than ever to the guidelines and practices of the brands to make sure that they have their best interests at heart and are acting responsibly; secondly, the support for local retailers has increased drastically, with people viewing shopping at local SME's as a social responsibility to help their community (PayPal, 2020).

The first characteristic will be analysed in the [point below](#).

Technological Factors:

1. Digital Evolution

Positive Impact: before e-commerce, SME's faced many challenges in their B2C transactions, especially with communication and information technologies (Bodini & Zanoli, 2011). Nowadays, this commercial technology helps to decrease the bridge between company and client in a quicker and cheaper way, allowing SME's the opportunity to go against big enterprises. In the same line of thought, the touch-free payment options (such as MB Way, PayPal and contactless cards) should also be positively highlighted given how popular they have become (PayPal, 2020). These quick payment methods (especially the first

two) allow the client to pay through simpler methods and without “leaving the sofa” and, the company, to receive payment confirmation live and move on to shipping – completing the whole process much faster.

3.5. Microenvironment

The Market

Beesweet is a gourmet/premium food brand with a global mission. Thereafter, it becomes relevant to not only evaluate the national honey and luxury market, but the international market as well.

The EU is the second biggest world producer of honey after China but it is still only 60% self-sufficient, with imports having to cover a majority of domestic consumption (European Commission, 2020b). In Portugal, until 2014, the honey Commercial Balance was overall positive, but that changed in 2015 due to various factors, among them: the twofold increase of national honey consumption in a span of 10 years (2005 to 2015), which undermined the internal market supply capabilities. Since then, Portugal’s foreign honey trade maintained a negative value (Cabo et al., 2018). Current evidence (2009 to 2019) reveals a worsening situation for the Commercial Balance with the country’s honey consumption showing a prominent growth of 57%¹, but a production increase of only 46% (INE, 2021a, 2021b).

In terms of willingness to pay, Portuguese families spend an average of 20€/year for honey and are willing to spend up to 79% more on honeys with recognized quality – emphasising the market’s understanding of the benefits honeys provide (Rede Rural Nacional, 2018). This willingness, however, has been affected by the spread of fake honey in the EU, primarily in major honey-producing countries such as in the case of Portugal. This problem was defined as a predominant cause for the honey price exponential decrease of 50% in between the periods of 2014 to 2016 (Committee

¹ Population variance is regarded as a negligible variable since: $\% \Delta(2005,2015) = -1\%$ and $\% \Delta(2009,2019) = -3\%$

on Agriculture and Rural Development, 2018) and, although the European Parliament has defined measures to counteract this, the crisis still stands in 2020 (Milevska, 2020) with the latest analysis reporting 1/5 of the honey imported as fake (European Parliament, 2018).

According to an article on “The Changing Behaviours of Luxury Consumption”: “Luxury is no longer the embrace of the Kings and Queens of France but the mass marketing phenomenon of everyday life” (Yeoman, 2011). This quote correlates to the transformation of the concept of luxury, where once it meant superior monetary value meant for the rich and unattainable to most, now pervades as a commercial mainstream notion where authenticity, experiences and notions of fulfilment reign. Nowadays, people are placing a higher value on material comforts and personal fulfilment through experiences than past generations did, searching for and willingly spending more if it will bring them feelings of pleasure and accomplishment. Brands, for their part, advocate this change by enticing clients to get a “taste” of the upgraded, premium versions and capturing them with the promise of exclusive experiences (Yeoman & McMahon-Beattie, 2018). This change in mentality can be attributed to various factors, but the most remarkable has been stated in Gilovich studies, which exposed that people’s happiness is more strongly bond to experiences than physical goods. By his understanding, in the beginning, the level of happiness felt is for both is comparable, over time satisfaction with past experiences (positive or negative) will increase while satisfaction with goods will decrease (2014; 2003). Adding to this reasoning the affluence of the middle classes, growing in both size and income (Kharas & Gertz, 2010), translates to more people being able to meet their basic needs and moving on to “enjoy life” and indulge in luxuries.

Despite the recent positive evolutions, nothing could have prepared the luxury food industry for the pandemic that would shake the world. As explained in the [Economic Factors](#) of the PEST Analysis, luxury is not “recession-proof” and the combination of financially uncertain times with the pandemic social restrictions has made the premium food sectors one of the most affected among the luxury industry.

Although a rebound of the sector is expected given the luxury sector striking characteristic of emotional buying (in contrast with the usual rational buying of other industries) (Maldonado, 2018; Page, 2021; Wang et al., 2010), many SME's will not be able to survive the extreme downfall due to the lack of funds and recognition.

Consumers

A customer analysis was elaborated in 2014 for the event where Beesweet was first pitched - Startup Pirates at Coimbra. In this analysis, the personas the company identified as the representatives of their target market were as follows:

Woman	Men
25 – 45 years old;	30 to 50 years old;
Medium-high educational level;	High educational level;
Highly concerned over health;	With an acquired taste for good food and beverages;
Connoisseurs of gourmet goods;	
Like to invite friends and family to their homes and serve them quality products;	
An exclusive public, with a shopping habit for selected, authentic and high-quality products with a limited production;	
Demanding palates with low price sensitivity;	
Lack time and, as such, want a personalized and exclusive service.	

Table 3 - Beesweet Personas (2014)

Apart from these, the company also identified tourists and the Restauration and Hotel businesses (Horeca) as prone to buy Beesweet products (Beesweet, 2014).

Competitors

Although Beesweet is “one-of-a-kind” in Portugal and a rarity in the world market, it is not the only brand that sells gourmet honey or premium alternatives, hence, it still faces a threat of substitution. Its main competitors, according to the company, are in the Portuguese market: “meia.dúzia”, “Casa da Prisca” and

“Melmequer”. There were two other – “Aqua Flaviae” and “BeeRural” - but they closed in 2020 (possibly due to the pandemic). International competition is also a hazard, though it still composes a small part of the business with no country possessing a prominent commercial relation with the brand. Thus, the analysis will only include the biggest national threats.

1. “meia.dúzia”

The company “meia.dúzia” is the only one of the competitors to present both a direct and indirect substitute to Beesweet nectars, and, thereafter, it is considered the biggest threat.

Created in 2012, it adapted a conventional product (jam) to the modern market through flavour and packaging innovation. They were successful and have grown since then, becoming a well-renowned national brand and expanding their products array from just jams to chutneys, flavoured honeys, chocolate spreads, teas and liquors, which can be brought individually or in set-packs of 3 or 6.

The company distinguishes itself from national and international competitors in two ways: firstly, its unique package in the shape of a painting tube (as seen in the picture below); and secondly, its exquisite product flavours that are achieved by means of 100% Portuguese raw-materials and are emphasised with different notes of berries and aromatic herbs. Each of its products are also connected to a colour that is meant to represent it – much like Beesweet represents its nectars through numbers. Currently, “meia.dúzia” has stores in 16 countries and retailers in 3 more – reaching a total of 19 countries (meia.dúzia, 2021).



Figure 10 - “meia.dúzia” Products

2. “Casa da Prisca”

With origins remoting back to 1917, “Casa da Prisca” (house of Prisca) is a family-run Portuguese business that, over the years, has become available in 40 countries. Having started with charcuterie, the brand has now expanded to other products, including a grand variety of flavoured honeys – both direct and indirect substitutes. In addition to this, they possess an array of other products such as sweets, olive oils, vinegars, cheeses and sweet sardines – selling them both individually and in packs (Casa da Prisca, 2018).

“Casa da Prisca” is one of the most renowned Portuguese brands, but its objective is linked to the international market: a gradual increase of exportation. In 2015, during an interview, the company revealed it had achieved 20% exports and set a goal for 2020 of 50% exports and double the sales - a target ruined by the pandemic (*Casa Da Prisca: “O Futuro é Sermos Uma Empresa Marcadamente Exportadora e a Internacionalização Foi a Aposta Declarada” - Sisab, 2015*).



Figure 11 - “Casa Prisca” Products

3. “Melmequer”

A family-born business, “Melmequer” was funded in 2017 by three associates that shared a love for apiculture and wanted to create honey of renowned qualities. In just under 2 years, they received the Great Taste Awards/ Best Taste of Portugal for two of their products and were nominated for the “7 Maravilhas Doces de Portugal” (7 Sweet Wonders of Portugal), emphasizing the brand’s successful path.

The company nectars consist of a blend of multiflowered honeys with a combination of different dry nuts, such as walnuts, almonds and hazelnuts. In addition, “Melmequer” also sells rosemary honey, honey jelly and pollen (Melmequer, 2021).



Figure 12 - “Melmequer” Products

3.6. SWOT Analysis

Strengths

- 100% Natural and artisanal honey;
- Unprecedented flavoured nectars in the UE and of extreme rarity worldwide;
- A great panoply of flavours;
- The possibility to personalize product labels;
 - Beesweet commits itself to do the design free-of-charge;
- Commitment to small beekeepers of biological honey;
- Recycled and ecological packaging;
- Packaging designs (“Gota” and Beebonbons).

Weaknesses

- The low number of workers, which translates to skills gaps (e.g., marketing, networking and e-commerce);
- Limited financial capacity to undergo marketing investments;
- Low notoriety of the brand;
- Inefficient and incomprehensively database;
- The website takes 5,68 seconds to charge and is too extensive.

Opportunities

- Possibility to increase international partnerships;
- Highlight connection to popular trends such as:
 - Local;
 - Vegetarian;
 - Biological;
 - Superfood;
 - Artisanal;
 - Family-based;
 - Among other;
- Improve their digital marketing (website, social media and campaigns);
- Improve their digital presence (marketplaces and SEO);

- Increase presence in professional fairs and competitions (national and international);
- Improve their circular economy;
- Increase number of seminars given.

Threats

- Worldwide financial crisis due to the pandemic;
- The brand can become outdated due to the lack of knowledge to keep up with new technologies;
- Increasingly decrease of bee's population;
- Constant deforestation and destruction of bee's natural habitats and food;
- The high number of direct and indirect substitute goods;
- The market is used to simpler honey – difficulty in changing people's mentality and habits;
- The increasing relevance of price.

4. Improvements

4.1. More than Honey... a Brand Image

Although the brand image is widely overlooked by small businesses owners, many studies consider it to be fundamental, claiming that products are often avoided or purchased not because of their functional qualities, but because of how they are viewed as “symbols” that impact the buyer’s self-esteem and status (Levy, 1958; Wang & Yang, 2010). Gardner and Levy’s definition is often referred to in studies due to how complete it is. They proposed that products had a physical nature as well as a psychological and social one and that the assortment of attitudes, feelings and ideas customers had about brands – their perceived “image” of the brand – were crucial for the purchase decision (1955). This concept is particularly apparent in the food industry where empirical studies show a decline in the importance of product quality as a competitive tool due, in large, to imitation and the gradual erosion of quality over the years by leading brands in their quest for lower cost/ higher mark-ups (Anselmsson et al., 2014).

A practical and notorious example of this concept is the 2013 taste test comparison study on Coca-Cola and Pepsi: after drinking the samples participants were asked a set of questions to help determine how brand imaged affected their perception of the product. During the blind test (samples were not identified), people perceived Pepsi to be slighter better than Coca-Cola with a higher caffeine and sweetness level, however, in the open test (samples were identified), Coca-Cola was exceedingly more liked and perceived as having higher sweetness and caffeine when compared to the Pepsi drink (Ramanjaneyalu et al., 2013).

According to a paper on the effect of brand image on customer willingness to pay a price premium for food brands, the major determinants of said price premium are the product uniqueness, home country origin, corporate social responsibility and social/brand image (Anselmsson et al., 2014). Beesweet already possesses all (as seen throughout the document) except a strong brand image. Although achieving it in just

under 5 months it's not something a micro-sized company with scarce monetary funds can achieve, the definition of a well-structured plan can surely aid in its path to fulfilment. After studying various files from the company, it was clear that the first step in achieving this was centred around the customer, by determining its customer journey, positive and negative touchpoints and defining the personas. In order to analyse the target market and determine the answer for the points made before, an interview of 15-20 customers from various backgrounds and from two sectors - 1st time and regular buyers – was needed. The plan was to contact them through a phone call and engage the customers in a semi-structured open-ended questions interview meant to last no longer than 5 minutes. However, a few setbacks led to this being an impossibility, therefore, and to still conduct the analysis, this phone-call survey was adapted into a google form (see [appendix](#)). The original adaptation of the questionnaire contained a mix of both closed-ended and open-ended questions which were defined while considering the wording, neutrality and direction the interview was meant to take. This was, in turn, expected to provide meaningful interpretable data from where an analyse and, later, a conclusion could be attained. By opinion of the owner, it was transformed into a fully close-ended questionnaire to increase the chances of clients completing it and, later, facilitate its analysis.

“More than Honey... A New Beginning”

The lack of representative information of the target market, although problematic, does not impede the building of a brand image, as such, one of the first actions taken was giving emphasis to a central part of the brand - the slogan “More than Honey...” - by using it as a title in posts and “completing it” with the post topic. An example of this can be seen in the figures below in 3 different moments and topics:



Figure 13 - Instagram Stories Examples of the Use of the Slogan as an Enhancer of Brand Image

From left to right, “More than Honey (MTH)...A desire to charm”, “MTH... A health benefit” and “MTH... For a healthier Christmas” which are connected, respectively, to a client review, a brief 7 points list on the benefits of honey in health and a Christmas dessert recipe with honey as a substitute for sugar. The intended outcome of the consistent use of this tactic overtime is an increase of brand recognition, awareness, credibility and equity (Ansary & Nik Hashin, 2017). It also helps to highlight the different contents and actions of the brand, calling to attention just how exactly they go beyond/are more than just a brand that sells honey.

4.2. Chatbot

According to a study published in the Harvard Business Review, firms which responded to their customer’s queries within an hour were nearly 7x more likely to

qualify the lead than those that took 2 hours, and over 60x more likely than those who took 24 hours or longer (Oldroyd et al., 2011). Although from an insider point of view, it is understandable that a micro-size company, due to size constraints, faces difficulties in answering within the hour, customers have that expectation and preference (Vlačić et al., 2021). In addition, in a study of 6.000 consumers worldwide, it was concluded that 9 out of 10 people preferer to use messaging to talk to businesses (Lardinois, 2016).

Given these distinct preferences of the market, a Chatbot was designed for [Beesweet’s Facebook page](#) through means of Chatfuel – a leading messaging bot creating platform. A Chatbot (derived from “chat robot”) is a computer program that autonomously communicates through means of a natural language (e.g., English, Portuguese, and so forth), mimicking human behaviour to engage users in a textual or aural conversation. It provides an interactive experience, capable of responding to customers queries instantly and with various degrees of content personalization, providing answers (text, audio, images, and other) at any time and place (Bae Brandtzaeg & Følstad, 2018; Nair & Johnson, 2018).



Figure 14 - Excerpts from Beesweet Chatbot

Chatbot in Website

The idea to apply a website focused Chatbot was also suggested but, in the end, it was not followed through. The main idea was to use the Chatbot to enhance the customer's journey, providing them with answers, guiding them more easily to the pages of interest and suggesting products and recipes based on the information provided. This would consist of new territory, likely achievable by using a plugin connecting the program to the website. In any case, this would need to be "threaded on" lightly due to the website being already CPU intensive ("heavy" to load).

4.3. "Thank You" Card

Beesweet possesses a natural advantage when dealing with the market competition. In addition to belonging to a niche market – selling naturally flavoured nectars – its products are also designated as "green products", a steadily increasing trend that has shown great development in the past few years. Green Products are generally known as environmentally friendly or ecological products and, per its designations, are defined as goods that will not pollute the environment or deplete Earth's natural resources, that can be conserved or recycled (Shamdasani et al., 1993; Tan & Lau, 2010).

Currently, and more than ever, consumers are conscious of how their everyday actions affect the environment and, in the interest of addressing this concern, are actively changing their purchase intentions to "greener" products (Naidu et al., 2020) to satisfy their self-fulfilment and social relationships/psychological needs (Rakowski, 2010) (the two more important needs according to the Maslow Pyramid) (McLeod, 2020). With that in mind, and in light of the brand mission and values, a marketing opportunity arises with its focus on emphasizing the fulfilment of those needs: a "thank you" card with a QR code that enables the buyer (or receiver) of the gift to know just how they contributed to society and nature with that purchase.

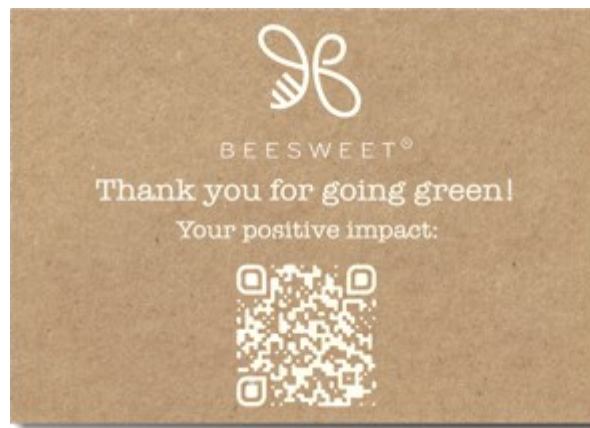


Figure 15 – Design Example of the “Thank You” Card

After reading the QR code, the customer would be able to see a PDF where their purchase impact would be “humanized” by: showing the beekeeper photo and basic information (name, town, number of beehives...) and just how their purchase would contribute to him, to the local economy and to the local farmers which depend on the bees to have juicier and bigger harvests with a longer shelf life – improving the market value for organic and local food (Klatt et al., 2014). It would end with the possibility to know more about the positive impact the consumer elicited and how to improve it by checking its Mission and Values page (<https://beesweet.pt/missao-beesweet>).

This surprising touchpoint is meant to help create a pleasing connection to the brand in the customer mind, with the element of awe used as a tool to heighten and increase the positive feeling - as supported by different studies, unexpected pleasures/wins outweigh expected pleasures (Mellers et al., 1999; Ritov et al., 1997). In addition, the clean way in which the customer’s purchase is translated into positive outcomes for the parties involved will be conducive to achieving a higher level of authenticity, credibility, and relevance, paving the way to the acquisition of positive word-of-mouth and a brand advocate.

4.4. Marketing Campaigns

Pink October

Pink October (or Breast Cancer Awareness Month) is an international health campaign that is meant to increase global awareness of breast cancer. It began in the US, in the decade of 1990 and, since then, it has grown exponentially, increasing the breadth of its enlightenment and having the participation of several organizations around the world (Rogers, 2020).

In Portugal, this movement has been orchestrated by the “Liga Portuguesa Contra o Cancro” (Portuguese Anti-Cancer League) for the past 6 years (Núcleo Regional do Norte, 2020) but 2020 was Beesweet’s first time participating. Taking into account the pandemic effect on the oncological patients which, according to a report by RTP Notícias (2020), meant that more than 90% were still waiting for a diagnosis and understanding that ~99% of breast cancer patients were female (Ly et al., 2013), the company decided to focus its campaign on the relation between women and highlight their importance with the theme “Say thank you to the woman who marked your life” (originally: “Diga obrigada à mulher que marcou a sua vida”). The campaign began on the Mundial Health Breast Day (October 15th) and ended in the National Cancer Prevention Day (October 30th), during which Beesweet:

- Educated and brought awareness to breast cancer through content creation in their website and all of their social media;
- Committed to donate 1€ to the Portuguese Anti-Cancer League for each “Gota” N. 66 Beelove sold (see [appendix](#)).

One of the ways the company brought awareness to Pink October was through a [promotional video](#) posted on the first day of the campaign – “More than Honey... Um Viva às Mulheres²” - which went on to become one of the brand posts with the highest degrees of interaction from the public.

² Translation: A Hurrah to Women



Figure 16 - Pink October Campaign



Figure 17 - Customers Adhesion to Pink October Campaign

Another content that was well received by the public was the Instagram story post published on Saturday the 19th. The story was created as a quiz, inciting viewers to test their knowledge of breast cancer and educating them afterwards on which one of the options was right and why, resulting in almost 4x more interaction from the public.



Figure 18 - Excerpts of the Instagram Story for Pink October

According to the Facebook Business data, in its 16 days of duration, the campaign resulted in an increase of 386% of Beesweet Facebook Coverage and an increase of almost 20% of its Instagram Coverage.

M80 - "Orgulho nos Nossos"

On the 18th of December of 2020, just around Christmas time, a conversation between Ana Pais and Margarida Moura (radio presenter) aired in M80 in the show "Orgulho nos Nossos" (Proud of our Own). This conversation, promoting and explaining just what is Beesweet, aired on one of the three major radios of Portugal at 17h45, a time where many workers are starting to get home and are tuned to the radio. This marketing campaign was completely free, earning the company many listeners through the radio and, later on, through the brand social media where the soundtrack was accompanied by a [video](#) highlighting the audio main points and facilitating the understanding of the flow of conversation. This visual aid is a fundamental part of the marketing strategy since, according to the literature, visual social media content is likely to generate 94% more views, increase information recall by 4x and is seen as 40% more favourable by consumers than plain textual content (Harman, 2017).

Christmas Catalogue 2021

A digital product catalogue has many benefits, including maximum widespread with the minimum cost (since there are no printing or mailing costs and it can swiftly be shared as a link or a pdf), high data accuracy (since any product can be updated instantly) and the use of "digital enhancers" – QR Codes, video demos, and more – which facilitate browsing between information, improve product presentation and help sustain the customer interest and attention. Although the traditional, paper-based catalogues also possess some advantages, the virtual version can no longer be considered a degradation of the "real" nowadays and should rather be seen as a mechanism with the potential to create new richness (Latzko-Toth & Proulx, 2006) and, possibly, enhance the user experience.

A practical application of the “digital enhancers” can be seen in the figure below, where the QR Code directs to the brand’s website and the social media icons and website act as hyperlinks:



Figure 19 - Christmas Catalogue Contact Page

One of the aspects highly valued by customers on their online shopping is a high-quality image of the product accompanied by a detailed description. When these criteria’s are met, there is a proven increase of the brand credibility, the buyer’s attention and the conversion rate (Di et al., 2014; Fogg et al., 2003). However, the majority of the brand’s product photos were either outdated (the product had suffered a prominent design alteration) or of low-quality. Adding to that, only 3 of the brands 36 products present in the catalogue had a quality photo with any kind of background/context – and it was one not pertaining to Christmas. As such, a solution had to be found in the form of a photo editing program: Photoshop.

Figures 20 and 21 exemplify how editing with a high-quality *versus* a low-quality product image can affect the final image quality and diminish its realistic appearance:



Figure 20 - Editing Using a High-Quality Product Image



Figure 21 - Editing Using a Low-Quality Product Image

Since the Christmas Catalogue (see [appendix](#)) was made in a digital platform, it will keep being editable for the foreseeable future, allowing Beesweet to adapt it each year in accordance with the changes made in the products or in the product catalogue.

Valentine's Day

With the one-year anniversary of the Covid-19 pandemic, people more than ever feel the loss of loved ones. Since Valentine's Day is, above all, a day to celebrate love, the 2021 campaign focused on the different kinds of love, connecting each Sensation Nectar to a type of love according to its numerology meaning:

- [N. 1 Citrus](#) (Perfection and Independence): self-love
- [N. 5 Winter](#) (Freshness and Liberty): love for friends
- [N. 10 Seasalt](#) (Equilibrium and Harmony): love for pets and nature
- [N. 25 Christmas](#) (Nostalgia and Complicity): love for family
- [N. 66 Beelove](#) (Unconditional Love): love between parents and children
- [N. 88 Fire](#) (Abundance and Success): love for a better half

Unlike the videos made before, these followed the best publication size for Instagram (1080x1080) - the only social media platform that the company has which distortions/cuts the video size – ensuring that the videos would be properly visualized by every client in any social media. Exactly three days before the first day of the campaign, a trailer was published showing a glimpse of what was to come and inciting customers to stay tuned to future reveals. After the publication of each video, a story was posted asking clients how they had “showed their love” for the topic of the day (self-love, friends...) during these trying times and, in the following days, the product of the video would be marked with a respective recipe.

5. Adaptation of Existing Digital Marketing Communication Channels

Given the highly digital nature of the brand, its respective digital communication channels are of the highest importance – allowing a continuous build and advertising of Beesweet with, in the largest part, little to no monetary investments.

5.1. Website

Due to influence brought on by the digital age, consumers have now a need for instant gratification, mainly due to our decrease in attention span - which has fallen to just 8 seconds (McSpadden, 2015) - and to the internet-wise tolerance time to wait for information being of just ~2 seconds (Nah, 2004). Expectations born from habit have also affected how long a person devotes to a website before forming an opinion which, nowadays, is almost instantly. As explained by Diona Kidd, senior internet marketing consultant at Knowmad: “Not only are users expecting to see results quickly, and become disappointed when they don’t, but page speed also immediately affects their professional opinion of you” (2019). Initially, the brand’s page had a long loading time and needed clients to complete an image recognition CAPTCHA to get access to the website - a big hurdle, especially if the person doesn’t know the brand and is “just browsing”. And although the latter problem was solved after contacting the company in which the website was hosted, the former required outsourcing and, as such, was left as an option for the future when resources allowed it.

Another factor that should be addressed with some haste is the appearance of the brand in the first search page when certain keywords are used, for example: “mel com sabores”; “mel biológico”; “mel Português”; and even more specific “mel de menta” or “mel de limão”³, among other.

³ Respectively: flavoured honey; biological honey; Portuguese honey; mint honey; lemon honey.

Homepage

The homepage of a brand's website can be titled as the brand's face, the first thing most potential customers will look at when searching for a brand. In here the updates were few, mostly connected to facilitating the understanding of what the company has to offer and showcasing a cleaner look by: updating the products in highlight, putting together information of the same type and resizing images so they would all have the same size and shape (see [appendix](#)).



Figure 22 - Products in Home Page Before Update



Figure 23 - Products in Home Page After Update

Mission and Values

The Mission and Values page underwent many alterations, mainly, in the design aspect and the flow of the text. The main textual alteration made was the mission and values themselves, where one was adapted to follow a more logical path and, the later, created from scratch for the company. Starting with the mission evolution, all the information used already existed, however, it was confusing to read

and separated throughout the page with no apparent connection. By analysing what was written, the idea for a redesigned mission was formed:



Graph 3 - Beesweet New Mission Graph

As represented in the graph above, Beesweet is sustained by three pillars, each representing one of its commitments: to itself (Company Mission), to the community (Social Mission) and to the bees, beekeepers and farmers (Environmental Mission). Its values, as introduced in the [Shared Values](#) chapter, were created in light of this. When the company participated in the radio show “Orgulho nos Nossos”, only 3 of the 10-minute conversation with the host could be used and this was one of the aspects selected to be played on the radio, with Margarida Moura (the host) showing great interest in it (see [appendix](#)).



Figure 24 - Beesweet New Values

Contact Us

The Contact Us page was undoubtedly the one which underwent the biggest alterations, from eliminating a sub-page altogether to adding a new way of contacting the brand.

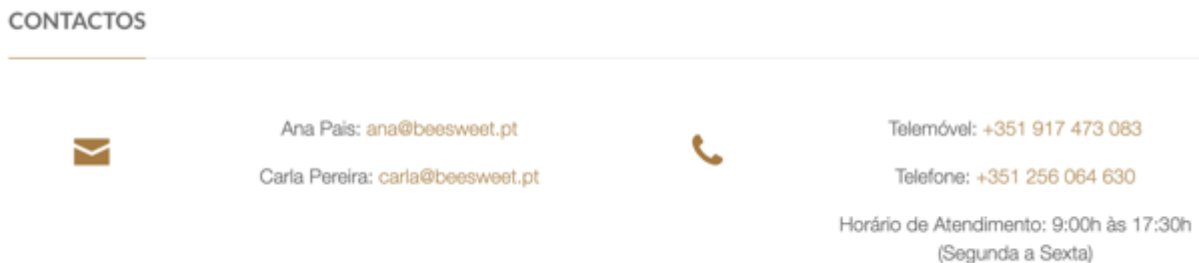


Figure 25 - Excerpt from Beesweet's Contact Us Page

The figure above represents the addition made to the Contact Us page which, previously, only possessed contact forms as a method to directly contact the company. With a few written lines of code (HTML), an interested client can from now on simply click on the email/ phone number and it will instantly open to write a new mail/ start a call (see [appendix](#)).

Recognition and Awards

The creation of this page fulfilled two purposes: providing a cleaner look to the Innovation page (which was saturated with information) and facilitating the view of the prizes and recognitions awarded to the company - 26 in the past 8 years, with quality, innovation and entrepreneurship being the most common. According to the literature, third-party endorsements are found to yield a favourable customer perception of product uniqueness, quality and increase the manufacturer esteem (Azevedo & Braga de Aguiar, 2020; Dean, 1999). Additionally, consumers have shown to be sceptics and suspicious towards a brand's communication of its corporate social initiatives (Lii & Lee, 2012), however, these negative effects are dampened if the brand's "green" and social intentions are recognized by a third-party, which are

considered unbiased (Vieira & Du, 2012) and, as such, provide credibility and trustworthiness (see [appendix](#)).

Others

Other pages (Recipes; History; About us; Personalization; Restaurants & Hotels) improvements happened mostly at the written level, with some having been fully reworked with even some adjustments to the HTML code in them. Apart from it, there was also a need to create images that better matched the topics spoken on articles/pages and to accompany the new packs created, accomplished by using Photoshop. Lastly, the creation of articles for the brand's website, not only to present a background for events (such as "[Pink October](#)"), but also to educate on the importance of bees to the world (such as "[Grateful for Bees: What Would We Do Without Them](#)") and to solve clients pain points (example: "[4 Beauty Recipes with Beeswax](#)"). This last one was written due to the new DIY (Do It Yourself) wellness and beauty trend which emerged during quarantine (Chiquoine, 2020; Gerstell et al., 2020), combining a common customer pain point/trend with a Beesweet solution.



Figure 26 - Photoshopped Image Created for a New Pack

5.2. Instagram

According to Instagram itself, in terms of its luxury global consumers, 58% use the app to stay up to date on trends and 49% follow brands to feel more connected to them (Instagram for Business, n.d.). After an analytical comparison between Instagram and Facebook (the two biggest social networks of Beesweet), it has been found that the engagement rate of the first is 10x higher (Elliott, 2015), with brands on Instagram able to reach 100% of their followers whereas, on Facebook, they could only reach around 6%. Adding to that, Instagram organic marketing reach has grown 115% since 2012, while Facebook's decreased by 62% (Selfstartr, 2015). What results from this divergence is that 72% of Instagram users have admitted to buying a product they saw on the platform (Keyes, 2017), with 1/3 of them (ages 16-45) having bought directly from the app (Leighton, 2019) and 75% taken action (example: visit a website, contact the brand, among others) after seeing an ad post in there (Instagram for Business, 2016).

One of the first decisions made to improve the usage of this marketing tool was pertaining to the Stories. In this, there were 3 categories of enhancements:

1. Design-wise;
2. Content-wise;
3. Highlights.

Firstly, the usage of common designs and a relatively set colour palette. According to various authors, colour is the visual component people remember the most, a cue able to increase brand recognition by 80% and influencing between 62%-90% of a person's initial predisposition towards a product and/or brand (Singh, 2006). By combining this with the second most remembered cue - symbols and shapes (Kuleshevich et al., 2016) – and building on a consistent communication approach then, according to literature, there should be an increase of brand equity, particularly on perceived quality, brand image and brand trust (Šerić & Mikulić, 2020). These design cues were also applied in the daily posts, resulting in a clean and alluring Instagram Feed:



Figure 27 - Beesweet Instagram Feed

In terms of published content, day-to-day publications were enriched with texts, specific Instagram call-to-action buttons (such as product tag, "view more" and surveys) and gifs. For the recipe posts, a recipe story template was created with ingredients, preparation instructions and cooking tips (see figure 27). These recipes were always healthy or modified to become a healthier version of the original (example: switching sugar for honey) to keep in line with the company vision of promoting a healthy (sugarless) lifestyle.



Figure 28 - Beesweet Recipe Story Example

The last enhanced category, Instagram Highlights, relates to the option to save the stories (which normally would disappear in a span of 24h) - enabling customers to view them at any time. Although Beesweet already possessed highlights of a few themes (e.g., Events, Contests, Points of Sale), two additional ones had the potential to greatly improve the brand's standing and engagement and had not yet been used: a *recipe* and *reviews* highlight. Starting with the first, "content is king" (Bill Gates, 1996, as cited in Congdon, 2017), therefore, selling a vision should be considered as important as selling the product. According to Jaiden Vu, founder and CEO of Ventura Cosmetics (an e-commerce company able to gather a considerable audience in social media before launching the product), "As a business, your job is to sell a vision, not just a product. You sell that vision right, and the product will sell itself" (Wertz, 2019).

Beesweet has a [vision](#), which is now greatly communicated through stories with the recipes instruction and the recipes highlight to go along with the recipe post, allowing viewers to entertain the possibility of making healthier food and following a healthier lifestyle by using the brand products.

Client reviews importance for e-commerce has been acknowledged by many authors. Often referred to as electronic word-of-mouth (eWOM), it is considered one of the most influential information sources online (Abubakar & Ilkan, 2016) with a 2013 study exposing that 85,27% of people would very often read online reviews before completing a purchase (Lackermair et al., 2013). More recent evidence shows that eWOM, like traditional word-of-mouth, possess an indirect positive impact on sales via brand goodwill (Feng & Liu, 2018), thereafter, highlighting reviews and putting them in a clear view of clients eyes will increase the brand's chances of fulfilling a sale.

5.3. Facebook

Facebook improvements, although not as grand as Instagram, still went a long way to improve the aesthetic and facilitate the comprehension of what each product entailed. The first improvement was the rewrite of the descriptions and names of the products which were written in the 3 languages of the website and would appear as follows: [pt:] Product Name (PN) in Portuguese] [en:] PN in English] [fr:] PN in French]. The descriptions, mirroring those of the website, appeared extremely lengthy and wordy for the small space granted to them by Facebook and, for this reason, had to be reduced to the parts that mattered the most.

The most prolonged improvement, taking almost 4 months to finish, was correlated to the social media trade requirements (labelled as the Advertising Policies, Commercial Terms and Community Standards) which needed to be "in the green" for each product for them to appear on Facebook and Instagram marketplace. For every single item, Facebook analysed the description and banned them from being presented if any of the words used had a connotation that could relate them to any of the Prohibited or Restricted Content. However, the program did not flag which words or phrases in specific had triggered the ban, making correcting the problem a "trial and error" situation - hence, the long period for resolving the different issues. Furthermore, some of the reasons provided on why products were flagged were incorrect; for

example, one of the most common bans happened because of the (scientifically proved) health properties of honey which were mentioned in some of the descriptions, but even with the proper in-text citation the page algorithm still flagged many for considering them a promotion of “medical products and/or services”.

Lastly, the creation of the Beesweet [Chatbot](#) for Messenger, explained in detail in chapter 4, topic 4.2.

5.4. Other Social Media

The LinkedIn improvement came in the form of using its “Alt Text” feature, which aids in improving the post SEO and makes images accessible for members using a voice-over screen (commonly utilized by visually impaired individuals).

For Twitter, although Beesweet possessed an account, it was not used. Returning to posting in it in both Portuguese and English, as well as updating the store banner and description comprises the bulk of the improvements made in the social media.

Pinterest, although not explored in detail during the internship, possesses many redeeming qualities which could improve the brand’s online presence. A Cowen and Company survey discovered that among the top five social media (Instagram, Facebook, Pinterest, Snapchat and Twitter), Pinterest had the highest rate of users who saw it as a platform to discover and buy products (more than 3x higher than Facebook and Instagram values) (Lipsman, 2019). It was awarded the N. 1 position by Prophet in the surveys “Engages with me in new and creative ways” and “Makes me feel inspired”, and 10th place in 2019’s Brand Relevance Index (2019). With nearly 460 million active users (Tankovska, 2021), the brand is a concoction of uncharted potential, a blend between a social media and a search engine that is not always credited for its ability to influence people’s decisions but which, even still, has had an effect discussed and remarked by many.

6. Conclusion

This thesis objective was to open a new field of thought surrounding luxury micro-enterprises and customer's stewardship and welfare, while simultaneously being the first to explore it and provide a foundation from where other researchers and practitioners could progress. Through the intertwining of different research methods, more specifically, an action research, a PDCA and case study of a luxury micro-enterprise – Beesweet – the first stage to develop “good practices”/generally valid principles for the topic at hand is created, in conjunction with the answer for the pressing research question: How are luxury micro-enterprises ensuring customer stewardship and take initiatives that enhance their customer's welfare?

Building upon the experience and the activities performed, customer stewardship and satisfaction in the case of luxury micro-organizations is achieved through a set of client-oriented actions. Firstly, understanding the customer's journey, making it more fluid and solving the pain points. Automatization plays a major role in the first two; as explained before, a chatbot can decrease response time and a “well-oiled” website, who is easy to understand and fast to open, can go a long way in retaining leads. Relying on technology also creates an improvement loop since brands can use a variety of programs to deeper analyse customer's behaviour and, later, adapt their content or brand image to better fit the target market (for example, through means of content creation software). In this aspect, size becomes one of the biggest advantages of micro-enterprises since they are highly adaptable to ongoing trends and most of state of art marketing programs and software are frequently free (or have affordable solutions) for small-scale businesses.

By understanding the target market pain points, luxury brands can create more precise marketing plans that display their advantages – how they have/are a solution to the client needs. It is worth noting that, especially for companies in the luxury sector - which is characterized by emotional buying - these solutions must be accompanied

by high-quality design/images/content so as to align the brand's perceived image to the sector's peculiarities.

Digital marketing is proven to be advantageous given its high distribution of content at low costs. Adding to it the constant increase of the digital population, it is now an essential requirement of micro-enterprises. For a greater widespread of a brand's name, a multichannel (social media and blogs) conduct should be taken into consideration. Among other benefits, it also enables the spread of reviews (eWOM), which both literature and real-life experiment have proven to increase brand's goodwill and chances of completing sales.

As a final point, humans are creatures of emotion, as such, and particularly for small-scale brands, a human essence can present as the deciding factor for substitute goods. This humanization of brands is proven throughout the thesis to capture customers attention and increase satisfaction either by: going "hand-in-hand" with the customer's principles (e.g., sustainable/green brands) or "celebrating" important moments alongside the customer (for example: Pink October and Valentine's Day campaigns). In simpler terms, customers like to feel connected to brands and what they represent, and this connection increases the more alike a brand's values, vision and actions are with their own perception of "good" (as clarified in the "Thank You Card" section).

6.1. Limitations of Research

In light of its development, this thesis is also subject to certain limitations. Given that the recommendations are based on the results of a single case study affected by new normal context caused by Covid-19 pandemic, they should be seen as "good practices" and followed with caution. In addition, the short-term duration of the internship (5 months) affected the depth of analysis possible within the available resources, which made viewing substantial changes in customer behaviour unachievable.

6.2. Suggestions for Future Research

This thesis represents the first step towards the assimilation of generally valid principles that luxury micro-enterprises could follow in their quest to enhance customer's welfare and ensure their stewardship. Accordingly, future research could analyse how different marketing actions impacted the company and the behaviour of customers. The answer to the research question and definition of generally valid principles will perpetually be subjective, dependent on an assortment of innumerable variables, but with increasing research, in-depth analysis and a record of actions and results, it should produce a discernible pattern that could be applied.

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Appendix:

Client Questionnaire:

 BEE SWEET®	<h3>Questionário Beesweet</h3> <p>*Required</p>
<h3>Questionário Beesweet</h3> <p>Este questionário é de livre resposta e não deverá demorar mais de 3 min a completar.</p> <p>Privacidade: Os dados adquiridos neste questionário serão somente processados para esta para análise de mercado. As suas respostas serão guardados e em nenhuma situação serão distribuídos com terceiros.</p> <p>*Required</p>	<h4>Redes Sociais</h4> <p>Como descobriu a Beesweet? *</p> <ul style="list-style-type: none"><input type="checkbox"/> Recomendada por um amigo/familiar<input type="checkbox"/> Google<input type="checkbox"/> Loja Gourmet<input type="checkbox"/> Marketplace (ex: Dott, Amazon,...)<input type="checkbox"/> Facebook<input type="checkbox"/> Instagram<input type="checkbox"/> Pinterest<input type="checkbox"/> Other: _____
<p>Informação sobre o consumidor:</p>	<p>Segue a Beesweet em alguma rede social?</p> <ul style="list-style-type: none"><input type="radio"/> Sim<input type="radio"/> Não
<p>Sexo: *</p> <ul style="list-style-type: none"><input type="radio"/> Feminino<input type="radio"/> Masculino<input type="radio"/> Outro<input type="radio"/> Prefiro não dizer	<p>Se sim, qual?</p> <ul style="list-style-type: none"><input type="checkbox"/> Facebook<input type="checkbox"/> Instagram<input type="checkbox"/> Pinterest<input type="checkbox"/> LinkedIn<input type="checkbox"/> Google My Business<input type="checkbox"/> Youtube<input type="checkbox"/> Tumblr
<p>Next</p> <p>Page 1 of 4</p>	<p>Back Next</p> <p>Page 2 of 4</p>

Beesweet

Costuma comprar comida gourmet/ premium? *

1 2 3 4 5 6
Nunca ○ ○ ○ ○ ○ ○ Sempre

Alguma razão específica?

Your answer

Que produtos Beesweet costuma comprar? *

- Mel/ Néctar
- Pólen
- Própolis
- Cera de Abelha
- Geleia Real
- Chocolates
- Packs
- Bee's Wrap
- Velas
- Sabonetes
- Livros sobre Abelhas
- Other: _____

O que o atrai nesses produtos? *

- Imagem
- Qualidade
- Serem Biológicos
- Serem Portugueses
- Serem Inovadores
- Serem Artesanais
- Saúde e Bem-estar
- Como Oferta
- Other: _____

O que o atrai nesses produtos? *

- Imagem
- Qualidade
- Serem Biológicos
- Serem Portugueses
- Serem Inovadores
- Serem Artesanais
- Saúde e Bem-estar
- Como Oferta
- Other: _____

O quão provável é recomendar Beesweet a um familiar ou amigo? *

1 2 3 4 5 6 7 8 9 10
Nunca ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ MUITÍSSIMO provavel

Sugestões de melhoramento:

Your answer

Back

Submit

Page 4 of 4



Pink October:

CAMPANHA OUTUBRO ROSA 2020 [HOME](#) / [BEESWEET](#) / [CAMPANHA OUTUBRO ROSA 2020](#)



Vem aí uma Onda Rosa...

Beesweet - Um Viva às Mulheres

Este ano a Beesweet junta-se à Liga Portuguesa Contra o Cancro da Mama para promover a causa **Outubro Rosa!**

Em Portugal, este é o **2º tipo de cancro mais frequente assim como o 2º que mais mortes ocasiona**. Estima-se que ¼ da população corra o risco de desenvolver esta patologia até aos 75 anos; contudo, se detetado numa fase inicial, há cerca de 90% de hipóteses de ter um bom prognóstico.

A Beesweet, sociedade fundada e gerida por mulheres, associa-se a esta causa através da:

- Divulgação de informação sobre a prevenção do cancro da mama;
- Doação de 1€ à Liga Portuguesa Contra o Cancro por cada Gota Beelove vendida;

Neste período particularmente difícil, a Beesweet está empenhada em sublinhar a importância das relações, vivências e memórias das mulheres que nos influenciaram.

Junte-se a nós no Facebook e diga obrigada à mulher que marcou a sua vida!

[Ver Gota Beelove](#)

[Diga Obrigada](#)



CAMPANHA OUTUBRO ROSA 2020

HOME / BEESWEET / CAMPANHA OUTUBRO ROSA 2020

RECEITAS



Vem aí uma Onda Rosa... More than Honey - Um Viva às Mulheres

Este ano a Beesweet junta-se à Liga Portuguesa Contra o Cancro da Mama para promover a causa **Outubro Rosa!**

Em Portugal, este é o **2º tipo de cancro mais frequente assim como o 2º que mais mortes ocasiona**. Estima-se que 1/4 da população corra o risco de desenvolver esta patologia até aos 75 anos; contudo, se detetado numa fase inicial, há cerca de 90% de hipóteses de ter um bom prognóstico.

A Beesweet, sociedade fundada e gerida por mulheres, associa-se a esta causa através de:

- Divulgação de informação sobre a prevenção do cancro da mama;
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Junte-se a nós no Facebook e diga obrigada à mulher que marcou a sua vida!

Ver Gota Beelove

Diga Obrigada 

PARTILHA:     

Colocado em Outubro 14, 2020 em Beesweet, Missão social e ambiental. Nas bocas do mundo



- Ajuda
- Política de Privacidade
- Livro de Reclamações Digital

- Locais de Venda
- Inovação

- História
- Termos e Condições





HOME / NOTÍCIAS BEE SWEET / DE MULHERES PARA MULHERES - OUTUBRO ROSA 2020



O Outubro Rosa é na Beesweet, com uma campanha feita *de mulheres e para mulheres!*

Criada há 5 anos, a Beesweet é uma empresa gerida inteiramente por mulheres com o seu propósito de proteger as abelhas a nascer com a empresa. Lado a lado com a Liga Portuguesa Contra o Cancro, durante o mês de Outubro, a Beesweet reverte 1€ do valor da Gota N. 66 Beelove à instituição para apoiar a luta contra o cancro da mama.

Tal como sensibilizar as pessoas para a proteção das abelhas e uma máxima da marca, consciencializar a população para a prevenção, ou diagnóstico precoce do cancro da mama é fundamental, tal como dar alento a todas as mulheres que estão a passar por essa fragilidade.

*Actualmente em Portugal com uma população feminina de 5 milhões, surgem 6000 novos casos de cancro da mama por ano, ou seja 11 novos casos por dia, morrendo por dia 4 mulheres com esta doença" (site Liga Portuguesa Contra o Cancro). A equipa Beesweet acredita que a tomada de consciência e a sensibilização são de extrema importância para a minimização do problema.

Durante o mês de Outubro, a Beesweet promove a campanha "More than Honey... Um Viva às Mulheres!",

A missão da Beesweet, durante este período, passa pela:

- Doação de 1€ à Liga Portuguesa Contra o Cancro (LPCC) por cada Gota N. 66 Beelove vendida;
- Consciencialização da população para a prevenção do cancro da mama;
- A divulgação desta causa em todas as redes sociais da empresa.

Para celebrar o Outubro Rosa, a equipa Beesweet vestiu-se a preceito, de rosa, dando destaque à importância desta causa:



Junte-se a nós, promova esta campanha nas redes sociais ou ajude comprando Gota N. 66 Beelove - revertendo 1€ à causa.

[Ver Gota Beelove](#)

[Promover Campanha](#)

PARTILHA:

Colocado em Outubro 23, 2020 em Notícias Beesweet

[Ajuda](#)
[Política de Privacidade](#)

[Inovação](#)
[Livro de Reclamações Digital](#)

[História](#)
[Termos e Condições](#)





Christmas Catalogue:



O CONCEITO

A Beesweet orgulha-se de ser uma empresa artesanal e familiar que comercializa mel 100% natural, orgânico e português. As suas gerentes acreditam na força do negócio como um motor capaz de criar impacto positivo na comunidade e no planeta.

A INOVAÇÃO

Com base na herança do Avô, e inspiradas por ele, as fundadoras Ana Pais e Carla Pereira criaram um produto único que denominam de néctar aromatizado. Este, consiste na combinação do mel com plantas aromáticas, capaz de direcionar cada sabor a sugestões gastronómicas distintas, proporcionando uma experiência degustativa singular.

As fundadoras têm como mote a paixão pelas abelhas, pelo mel e pela inovação.

UM NEGÓCIO SUSTENTÁVEL

A missão Beesweet engloba 3 momentos:

- 1.ª A Missão Empresarial
- 2.ª A Missão Social: promoção da importância das abelhas no mundo
- 3.ª A Missão Ambiental: promoção da produção biológica e da polinização natural das abelhas através de parcerias entre pequenos apicultores e agricultores.

THE CONCEPT

Beesweet prides itself in being an artisanal and family-run business that commercializes 100% natural, organic and Portuguese honey. The managers believe in the power of business as a motor capable of creating positive impact in the community and in the planet.

THE INNOVATION

In accordance with the Grandfather legacy, and inspired by him, the founders Ana Pais and Carla Pereira created a unique product which they titled aromatic nectar. It is born from the combination of honey with aromatic herbs, capable of channeling each flavour to distinct gastronomic suggestions, resulting in unique tasting experiences.

The founders have as a maxim the passion for bees, for honey, and for innovation.

A SUSTAINABLE BUSINESS

Beesweet mission encompasses 3 moments:

- 1.ª Corporate Mission
- 2.ª Social Mission: promotion of the importance of bees to the world
- 3.ª Environmental Mission: promotion of biological production and of natural pollination of bees by means of partnerships between small beekeepers and farmers.

Matéria-prima adquirida a produtores locais, 100% portugueses, que respeitam as melhores práticas de sustentabilidade.
Raw materials acquired from local, 100% national producers, that respect the most sustainable practices.



Embalagens feitas de material reciclado e recicláveis.
Packaging made of recycled and recyclable materials.



PRÉMIOS | PRIZES



- Prémio de Prestígio da CorporateLiveWire 2020/2021 - Retailista do Ano do Setor do Mel | CorporateLiveWire Prestige Award 2020/2021 - Retailer of the Year in the Honey Sector

- European Business Award 2019 Vencedora Nacional - Empresária do Ano em Portugal | European Business Award 2019 National Winner - Entrepreneur of the Year

- Green Will 2016 - Certificado de Sustentabilidade | Green Will 2016 - Sustainability Certification

- Chivas The Venture 2015 - Top 4 | Chias The Venture 2015 - Top 4

- Packaging of the World 2015 - Embalagem Gota reconhecida como uma das mais bonitas do mundo | Packaging of the World 2015 - Drop package recognized as one of the most beautiful in the world

- Packaging of the World 2015 - Embalagem de bombons e minipacks reconhecidos pelo design | Packaging of the World 2015 - Bonbons and minipack package recognized for its design

- Indústrias Criativas UNICER e Fundação Serralves 2014 - 3.º Lugar na categoria de Gastronomia, Turismo e Património | UNICER Creative Industries and Serralves Foundation 2014 - 3rd place in the category Gastronomy, Tourism and Portuguese Heritage

- OAZ Youth Business 2014 - 1.º Lugar | OAZ Youth Business 2014 - 1st Place

- Startup Pirats ISAAC Coimbra 2014 - 1.º Lugar | Startup Pirats ISAAC Coimbra 2014 - 1st Place

- Taste It 2014 - Top 10 Empresas Inovadoras em Portugal | Taste It 2014 - Top 10 Innovative Companies in Portugal






N. 2 BEEPOLEN BIO - 175gr
Pólen Biológico Certificado |
Certified Organic Pollen

Ingredientes: polen multiflora (PT-BIO-05)
Ingredients: multiflora pollen (PT-BIO-05)



N. 3 BEEPURE BIO - 375gr
Mel Biológico Certificado |
Certified Organic Honey

Ingredientes: mel multiflora (PT-BIO-05)
Ingredients: multiflora honey (PT-BIO-05)





BEE PRÓPOLIS EM SPRAY - 33ml
BEE PROPOLIS IN SPRAY

Ingredientes: própolis; equinácea; poejo; mel de eucalipto
Ingredients: propolis; echinacea; pennyroyal; eucalyptus honey

PRÓPOLIS PURO - 20gr
PURE PROPOLIS

Própolis Biológico Certificado |
Certified Organic Propolis

Ingredientes: própolis (PT-BIO-05)
Ingredients: propolis (PT-BIO-05)

BEEFAVO - 375gr
Mel Biológico Certificado em Favo de Mel |
Certified Organic Honey in a Honeycomb

Ingredientes: mel multiflora (PT-BIO-05); cera de abelha
Ingredients: multifloral honey (PT-BIO-05); beeswax

QUADRO INTEIRO DE FAVO DE MEL - 35x12cm
WHOLE HONEYCOMB BOARD

Mel Biológico Certificado em Favo de Mel |
Certified Organic Honey in a Honeycomb

Ingredientes: mel multiflora (PT-BIO-05); cera de abelha
Ingredients: multifloral honey (PT-BIO-05); beeswax



GELEIA REAL PURA - 25gr
PURE ROYAL JELLY

Ingredientes: geleia real pura
Ingredients: pure royal jelly

Nota: para garantir a qualidade do produto, a Geleia Real Pura só é enviada em dias úteis de 2ª a 5ª-feira (para evitar ficar em trânsito)

Note: to ensure product quality, Pure Royal Jelly will only be shipped on workdays from Monday to Thursday (to prevent from being in transit)



CERA DE ABELHA BIO - 250gr
BEEWAX BIO

Cera de Abelha Biológica Certificada |
Certified Organic Beeswax

Ingredientes: cera de abelha (PT-BIO-05)
Ingredients: beeswax (PT-BIO-05)





SENSAÇÕES | SENSATIONS



N. 1 CITRUS - 40gr
 Néctar de Limão | Lemon Nectar
 Ingredientes: mel multiflora (PT-BIO-05); plantas aromáticas | Ingredients: multifloral honey (PT-BIO-05); aromatic plants

N. 5 WINTER - 40gr
 Néctar de Menta | Mint Nectar
 Ingredientes: mel multiflora (PT-BIO-05); plantas aromáticas | Ingredients: multifloral honey (PT-BIO-05); aromatic plants

N. 10 SEASALT - 40gr
 Néctar Salgado | Salty Nectar
 Ingredientes: mel multiflora (PT-BIO-05); alga fava do mar e flor de sal | Ingredients: 100% organic honey, algae and salt flower

N. 25 CHRISTMAS - 40gr
 Néctar de Canela | Cinnamon Nectar
 Ingredientes: mel multiflora (PT-BIO-05); plantas aromáticas | Ingredients: multifloral honey (PT-BIO-05); aromatic plants

N. 66 BEELOVE - 40gr
 Néctar de Chocolate | Chocolate Nectar
 Ingredientes: mel multiflora (PT-BIO-05); cacau 11% (manteiga de cacau) | Ingredients: multifloral honey (PT-BIO-05); 11% cocoa (cocoa butter)

N. 88 FIRE - 40gr
 Néctar Picante | Spicy Nectar
 Ingredientes: mel multiflora (PT-BIO-05); malagueta vermelha | Ingredients: multifloral honey (PT-BIO-05); red pepper





MINIPACK SEDUÇÃO | MINIPACK SEDUCTION

40g
 N. 1 Citrus
 N. 25 Christmas
 N. 66 Fire



MINIPACK DESEJO | MINIPACK DESIRE

40g
 N. 5 Winter
 N. 10 Seasalt
 N. 88 Beelove



NUMEROLOGIA | NUMEROLOGY



N. 1 CITRUS

Perfeição e Independência |
 Perfection and Independency



N. 25 CHRISTMAS

Nostalgia e Cumplicidade |
 Nostalgia and Complicity



N. 5 WINTER

Frescura e Liberty |
 Freshness and Liberty



N. 66 BEELOVE

Amor Incondicional |
 Unconditional Love



N. 10 SEASALT

Equilíbrio e Harmonia |
 Balance and Harmony



N. 88 FIRE

Abundância e Sucesso |
 Abundance and Success



N. 1 CITRUS - 375gr
 Néctar de Limão | Lemon Nectar
 Ingredientes: mel multiflora (PT-BIO-05); plantas aromáticas | Ingredients: multifloral honey (PT-BIO-05); aromatic plants

N. 5 WINTER - 375gr
 Néctar de Menta | Mint Nectar
 Ingredientes: mel multiflora (PT-BIO-05); plantas aromáticas | Ingredients: multifloral honey (PT-BIO-05); aromatic plants

N. 10 SEASALT - 375gr
 Néctar Salgado | Salty Nectar
 Ingredientes: mel multiflora (PT-BIO-05); alga fava do mar e flor de sal | Ingredients: 100% organic honey, algae and salt flower

N. 25 CHRISTMAS - 375gr
 Néctar de Canela | Cinnamon Nectar
 Ingredientes: mel multiflora (PT-BIO-05); plantas aromáticas | Ingredients: multifloral honey (PT-BIO-05); aromatic plants

N. 66 BEELOVE - 375gr
 Néctar de Chocolate | Chocolate Nectar
 Ingredientes: mel multiflora (PT-BIO-05); cacau 11% (manteiga de cacau) | Ingredients: multifloral honey (PT-BIO-05); 11% cocoa (cocoa butter)

N. 88 FIRE - 375gr
 Néctar Picante | Spicy Nectar
 Ingredientes: mel multiflora (PT-BIO-05); malagueta vermelha | Ingredients: multifloral honey (PT-BIO-05); red pepper



EDIÇÃO DE AUTOR - BRANCA | AUTHOR EDITION - WHITE

375gr
 N. 1 Citrus
 N. 25 Christmas
 N. 66 Fire

375gr
 N. 5 Winter
 N. 10 Seasalt
 N. 88 Beelove

Base de madeira branca | White wood base





GOTA | DROP



POTW
PACKAGING OF THE WORLD

N. 25 CHRISTMAS - 300gr
Néctar de Canela | Cinnamon Nectar

Ingredientes: mel multiflora (PT-BIO-05); plantas aromáticas | Ingredients: multifloral honey (PT-BIO-05); aromatic plants

N. 10 SEASALT - 300gr
Néctar Salgado | Salty Nectar

Ingredientes: mel multiflora (PT-BIO-05); alga fava do mar e flor de sal | Ingredients: 100% organic honey, algae and salt flower

POTW
PACKAGING OF THE WORLD

N. 66 BEELOVE - 300gr

Néctar de Chocolate | Chocolate Nectar

Ingredientes: mel multiflora (PT-BIO-05); cacau 11% (manteiga de cacau) | Ingredients: multifloral honey (PT-BIO-05); 11% cocoa (cocoa butter)

BEEBLUE - 300gr

Néctar de Mirtilo | Blueberry Nectar

Ingredientes: mel de floração de bagas (PT-BIO-05) | Ingredients: honey from berries flowering (PT-BIO-05)





BEESTYLE | BEESTYLE

GOTA BEESWEET EM CERÂMICA
COM COLHER |
CERAMIC BEESWEET DROP WITH
SPOON

Peça artesanal, feita à mão |
Artisanal, hand-made piece

Autora | Author
Marta Barata: Studio, Shop and School



Na forma de gota de mel, este pote inteiramente feito à mão é coroado com uma colher de mel embutida, para perfeita dosagem.

A capacidade de preservação do barro permitirá que o mel permaneça em ótimas condições, protegendo-o da luz, temperatura e ar.

Pode armazenar cerca de 400gr.

Designed like a drop of honey, this hand-made jar of honey is crowned with a honey spoon for perfect dosage.

The ceramic preservation capacity will allow the honey to remain in perfect conditions, protecting it from the light, temperature and air.

Can store around 400gr



BEE'S WRAP - TAMANHO GRANDE |
BEE'S WRAP - BIG SIZE
 33cm x 35cm

BEE'S WRAP - TAMANHO MÉDIO |
BEE'S WRAP - MEDIUM SIZE
 25cm x 27cm

Tecido impermeável, sustentável, biodegradável e orgânico para alimentos. Waterproof, sustainable, biodegradable and organic textile casing for food.

Missão de sustentabilidade: certificado pelo Global Organic Textile Standard. Sustainability Mission: certified by the Global Organic Textile Standard.

Ingredientes: cera de abelha, algodão orgânico, resina de árvore e óleo orgânico de jojoba. Ingredients: bee's wax, organic cotton, tree resin and organic jojoba oil.



SABONETE DE MEL E CERA DE ABELHA - 100gr
HONEY AND BEESWAX SOAP

Em parceria com | Joint project with
 Amor Luso

Ingredientes: azeite; água; óleo de coco; óleo de palma; óleo de ricino; cera de abelha; óleo de amêndoas doces; óleo de girassol; hidróxido de sódio; óleo essencial de ylang-ylang | Ingredients: olive oil; water; coconut oil; palm oil; castor oil; beeswax; sweet almonds oil; sunflower oil; sodium hydroxide; ylang-ylang essential oil

VELA AROMÁTICA DE MEL E CERA DE ABELHA
AROMATIC HONEY AND BEESWAX CANDLE
 17x5cm

Ingredientes: cera de abelha; parafina 56-58 refinada; óleo essencial aroma de mel | Ingredients: beeswax; refined paraffin 56-58; honey aroma essential oil





**MÁSCARA ARTESANAL BEESWEET |
BEE SWEET ARTISANAL MASK**

Máscara Têxtil Social Reutilizável (inclui filtros) | Reusable Social Textil Mask (includes filters)

**MÁSCARA ARTESANAL
ABELHA BOMBUS |**

BOMBUS BEE ARTISANAL MASK

Máscara Têxtil Social Reutilizável (inclui filtros) | Reusable Social Textil Mask (includes filters)

As máscaras Beesweet são inteiramente feitas à mão - contribuindo tanto para a salvação das abelhas como para a economia circular.

Ambas as máscaras permitem a substituição de filtros no seu interior, incluídos na sua aquisição.

Podem ser lavadas e reutilizáveis conforme verificado através do relatório CITEVE n° 792/2020.

Beesweet masks are entirely made by hand - contributing to both bee's salvation and to the circular economy.

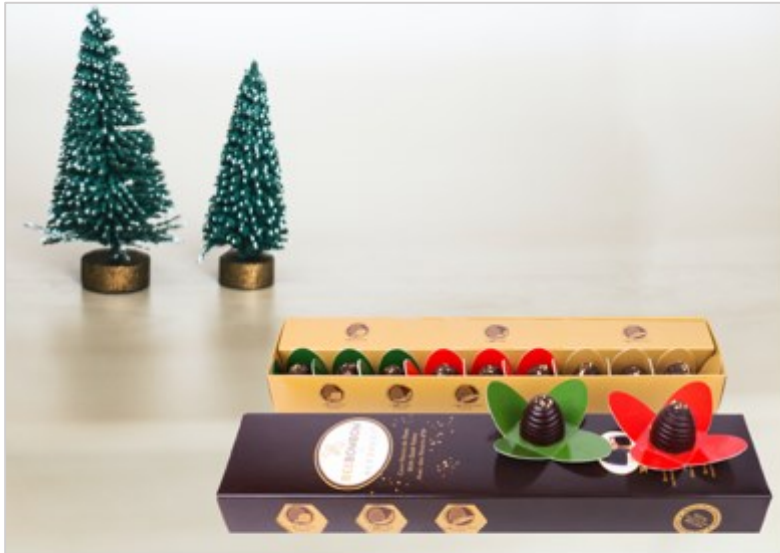
Both masks allow for the substitution of filters in its interior, included in the mask acquisition.

Can be washed and reutilised as verified by the CITEVE report n° 792/2020.



BOMBOM & CO. | BONBON & CO.





BEEBOMBOM - 100gr
9 Bombons | 9 Bonbons

MINI-BEEBOMBOM - 22gr
2 Bombons | 2 Bonbons

Ingredientes: chocolate negro (pasta de cacau; açúcar; manteiga de cacau; emulsionante [lecitina de soja; aroma natural de baunilha]); néctar aromatizado; flocos de ouro comestíveis (decoração); pode conter vestígios de ovos ou frutos secos | **Ingredients:** dark chocolate [cocoa paste; sugar; cocoa butter; emulsifier (soya lecithin; vanilla natural flavour)]; aromatic nectar; edible gold flakes; may contain traces of eggs or dried fruits

Bombons de chocolate negro Belga, recheados com 3 néctares Beesweet e decorados com flocos de ouro comestível:

- N. 5 Winter (Menta)
- N. 25 Christmas (Canela)
- N. 88 Fire (Picante)

A Beebombom possui 3 bombons de cada sabor. Na Mini-Beebombom, os 2 sabores são à escolha do consumidor...

The Beebonbon box includes 3 bonbons of each flavour. In the Mini-Beebonbon box, the 2 flavours are left at the consumers choice.



PERSONALIZAÇÃO | PERSONALIZATION

ENFEITES NATALÍCIOS | CHRISTMAS DECORATIONS

EMBRULHADO EM PAPEL RECICLADO | WRAPPED IN RECLICED PAPER

DEDICATÓRIA PERSONALIZADA ESCRITA À MÃO | HANDWRITTEN CUSTOMIZABLE DEDICATION



ENCOMENDE ATRAVÉS DE
ORDER THROUGH



WWW.BEESWEET.PT 
BEESWEET@BEESWEET.PT
+351 917 473 083
+351 256 064 630



BEESWEET®

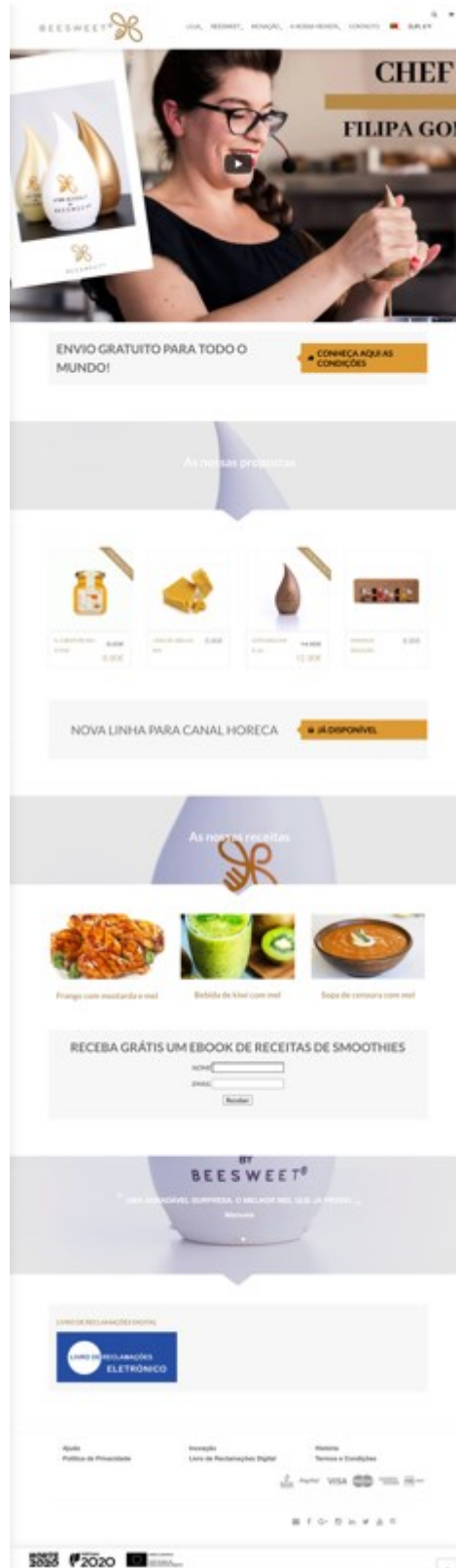
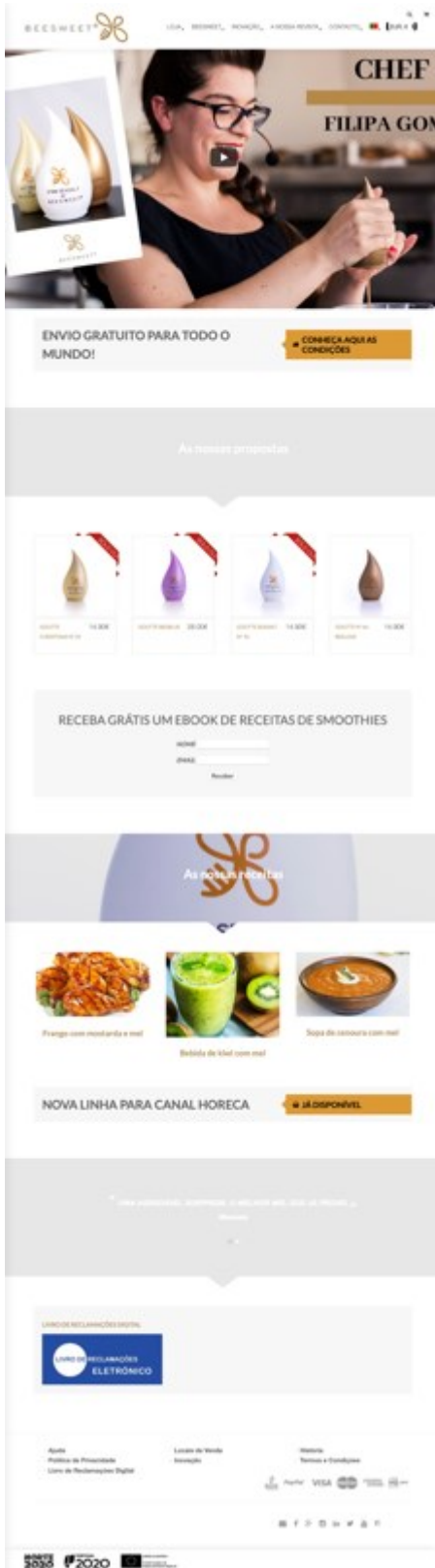
RUA DO CHÃO DE ALÉM N.º 2 -
3720-053 LOUREIRO
OLIVEIRA DE AZEMÉIS, PORTUGAL





Website (Before vs After):

Homepage:





Mission and Values Page:

BEESWEET USA, RESERVA, RESERVAÇÃO, A NOSSA MISSÃO, CONTACTO, BRL, BRL, BRL

MISSÃO SOCIAL EMPRESARIAL E SOCIAL

PORQUÊ QUE A BEESWEET É UMA EMPRESA SOCIAL?

Porque acreditamos que é possível criar um negócio rentável e ao mesmo tempo, gerar impacto positivo, promovendo benefícios ambientais e sociais na comunidade.

Porque acreditamos em "fazer o mundo" utilizando o mel como um motor capaz de fazer uma mudança positiva perante os problemas atuais que nos deparam todos e não como um fim.

Porque sabemos que ao promover um negócio orientado para todos a sociedade, podemos também a gerar riqueza para todos e sempre mais longe!

Porque como empresa, utilizamos recursos naturais de maneira a gerar benefícios.

Na fundação da Beesweet, promovemos parcerias com a comunidade de abelhas em reservas de diversos municípios, Universidades, Escolas, Instituições e Associações no sentido de divulgar e proteger não só a produção de todos os produtos que a a Beesweet.

A empresa define uma grande meta de sustentabilidade que quer ser cumprida até final de 2022. O objetivo principal de 2022 a redução de emissões, redução e fixação de carbono, através de uma metodologia mais prática e ecológica, mas que continue a garantir a qualidade e diferenciação de todos os produtos da Beesweet.

GOSTARIA DE RECEBER A BEESWEET NA SUA ESCOLA?

CONTACTE AQUI

O QUE PODE FAZER?

Plantar!

No jardim, jardim ou quintal, plantar plantas amigas das Abelhas como por exemplo: lavanda, tomilho, melaleuca, funcho, margaridas e outras, sempre sob o sol e com água e ao mesmo tempo alimentadas as Abelhas durante o ano.

Coloque água fresca num recipiente com água dentro, para que as Abelhas possam beber e corrigir melhor água. As Abelhas necessitam de se refrescar e até a uma 10mls água.

Não utilize fertilizantes ou pesticidas no momento em que for necessário. Cuidar com produtos Btl.

Consumo 1kg por pessoa

Coloque um pouco de mel num recipiente limpo e seco, para as Abelhas comidas que poderão regular a energia. A sua casa de abelhas um pouco negro para as Abelhas e não regressarem sempre que precisarem.

Informe-se sobre as Abelhas e sobre a vida dentro da Colmeia. Aprender sobre como vivem as Abelhas é uma experiência única que não tem igual para a nossa própria sociedade.

Inscreva-se nos Municípios e ganhar uma taxa pública, através da Beesweet.

Podrá ainda obter pequenos relógios para as Abelhas. Junto com os seus produtos, poderá ainda receber uma taxa para as nossas abelhas.

Contribua para esta causa!

Faça o seu donativo para:

Moss Farm Honey Ltd

IBAN PT50 0010 0000 5302 6180 00159

BEESWEET USA, RESERVA, RESERVAÇÃO, A NOSSA MISSÃO, CONTACTO, BRL, BRL, BRL

MISSÃO SOCIAL EMPRESARIAL E SOCIAL

MISSÃO & VALORES

MISSÃO & VALORES

A nossa missão engloba 3 momentos:

Missão Empresarial:

Estabelecemos nos com o principal fornecedor de mel premium no mundo, promovendo sempre os seus produtos para a melhor qualidade.

A contratação de produtores de abelhas no mundo a partir da sustentabilidade de vida no nosso cliente e uma parte que se encontra envolvida no tempo da Beesweet - monitorando os níveis de 17 pontos de qualidade de vida.

Missão Social:

Para tal, trabalhamos a nível global através das nossas redes sociais e através de parcerias com Escolas, Universidades, Universidades, Escolas e Associações que:

- O consumo de mel em substituição do açúcar refinado, faz **diminuir significativamente a saúde das comunidades**, reduzindo doenças, diabetes e obesidade.
- O Mel faz ser a **única fonte de proteína** na produção de alimentos das abelhas.

Cada um de nós pode contribuir para a produção e sustentabilidade das abelhas. **Porque fazer mel?** - como cultivar o mel de água, plantar plantas amigas das abelhas ou outras espécies locais - **podem fazer todo a diferença.**

O uso de pesticidas é prejudicial para as abelhas e humanos, em alternativa, existe substitutos naturais.

Entender como as abelhas trabalham e os segredos é uma forma de educar e responsabilizar a sociedade.

Missão Ambiental:

Em troca das abelhas, do melço líquido e por isso é que produzimos a Beesweet.

Promover investimentos através das colmeias de produção biológica.

Promover parcerias entre agricultores e produtores agrícolas no sentido de **estimular a produção natural através das abelhas.**

Mercado de abelhas:

Uma renovação constante de fontes de abelhas naturais e colmeias para a nível da abelha pública - mesmo em períodos que, naturalmente, sejam de colmeias.

A criação de ambientes protegidos, fora de zonas e das florestas.

Recursos naturais:

Após natural e cultivar a produção de produtos através das colmeias.

Desde a produção, um aumento de qualidade de vida, segurança e colheita mais doce, saudável e visível.

Valores Beesweet:

PORQUÊ É QUE A BEESWEET É UMA EMPRESA SOCIAL?

Porque utilizamos a força da região como um motor capaz de gerar impacto positivo no mundo!

Na Beesweet acreditamos que é possível criar um negócio rentável e ao mesmo tempo, gerar impacto positivo, promovendo benefícios ambientais e sociais na comunidade.

A empresa define uma grande meta de sustentabilidade que quer ser cumprida até final de 2022. O objetivo principal de 2022 a redução de emissões, redução e fixação de carbono, através de uma metodologia mais prática e ecológica, mas que continue a garantir a qualidade e diferenciação de todos os produtos da Beesweet.

GOSTARIA DE RECEBER A BEESWEET NA SUA ESCOLA/ INSTITUIÇÃO?

CONTACTE NOS!

Contribua para esta causa!

Faça o seu donativo para:

Moss Farm Honey Ltd

IBAN PT50 0010 0000 5302 6180 00159

O QUE FAZEMOS?

Mundo Social

A paixão pelas abelhas, pelo mel e pela inovação estão na génese e no espírito desta empresa que representa a renovação geracional de uma família de sapateiros.

A sustentabilidade de negócios da Abelha no Mundo é o fator de sustentabilidade de vida no nosso planeta.

Somos dedicados em fazer passar a mensagem de que o consumo de mel, em substituição de açúcar refinado, tem benefícios para a saúde dos consumidores, apesar das impopulares críticas de alguns e que pode e deve ser incluído no planeamento de muitas e variadas formas.

Por ser uma fonte de proteínas, vitaminas e minerais, incorporado no pão integral, o Mel natural é um potente aliado na prevenção de doenças.

Queremos demonstrar que cada um de nós, desde a criança até ao idoso, pode contribuir para a saúde na sobrevivência da Abelha. Com pequenos gestos como a utilização de melado de abelha, produção de plantas amigas das Abelhas entre outras pequenas ações que podem fazer toda a diferença.

A sustentabilidade de todos os que a vida de produção é produzida para as Abelhas, reflete o quanto é crucial para nós.

Entender como as Abelhas trabalham e se engajarem é uma forma de educar e responsabilizar os consumidores.

Mundo Ambiental

As Abelhas promovem a vida.

A BeeSweet promove investimentos agrícolas nos cultivos de produção biológica.

Promove parcerias entre agricultores e pequenas agriculturas no sentido de estimular a produção natural pelas abelhas.

Estão sendo uma excelente fonte de alimento natural para as abelhas, incluem-se diversos tipos de plantas produtoras de néctar.

Esta se é a diversidade vegetal fornecida às Abelhas em períodos de carência.

Permanecem em ambientes protegidos, fora do alcance das pragas de vólvos do campo de produção natural.

A presença das Abelhas nos cultivos ajuda a evitar a proliferação de pragas e doenças.

Desde a produção, as colmeias aumentam em quantidade, os frutos e legumes tornam-se mais doces, saudáveis e deliciosos.



More than Honey!

A BeeSweet é mais que Mel porque a nossa filosofia é de nos estabelecermos como a principal fornecedora de mel premium no mundo, promovendo sempre os seus produtos juntos de à medida que

insustentável.

A BEE SWEET UTILIZA A FORÇA DO MELÍSSO COMO O MAIOR CAUZ DE GERAR IMPACTO POSITIVO NO MUNDO!



PARTECIPA

Apelo
Política de Privacidade
Linha de Reclamações Digital

Local de Trabalho
Inovação

História
Termos e Condições



*PEQUENOS GESTOS...



... que fazem a diferença:

- Colocar água fresca num recipiente com alguns pedrinhas, assim as abelhas podem beber a água.
- Colocar um pouco de mel numa tampa de água quente. Essa pequena ação terá um ótimo efeito para as abelhas quando a água estiver novamente quente.
- Pode criar um pequeno refúgio para as abelhas - feito com dois pedaços de madeira, preso horizontalmente uma coisa para as abelhas entrarem.
- Não utilizar herbicidas ou pesticidas no manuseamento das terras e sãos por produção de mel.
- Consumo mel Português.
- No inverno, utilize os produtos, plantas amigas das abelhas. Existem variedades para dentro de portas - tanto para abelhas quanto para manter a diversidade de mel produzido.
- Pode também encontrar em supermercados e lojas, nos locais públicos, algumas lojas de plantas.

Partilha nas redes sociais e em forma de quote as abelhas! No BeeSweet, estamos todos que há pessoas que estão a fazer a diferença por um mundo melhor!

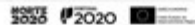


PARTECIPA

Apelo
Política de Privacidade


Inovação
Linha de Reclamações Digital


História
Termos e Condições





Contact Us page (after):

BEESWEET 

LOJA, BEEHIVE, INOVAÇÃO, A NOSSA REVISTA, CONTACTO 

CONTACTE-NOS

SEJA NOSSO PARCEIRO

O seu nome (obrigatório)

O seu email (obrigatório)

A sua mensagem


DÚVIDAS / SUGESTÕES / RECLAMAÇÕES

O seu nome (obrigatório)


O seu email (obrigatório)

A sua mensagem

CONTACTOS






Avia Páris: avia@beesweet.pt
Canta Pereira: canta@beesweet.pt




Telefone: +351 917 473 083
Telefone: +351 259 064 030


Horário de Atendimento: 9:00h às 17:30h (Segunda a Sexta)




PT2020 

- Ajuda
- Política de Privacidade
- Inovação
- Livro de Reclamações Digital
- História
- Termos e Condições










Recognition and Awards page:











BEESWEET 

[SOLA](#) [RECUPERAÇÃO](#) [INOVAÇÃO](#) [A NOSSA REVISTA](#) [CONTACTO](#)

[HISTÓRIA](#) [MISSÃO E VALORES](#) [RECONHECIMENTOS](#)

RECONHECIMENTOS


Ao longo dos anos, a Beesweet tem deixado a sua marca em Portugal e no Mundo. Estes são os prémios e reconhecimentos que conquistou.

2021		Acredita Portugal! Projeto reconhecido pelo programa apoiado pelo BEI.
2020		
2019		
2018		
2017		Aviso Empreendedor! Projeto reconhecido pelo programa de empreendedorismo.
2016		
2015		
2014		AJEPC - Associação de Jovens Empresários Portugal-China Reconhecimento da empresa Beesweet através do programa de empreendedorismo.
...		
		Indústrias Criativas UNICER e Fundação Beneditina: 1º Lugar na categoria de Gastronomia, Turismo e Património. Ver vídeo aqui.
		Mapa de Inovação e Empreendedorismo Social - MES: Selecionada como ES+.
		DAL - Youth Business: 1º Lugar
		Programa passaporte para o Empreendedorismo da IAPMEI: Concluído do projeto com mérito e abstrair risco de atividade.
		Startup Pirata ISAAO Coimbra: 1º Lugar
		Taste It: Top 10 Empresas Inovadoras em Portugal.
		Universidade Católica no Porto: Qualifica e beneficia do MIB - análise laboratorial.

QUER SABER MAIS SOBRE A BEESWEET?
 TEREMOS TODO O GOSTO EM FALAR CONOSCO!
[CONTACTE-NOS](#)

[PARTILHA](#) [f](#) [p](#) [t](#) [w](#)

[Ajuda](#) [Política de Privacidade](#) [Inovação](#) [Linha de Reclamações Digital](#) [História](#) [Termos e Condições](#)



[f](#) [p](#) [t](#) [w](#) [i](#)

MOOVE [#1000000](#) [#1000000](#) [#1000000](#)

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Innovation Page (Before):

BEESWEET | USA, BEESWEET, A NOSTRA REVOLUÇÃO, CONTACTO, | EN | EN | EN

INNOVACÃO | PERSONALIZAÇÃO | RESTAURAÇÃO E REFEIÇÃO

O nectar aromatizado Beesweet é um super produto inovador, orgânico e de alta qualidade, criado com um custo muito pessoal, graças ao projeto das nossas embalagens.

Diferenciamos os sabores de melho através dos sabores, porque esta é uma estratégia de comunicação marcada pela tendência do mercado.

Número 10 é 100% Flocos de milho amido, caméfito de produção. O número 10 é de fonte sustentável para o mercado de origem. Significa abundância e sustentabilidade. É a combinação, um nectar de sabor doce, por isso faz todo o sentido demarcar o produto de um número de identificação e importância desde o mercado até ao consumidor final, não apenas para a aproximação pela gastronomia "farm" e agrícola.

Mais que alimento

Beesweet, mais que mel é muito mais que um simples produto alimentar. Invocamos os legados de florestas mal específicas a nível - Realiza by Beesweet (Mel de Melão, no sabor, no projeto, no nome, na embalagem e nas diversas formas de consumir e incorporar o mel e o nectar aromatizado na gastronomia.

Este conceito foi o projeto vencedor na categoria de Gastronomia, Turismo e Património do Prémio Nacional Indústria Criativa by UNICER & Fundação Seara - 2014.

Em 2019, a empresa venceu o European Business Award na categoria de jovens empresas do ano a nível nacional.

No topo estão as abelhas. Obedientes, gentis, entre apicultores e produtores de pequenos frutos, promovem a produção de melho, gerando benefícios para os apicultores e produtores.

Com o foco de apoiar a comunidade desde o primeiro momento como empresa, as fundações realizam palestras em Escolas, Universidades e Municípios com o objetivo de promover e explicar a importância do melho no Mundo.

A Beesweet tem como missão estabelecer as bases e princípios formativos do melhor nectar aromatizado do Mundo, preservando sempre os seus princípios éticos, a saúde e o meio.

Beesweet - mais que mel!

Tal como os melhores frutos de natureza nutricional integram em um período de tempo em cultas espécies.

B eesweet comercializa nectar aromatizado 100%, português, orgânico, livre de glúten e de açúcar, produzido de forma artesanal por duas jovens promissoras apicultoras para Abelhas, pela inovação e pelo mel.

A Beesweet promove produtos de origem orgânica através de processos artesanais, com temperaturas baixas, permitindo manter todos os nutrientes 100% naturais!

Com base na herança familiar do Avô, a inspiração por ele, período do mel PORTUGUÊS, as fundadoras, Ana Rita e Carla Pereira, criaram um produto único que demonstra de melho, segundo a aromática do mel com plantas aromáticas, capaz de proporcionar mais sabor a sugestões gastronómicas diferentes, proporcionando uma experiência gustativa singular.

Powered by Beesweet, é com benefícios associados ao mel do bem estar e do sabor, melho e nectar N. 5 Nectar (melho) ou o N. 10 Beesweet (melho) entre muitos outros aromáticas aromáticas de produtos provenientes das Abelhas.

Junto com os laboratórios locais parceiros, o melho e o mel são analisados de forma a podermos ser comercializados dentro de todas as normas de segurança e higiene alimentar.

A nossa atividade, consiste no constante trabalho na produção do melho (melho - ME).

Com base na experiência de três gerações de apicultores na família, criamos sabores de melho que poderão ser desde os mais simples aos mais ricos.

Apresentamos em diversas alternativas formas de usar o nectar Beesweet na Gastronomia e em valorizar os seus benefícios na saúde e bem estar dos consumidores.

O negócio da empresa Beesweet é a comercialização do nectar aromatizado e dos restantes produtos da cozinha. A principal atividade é a compra, armazenamento, criação de sabores de melho, embalagem, distribuição e venda a retalho segmentares nacionais e internacionais, assim como ao canal HORECA e a alguns distribuidores em particular.

Oferece parcerias com restaurantes e associações de apicultores que nos permitem o fornecimento de melho em quantidade e qualidade para os nossos clientes.

5,000,000

SABIA QUE PARA PRODUIZIR 1 KG DE MEL UMA ABELHA NECESSITA DE VISITAR 5 MILHÕES DE FLORES?

Quer ser nosso parceiro?

Contacte-nos

O seu nome (obrigatório)

O seu email (obrigatório)

A sua mensagem

Enviar

A PACKAGING OF THE WORLD RECONHECEU A IMAGEM E DESIGN BEESWEET COMO UMA DAS EMBALAGENS MAIS BONITAS DO MUNDO!

La miel es la epopeya del amor, la materialidad de lo infinito.

Federico Garcia Lorca

PRÉMIOS

IAPIE

ISAC Coimbra

Avulso Empreendedor

Avulso Portugal

DNZ - Youth Business

Industria Criativa by Santander

Top 4 Indústria Criativa by UNICER

Top 50 empresas inovadoras no setor alimentar by Taste It

MES

Oniva The Venture

INSTITUTO DE CIÊNCIAS DE NUTRIÇÃO E ALIMENTAÇÃO DO PORTO

DEPARTAMENTO DE QUÍMICA DA UNIVERSIDADE DE AVEIRO

MUNICÍPIO DE ESTARREJA

PRODUTORES DE PEQUENOS FRUTOS - BAGAÇ

SEÇAO

ESCOLA SUPERIOR DE BIOTECNOLOGIA DA UNIVERSIDADE DE LAMARCA DO PORTO

MUNICÍPIO DE OLIVEIRA DE AZEÍTES

ASSOCIAÇÃO DE APICULADORES

INCUBCENTER, LDA

QUINTA FAMA CASAMENTO

PRIVACY | | | |

Política de Privacidade | Loja de Produtos | História, Termos e Condições


Links de Rede Social | Instagram


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Innovation Page (After):

BEE SWEET 

LOJA, BEE SWEET, INOVAÇÃO, ANDRÉS REYES, CONTACTO, 

INNOVATION PERSONALIZATION RESTAURANTS & HOTELS

N um mundo onde o mel é produzido em massa e onde alguns de sua qualidade se perdem no tempo, a Beesweet nasceu no por por um **regresso artesanal a familiar que produz mel 100% natural, orgânico e português.**


Com bases na herança do Avô, e inspiradas por ele, as fundadoras Ana Pires e Carla Pereira criaram um produto único que elaboraram de modo artesanalizado. Este, combinado na combinação do mel com plantas aromáticas, capaz de transformar cada sabor a sugestões gastronómicas distintas, proporcionando uma experiência gustativa singular.

A inovação da empresa vai para além dos seus produtos e combina a **criatividade com a sustentabilidade.**

A sua missão é composta por 3 momentos, presentes em cada produto: 1. **Modelo de empresa**, 2. **Modelo social**, 3. **Modelo ambiental.** Desenvolvemos o mel Beesweet by Beesweet, que é um mel de floresta de regação, que para além de ser inovador, promove a proteção das abelhas, ajuda na agricultura e na produção de pequenos frutos que em parceria formam a criação deste mel possível.

Com o foco de apoiar a comunidade desde o primeiro dia, as fundadoras realizam palestras em Escolas, Universidades e Municipios com o objetivo de promover e explicar a importância do abelha no mundo.

O conceito Beesweet levou a que esta tenha sido premiada todas as anos com prémios nacionais e internacionais - prova da sua qualidade para com os clientes e para com a natureza.



A Beesweet é "Mais que Mel". É nosso desejo proporcionar sensações, sabores e experiências únicas para quem prova os produtos da marca.

Esta linha de produtos foi criada com base numa **Declaração de Princípios**: cada sabor de melter tem carácter e características próprias estando relacionado a cada um deles um nome e um número.


Temos como exemplo o N.º 10, Pão, o melter clássico. O número 10 é de forte vertente positiva para o mercado de Doces - significa abundância e prosperidade. Sendo que este mercado é o não especializado para sua gastronomia "light" e saudável, faz todo o sentido dar-lhe um número, mas um carácter em si.

De ponto de vista gastronómico, faz sentido para a marca associar cada sabor de melter a um prato diferente. Assim, é primordial divulgar as diferentes formas de usar o melter Beesweet na gastronomia e valorizar os seus benefícios na saúde e bem-estar das consumidoras, justificando as que incluem na Declaração "Mais que Melter" no site e nas etiquetas, todos os anos em que se encontra.


5,000,000

SABIA QUE PARA PRODUIZIR 1 KG DE MEL UMA ABELHA NECESSITA DE VISITAR 5 MILHÕES DE FLORES?

A PACKAGING OF THE WORLD RECONHECEU A IMAGEM E DESIGN BEE SWEET COMO UMA DAS EMBALAGENS MAIS BONITAS DO MUNDO!




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Federico Garcia Lorca


INTELUA 


Ajuda
Política de Privacidade

Inovação
Linha de Restituição Digital

Historia
Termos e Condições







NORTE 2020 



Personalization Page (Before & After):

BEESWEET  LOJA, BEESWEET, INOVAÇÃO, A NOSSA REVISTA, CONTACTO  EUR €

INOVAÇÃO PERSONALIZAÇÃO RESTAURAÇÃO & HOTELARIA

Imagine poder personalizar os produtos Beesweet, completamente ao seu gosto!

Com a Beesweet, é o cliente que decide qual o sabor de Mel escolhido e como vai ser o **Rótulo!**

Desde a imagem, cor, o texto a colocar... quer seja para um evento:

- Corporativo,
- Welcome Gift no quarto de Hotel,
- Lembrança de Casamento ou Batizado,
- Loja de Mercaria Fina & Gourmet, a muito mais!

O SEU EVENTO TEM UM TEMA? QUALQUER PRODUTO BEESWEET, É POSSÍVEL DE SER PERSONALIZADO.

Mel Nº 1 Citrus – limão (o aroma do limão quebra um pouco a doçura do Mel – é fresco e requintado e as crianças adoram!)

Mel Nº 88 Beelove – chocolate (trata-se de um Mel preparado com cacau 100% natural – o efeito dos elementos apimentados).


Mel Nº 3 Winter – menta (prepara o aroma dos bosques de Inverno das Crianças e dos contos de fadas – sempre transportado para o requintado mundo de Chanel Nº 5).

Mel Nº 88 Fire – pimenta (com um caráter Hot Spicy – naturalmente picante, este mel provoca uma explosão de sabor na boca).


Mel Nº 10 Seawatt – salgado (transporta-nos para as refinancas e doces praias tropicais – o efeito dos eventos de Verão).


Faça o seu pedido através deste [Formulário](#).



Estes naturais aromas de mel são disponibilizados em requintados frascos quadrados gourmet, devidamente rotulados. Podem ser personalizados tal como ilustram as imagens. Note que o valor simbólico que aparece, vai depender das quantidades solicitadas.



INTELUA: 

Ajuda Política de Privacidade Inovação Livro de Reclamações Digital História Termos e Condições





NOITE 2020  

BEESWEET  LOJA, BEESWEET, INOVAÇÃO, A NOSSA REVISTA, CONTACTO  EUR €

INOVAÇÃO PERSONALIZAÇÃO RESTAURAÇÃO & HOTELARIA

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O SEU EVENTO TEM UM TEMA? É POSSÍVEL PERSONALIZAR QUALQUER PRODUTO BEESWEET.

Mel Nº 1 Citrus – limão (o aroma do limão quebra um pouco a doçura do Mel – é fresco e requintado e as crianças adoram!)

Mel Nº 88 Beelove – chocolate (trata-se de um Mel preparado com cacau 100% natural – o efeito dos elementos apimentados).


Mel Nº 3 Winter – menta (prepara o aroma dos bosques de Inverno das Crianças e dos contos de fadas – sempre transportado para o requintado mundo de Chanel Nº 5).

Mel Nº 88 Fire – pimenta (com um caráter Hot Spicy – naturalmente picante, este mel provoca uma explosão de sabor na boca).


Mel Nº 10 Seawatt – salgado (transporta-nos para as refinancas e doces praias tropicais – o efeito dos eventos de Verão).


Faça o seu pedido através deste [Formulário](#).



Estes naturais aromas de mel são disponibilizados em requintados frascos quadrados gourmet, devidamente rotulados. Podem ser personalizados tal como ilustram as imagens. **Todos os produtos disponíveis na loja online podem ser personalizados.** A elaboração do design do rótulo ou cartão é gratuita. Note que o valor simbólico que aparece, vai depender das quantidades solicitadas.

INTELUA: 



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4 RECEITAS DE BELEZA COM CERA DE ABELHA


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4 Receitas de beleza com Cera de Abelha BIO

Os produtos apícolas são considerados dos mais poderosos no mundo e a cera de abelha tem muitos usos e é reconhecida mundialmente por ser um elemento da colmeia com mais utilidade na preparação de produtos de beleza que também traz benefícios para a saúde da pele.

1. Bálamo Labial




Ingredientes:

- 30gr de Cera de Abelha BIO by Beesweet
- 2 Colheres de Sopa de Óleo de Coco
- 30gr de Manteiga de Cacau
- 6 Gotas do seu Óleo Essencial preferido

Preparação:

- Derreter a cera em banho-maria, juntamente com a manteiga de cacau e o óleo de coco.
- Retirar do lume e adicionar as gotas de óleo essencial a seu gosto.
- Colocar a mistura em frascinhos pequenos ou num tubo de salom vazios.

2. Manteiga Corporal (Body Butter)




Ingredientes:

- 250gr de Cera de Abelha BIO by Beesweet
- 250ml de Azeite Extra Virgem
- 125ml de Óleo de Coco
- 10 Gotas do seu Óleo Essencial preferido

Preparação:

- Derreter a Cera de Abelha BIO, o azeite e o óleo de coco em banho-maria.
- Retirar do lume e acrescentar o óleo essencial a seu gosto.
- Mexer com um garfo de 15 em 15 min até ganhar uma consistência cremosa.
- Colocar a mistura num recipiente esterilizado e guardar num local seco e resguardado da luz solar.

3. Máscara para Cabelo



Ingredientes:


- 30gr Cera de Abelha BIO by Beesweet
- 2 Colheres de Sopa de Óleo de Coco
- 2 Colheres de Chá de Agulha Verde
- 1 Colher de Sopa de Mel N. 3 Biopuro BIO

Preparação:

- Em banho-maria, derreter a Cera de Abelha BIO e juntar o óleo de coco.
- Retirar do lume, deixar amolecer ligeiramente e acrescentar a agulha verde e o mel.

Nota: aplique no cabelo essencialmente nas pontas e deixe atuar por 30 min. No fim, lave o cabelo normalmente. Deve utilizar esta preparação num prazo de 10 dias e armazenar no frigorífico.

4. Barra Hidratante



Uma super barra hidratante fácil de fazer. Hidratante, anti-álérgica e orgânica ideal para terminar o seu duche hidratando em profundidade a sua pele!

Ingredientes:

- 250gr Cera de Abelha BIO by Beesweet
- 250gr Óleo de Coco
- 2-3 gotas do seu Óleo Essencial preferido

Preparação:

- Derreta em banho-maria a cera de abelha e o óleo de coco.
- Retira do lume e adicione o óleo essencial a seu gosto.
- Coloque a mistura líquida em moldes de preferência com forma retangular.
- Deixa amolecer. Se precisar, coloque um pouco no frigorífico, para ficar mais duro.

Nota: Depois do banho, ainda com a pele molhada, passe esta barra hidratante por toda a pele do seu corpo. Cria o efeito de hidratação deixando um agradável aroma.

Mais informações sobre a Cera de Abelha podem ser encontradas aqui:


- Benefícios da Cera de Abelha BIO
- 8 Usos da Cera de Abelha para sua casa
- Cera de Abelha BIO

PARTILHA: [f](#) [t](#) [g+](#) [in](#)




Colocado em Fevereiro 16, 2021 em Benefícios do Mel

Etiquetas: bálsamo de cera, bee wax, cera de abelha, cremes de cera, máscaras de cera, receitas com cera, sabonetes de cera, SPA, em casa, suco com cera de abelha, utilidades com cera de abelha

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6 BENEFÍCIOS DA CERA DE ABELHA BIO



Benefícios

Os produtos de colmeia estão repletos de benefícios facilmente aplicáveis à vida quotidiana. A Cera de Abelha, em especial, é "pau pra toda a obra", trazendo vantagens para si, para os seus acessórios e para a sua casa.

Existem 6 benefícios da Cera de Abelha BIO que pode preparar em casa e promover o seu bem-estar físico, psicológico e emocional.

1. Hidrata a pele (e os lábios)

De acordo com Aehlburm, autor do livro "Como Usar Cera de Abelha e Mel para Curar Problemas de Pele", a cera está repleta de vitamina A e propriedades emolientes que suavizam e re-hidratam a pele. Além disso, cria uma "barreira protetora" na pele, capaz de a proteger dos efeitos da poluição, e ao mesmo tempo, permitindo que a pele respire (não obtura os poros).

2. Promove a cicatrização e regeneração da pele

Um dos benefícios mais conhecidos do mel e da Cera de Abelha BIO é a sua capacidade de regeneração e cicatrização da pele. No seu total, a Cera de Abelha BIO possui propriedades regenerativas, rejuvenescedoras, anti-inflamatórias e anti-ápicas que facilitam o processo de cura da pele.

3. Ajuda a tratar a psoríase, eczema e acne

Devido as propriedades atrás referidas, a Cera de Abelha BIO torna-se uma poderosa aliada no combate da psoríase, do eczema e do acne, permitindo a diminuição da irritação da pele e prevenindo infeções cutâneas. Além disso, contribui para a regeneração da epiderme, sua hidratação, eliminando manchas e tornando a pele mais macia.



4. Reduz as estrias

As estrias podem surgir por várias causas e apesar de não existir uma cura eficaz, a Cera de Abelha BIO pode ajudar a diminuir a intensidade com que surgem. A razão? A Cera de Abelha BIO contribui para a produção de colágeno no corpo - responsável pela elasticidade, hidratação e resistência da pele.

5. Reduz os níveis de colesterol

Estudos provam que certas propriedades encontradas na Cera de Abelha BIO (como o álcool gordo de longa cadeia - uma estrutura molecular) são capazes de diminuir os níveis de mau colesterol, promovendo a saúde do coração e do corpo.

6. Alivia o stress e promove o relaxamento

A Cera de Abelha BIO é muito requisitada para a criação de velas terapêuticas... Devido a não serem tóxicas, fazem menos fumo, duram mais tempo e harmonizam o seu lar. Além do seu agradável aroma a mel, as velas de Cera de Abelha BIO, possuem uma reputação de purificadoras naturais do ar, capaz de eliminar poluentes como bactérias, alérgenos, pó e odores. Neutralizando o ar e promovendo um melhor ambiente, beneficiando a qualidade do ar, principalmente para pessoas que sofrem de asma e alergias.

Em resumo, a Cera de Abelha BIO possui:

Propriedades Cosméticas	Propriedades Medicinas
Hidratante, Suavizante, Abador (da pele), Protetor, Regenerador, Fortalecedor, permite a respiração dos poros e auxilia a criação de colágeno.	Anti-Alérgico, Anti-Inflamatório, Anti-Bacterial, Anti-Viral, Protetor, Regenerativo e Fortalecedor.



Mais informações sobre a Cera de Abelha podem ser encontradas aqui:

- 8 Usos da Cera de Abelha para sua casa
- 4 Receitas de produtos com Cera de Abelha
- Cera de Abelha BIO

INSTAGRAM, FACEBOOK, G+, PINTEREST, LINKEDIN

Colocado em Fevereiro 16, 2021 em Benefícios do Mel: Elixírculo Abelha, alivia stress, baço wax, benefícios da Cera de Abelha, cera de abelha, cera de abelha bio, hidratação da pele, produtos apícolas, promove a cicatrização, reduz colesterol, reduz estrias, regenera a pele, relaxa, trata acne, trata eczema

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8 USOS DA CERA DE ABELHA PARA A SUA CASA



A Cera de Abelha é "pau pra toda a obra"!

A Cera de Abelha BCO da Beesweet é 100% natural, obtida diretamente do apicultor e sendo, por isso, não filtrada. Tem uma intensa cor amarela e um agradável aroma a mel.

Já imaginou poder tratar madeira, painéis, ferramentas, utensílios de cozinha, calçados, entre outros, com um simples ingrediente? A Cera de Abelha BCO é "pau pra toda a obra". Superamos o uso da Cera de Abelha para sua casa, descubra aqui como aplicá-la!

1. Polir Madeira

Os seus móveis estão clarificados? Já fez nova vida com este tuíte 100% orgânico e biológico?



Ingredientes:

- Cera de Abelha BCO da Beesweet
Óleo de Jojoba ou Óleo de Coco

Preparação:

- Juntar 1 parte de Cera de Abelha BCO a 3 de solvente e deixar em banho-maria.
Quando bem misturado, retirar do lume e deixar arrefecer.
Colocar num recipiente com tampa (pode ser de plástico reciclado).
Utilizando uma esponja seca, esfregar o preparado pela madeira do móvel.
Passar um pano seco de modo a tirar o excesso e garantir um acabamento uniforme.

2. Bee's Waxes (tecido orgânico para armazenar alimentos)

Os Bee's Waxes são um substituto 100% natural à película aderente, de papel de alumínio e aos laptipermas. Protege os seus alimentos com este tecido orgânico de ambiente a frio e sua reutilização.



Ingredientes:

- Cera de Abelha BCO da Beesweet
Óleo de Jojoba ou Óleo de Coco
Pincel de algodão apropriado para aplicar tecidos que já não usa
Papel vegetal

Preparação:

- Cortar a cera do tamanho que se deseja.
Estender bem o pano sobre o papel vegetal.
Fazer um pouco de Cera de Abelha BCO com um rizador de costuras e espalhar a por cima do tecido.
Colocar algumas gotas de óleo essencial e sobre tudo com o papel vegetal.
Com o ferro de engomar na temperatura média, passar por cima do papel vegetal até que todo a cera impregna bem o tecido e fique rapidamente uniformemente ao fazer alguma coisa não se preocupa, pode simplesmente esfregar com a colocação de mais um pouco cera.
Pendurar o tecido e deixar secar por uma minutos num local fresco e seco (por exemplo, usando um cabideu ou um estender).
Nota: neste estado só o calor das mãos. Para lavar, utilizar água fria e esfregar muito bem com água quente até retirar a cera do tecido. Tem tempo de vida útil de aproximadamente 1 ano. (links interactivos)

3. Lixão de Cera ("Covões")

Este é um projeto divertido para fazer com os seus filhos!



Ingredientes:

- 50g de Cera de Abelha BCO da Beesweet
50g de Glicerina (de preferência branca para se como fruta sem ser mais visível)
Covões para corado (se preferir, gel ou gel)
Tapa/Funil (que possa ir ao forno)
1 Tapalimbo de forma

Preparação:

- Fazer a cera de abelha e o sabonete.
Colocar no frasco e aquecer em um banho-maria, incluindo até dissolver.
Encher 1/3 figura de forma e colocar a mistura de mel em banho-maria, só vai impedir que está solidifique.
Misturar o conteúdo e mexer com um palito até obter uma cor uniforme. Quando mais corante adicional, mais vibrante se fica o cor.
Repetir o processo para a criação das restantes cores.
Deixar secar por 48h e remover da forma.

RECEITAS



4. Vela

Decorativa ou com uma missão, fácil e rápida com as nossas ferramentas e materiais desde zero!



Ingredientes:

- Cera de Abelha BCO da Beesweet
Óleo Essencial (preferência lavanda) - o aroma da cera é bastante agradável por si mesmo!
Fio Duplo-Flex
Tamponeiro
Espelho de Madeira/Palco
Frasco, lata, bacia, água... - o que for para moldar que queira a temperatura da cera quente

Preparação:

- Cortar um bloco de cera de abelha BCO da Beesweet em pedregos pequenos para ser mais fácil derreter.
Aquecer a cera em banho-maria e com o tamponeiro, sempre de que a temperatura da cera não ultrapasse os 140°C.
Enquanto a cera derrete, começar a preparar os recipientes - pode usar uma panela de vidro no fundo fresco (utilizando fio duplo flex). Evitar a água quente do panela num panela de vidro tipo de espelho e aquecer em cima de outro tipo de copo, assim a panela ficará sempre no mesmo sítio.
Depois de derretida a cera, misturar o óleo e, caso preferir, adicionar o perfume de óleo essencial à panela.
Colocar a cera de abelha derretida no recipiente escolhido e deixar arrefecer.
Por fim, aquecer o panela e misturar os aromas de natureza.

5. Inoxidar e/ou ferramentas de metal enferrujadas

De modo a proteger e aumentar a longevidade dos seus instrumentos, misture com Cera de Abelha BCO. Basta esfregar a cera nas partes de metal e, depois, lavar um pouco tempo para obter resultados que a camada protectora de cera fazar uniforme e dura por completo as zonas de metal.

6. Desengratar fendas de roupa

Quando qualquer tipo de fenda de corer (pneúma, sapatos, calçado...) estiverem, basta passar um pouco de Cera de Abelha BCO nas fendas da corer e a solução é problema.

7. Proteger panelas e frigideiras de ferro fundido

Apesar de serem consideradas ótimas para cozinhar (gradualmente, o seu uso e de qualquer modo evitar a camada de óleo protetor e lavar a que elas afetam). Uma forma de garantir que estas panelas se mantenham em ótimo estado e mantendo esta camada protectora com Cera de Abelha BCO.



Ingredientes:

- Óleo
Cera de Abelha BCO da Beesweet

Preparação:

- Limpar a frigideira/panela com água quente e sabão e esfregar com pasta de água. Enfiar com um pouco de água quente e lavar com uma esponja.
Aquecer a frigideira/panela no fogão para garantir que a água evapora toda.
Com a panela quente, espalhar um pouco de cera de abelha até cobrir a superfície toda e usar uma esponja de lavar para distribuir uniformemente.
Colocar num forno a 100°C por 20min-30min (pode variar a que se não for o forno) e a panela/frigideira terá ganho uma aparência brilhante.

Atente a cera de abelha no forno e capaz de manter um fogo quente - não se preocupa, ter ganho do processo. Este é um processo 100% natural e, com tempo e cuidado, economizamos a sua reutilização para garantir a proteção contínua da panela/frigideira.

12. Impermeabilizar sapatos

Quer manter os seus pés secos durante o inverno e proteger os seus sapatos de substituir um material rápido, fácil e eficaz é impermeabilizá-los com Cera de Abelha BCO.



Ingredientes:

- Cera de Abelha BCO da Beesweet
Óleo
Lanolina

Preparação:

- Juntar 1 parte de Cera de Abelha BCO, a 2 de óleo e 1 de lanolina e deixar em banho-maria.
Quando bem misturado, retirar do lume e deixar arrefecer.
Colocar num recipiente com tampa (pode ser de plástico reciclado).
Quando uma esponja seca, esfregar o preparado pela superfície do sapato.
No fim, passe uma escova de sapato para tirar o excesso e garantir um acabamento uniforme.

Note: neste preparado é ideal para todos os tipos de pele genuína ou sintética, malha, couro, látex, entre outros, desde de cera.

Mais informações sobre a Cera de Abelha podem ser encontradas aqui!

- Benefícios da Cera de Abelha BCO
A Função da Cera de Abelha BCO
Cera de Abelha BCO

Instagram Facebook Twitter LinkedIn

Colocado em Fevereiro de 2017 em Benefícios do Mel
Esqueceu o nome da cera de abelha, Benefícios da Cera de Abelha, nome da abelha, como usar cera de abelha, história sobre a cera de abelha, impermeabilizar tecidos com cera, tipos de cera, couro, proteger ferramentas com cera, usar a cera de abelha, utilidades da cera de abelha, vantagens da cera de abelha, usos da cera de abelha

GRATIDÃO ÀS ABELAS: O QUE SERÍAMOS NÓS SEM ELAS



Um mundo sem abelhas

Segundo um estudo da National Geographic, nos últimos 15 anos os apícolas têm vindo a desaparecer como consequência de um fenómeno conhecido como "Distúrbio do Colapso das Abelhas". Em algumas regiões, este problema levou a perdas de quase 90% da população de abelhas.

Que problemas poderemos enfrentar num mundo sem abelhas?

Começando por uma das maiores e mais visíveis consequências - a diminuição de alimentos. As abelhas são essenciais para a polinização - **75% de toda a alimentação humana depende direta ou indiretamente da polinização por abelhas**, outros insetos, aves, pássaros, sendo, por isso, indispensáveis à sobrevivência do planeta. (DW) - Os impactos da redução de polinização na indústria



Elcom & Wild



Elcom & Wild

Erineta Tsalami, da City Growers, uma organização fantástica sem fins lucrativos que dá aulas sobre temas relacionados com agricultura e sistemas alimentares aos jovens de NY refere que só as abelhas melíferas "são responsáveis por 1 em cada 3 porções de alimentos" - o que corresponde aproximadamente a **qual cada pessoa deixar de poder usufruir de 1/3 da sua alimentação diária**.

A crescer a isto, o desaparecimento das abelhas ocasionará uma **profunda mudança no tipo de vegetais que podemos comer** que muitas fibras naturais - nomeadamente o algodão, o linho e a juta - não sofrer as consequências da falta de polinização. Na mesma ordem de ideias, é importante referir que isto **não afeta todos os espaços verdes**, desde os parques, aos jardins, assim como todos os pequenos animais que deles dependem.



Elcom & Wild



Elcom & Wild

Além da importância das abelhas para as mais variadas culturas e para o mundo, o seu desaparecimento irá também **afetar a disponibilidade de laticínios**, desde o simples leite, passando pela manteiga e demais derivados lácteos. As vacas leiteiras são, por norma, alimentadas com ração feita à base de trigo e alfafa, plantas estas que dependem bastante do trabalho das polinizadoras.

O que é que isto significa para a humanidade como um todo?

Segundo um estudo elaborado pela Universidade de Harvard e pela Universidade de Vermont intitulado "Os polinizadores contribuem to nutritional health?" (Os polinizadores contribuem para a saúde nutricional?), **96% da população mundial corre o risco de sofrer de deficiências nutricionais** devido à perda de polinizadores. Poderemos sofrer mudanças dramáticas - desde a variedade e quantidade de alimentos que temos à nossa disposição até à extinção de espécies de plantas e flores, passando pela redução do número de diversos animais, nomeadamente mamíferos e pássaros.



Elcom & Wild



Chewies - The Grocery Store of The Future

QUER SABER COMO PODE AJUDAR?
UM PEQUENO GESTO PODE FAZER A DIFERENÇA!

PARTILHA: f w g+ in

Colocado em Janeiro 11, 2021 em BEE SWEET, Benefícios do Mel, Literatura, Meio social e ambiental, Notícias BEE SWEET

PALESTRA BEE SWEET NO CENTRO SOCIAL DE AZURVA



Nos passados dias 18 e 19 de Novembro, a BEE SWEET deu uma palestra no Centro Social de Azurva, explorando as origens dos 3 aos 5 anos a importância da abelha, tanto para elas como para a comunidade.

A pesar da pandemia em que se vive atualmente, a BEE SWEET não deixou que isso abalasse o seu empenho no contínuo desenvolvimento e atuação da sua Missão Social, pois acredita ser futuro, desde a sua criação em 2014, e assim, com as boas práticas de convívio em mente, optou por uma abordagem "remota" ensinando em tempo real, mas por videochamada.

Ao longo dos anos, esta missão de educar tanto crianças como adultos ad-se tem orientado, tanto devido ao desaparecimento das abelhas, como à falta de informação das crianças e também adultos, relativamente a estas seres, tão importantes no nosso planeta. Em média, 80% dos insetos não associam as abelhas aos alimentos que são consumidos diariamente por todos nós – um conhecimento fundamental tendo em conta que 1 em cada 3 porções de alimento depende da polinização pelas Abelhas. Assim, a BEE SWEET promove desde **SEMPRE e GRATUITAMENTE**, a **missão de educar sobre a importância das abelhas no planeta**.

De modo a "levantar o véu" deste universo tão rico em aromas e cores, as fundadoras, durante as palestras falam sobre a vida das abelhas, o seu comportamento, passando por transmitir alguma informação sobre as práticas apícolas, curiosidades sobre a colmeia, a importância dela no ecossistema – tudo acompanhado de um PowerPoint compreensivo e didático, capaz de captar a atenção de todos.

Curiosidades:

- **Sabes** que uma abelha, no espaço de 1-2 meses de vida, produz o equivalente a uma colher de chá de mel?
- **Ou** que, num dia de trabalho, uma colmeia localiza e pode "cheirar" o equivalente à distância da Terra à Lua?
- **Sabes** qual, tal como os humanos, elas possuem um período de aprendizagem? Começando com pequenos trabalhos "domésticos", movendo-se para a proteção, organização e limpeza da colmeia, e só depois voando para fora de sua casa, à procura de pólen, néctar, própolis, água...

Em conclusão, a palestra foi sucesso entre as crianças do centro que sempre se motivaram de acordo com as perguntas e questões, decidiram presentear a BEE SWEET com os seus doces desenhos sobre as abelhas – uma prenda valiosa para ambas as colaboradoras, Ana Pais e Carla Pereira.

“No final, fomos de coração cheio por perceber que as crianças aprenderam a valorizar a abelha e entenderem o quanto ela é importante para nós e para o nosso planeta.”

- Ana Pais

“É bom saber que as crianças adoram aprender sobre as abelhas e sobre a agricultura sustentável. Deixa dependente o nosso futuro, como sociedade e como protetores da Natureza e das abelhas – São fígados, mas são indispensáveis à vida humana.”

- Carla Pereira



PARTEILHA 

Colocado em Fevereiro 18, 2021 em Notícias BEE SWEET

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ALUNAS DA UA VENCEM O ECOTROPHELIA EUROPE ("LIGA DOS CAMPEÕES DA INOVAÇÃO ALIMENTAR") - O PÓLEN É DA BEESWEET!



Neste passado 18 de outubro, **Adelaide Olim e Bárbara Vitoriano fizeram história!** Segundo o presidente do júri do prémio Ecotrophelia Europe, Christoph Hartmann (Nestlé Research Center, Suíça): "São apenas duas e deram um grande contributo para a paisagem alimentar da próxima geração".

As alunas da Universidade de Aveiro venceram a iniciativa Ecotrophelia Europe, auto-intitulada "Liga dos Campeões da Inovação Alimentar", com a sua proposta **OrangeBeeeee**: um preparado fermentado de aquafaba (água de cozedura de leguminosas) com uma camada de geleia de laranja, polvilhado com **pólen Beesweet** - (pólen desidratado, multifloral, 100% português e com Certificação Bio - PT-BIO-05), a "cereja" no topo do bolo!



A sua proposta é totalmente sustentável e apela a hábitos responsáveis, incentivando à redução do desperdício doméstico e da indústria, à reciclagem e a reutilização de produtos (como é o exemplo da sua embalagem).

A Beesweet não poderia estar mais orgulhosa! Principalmente, devido a esta época delicada e frágil em que vivemos, os parabéns são bem merecidos a estas duas jovens empreendedoras que alcançaram com todo o mérito o 1º lugar, numa competição europeia, através do uso de produtos 100% naturais e nacionais, que colocam as abelhas no topo (do copo)!

Parabéns às vencedoras e a todos que tornaram este momento possível!

Veja a notícia completa [aqui](#).

PARTILHA:    

Colocado em Outubro 27, 2020 em Benefícios do Mel, Diário de Aveiro, Nas bocas do mundo, Notícias Beesweet, Prémios

· Ajuda
· Política de Privacidade

· Inovação
· Livro de Reclamações Digital

· História
· Termos e Condições

