

honey™



**SWEET
REBELLION**



Say **NO** to
ADDED SUGAR!

**SWEET
BY NATURE**
OUR RECIPES USE ONLY
NATURAL SWEETENERS



dba

11 wins
in 8 years.



World's First Low Fat, Low Sugar Ice Cream

Honey is a creative consultancy that empowers your brand and business.

We are best at helping our clients, through consultancy and creativity, to get the best out of their brands.

We are renowned for driving commercial growth.

Honey is chosen by our clients because we are:

Collaborative Working with our clients to achieve their aims, curious, challenging but supportive.

Commercial 11 Design Effectiveness Awards prove our commercial understanding and awareness of the reality of sales and marketing.

Connected Honey is part of a group that includes an innovation business and a sales and distribution business.

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World's first low fat, low sugar ice cream

Sweet Rebellion, a new brand positioned, named and designed by Honey, made by Taywell Ice Cream and launched at IFE last week. The first low fat, low sugar ice cream bringing you a healthy treat.

Over the past three years Honey have been researching the trends on sugar and alternatives used in products that have already hit the market. Following 'no added sugar' trends that are currently in the public eye, this ice cream had to stand out. The idea was to strengthen the name and identity, push the message of a revolution against added sugar but not lose the fact that the product tastes great.

With the natural colours and rebellious clenched fist grasping the stevia leaf, the packaging conveys natural goodness with a play on words to reflect the characteristics of the ice cream.





Sweet Rebellion is a 'Free From' brand that is the only natural, low in sugar and salt, gluten-free, lactose free ice cream product range on the European market.

It contains NO processed sugar at all. Developed over 2 years, naturally sweetened with agave nectar and made by Taywell, experts in ice cream making. Scoopable from -21 degrees this brand deserves its air time.

Since its launch on at IFE there has been a huge amount of interest from major retailers, coverage in The Grocer, a significant rise in social media and excellent feedback across the board on branding and design.



Above: (From left to right) - Kate Boxall, Alastair Jessel and Angela Sadler at IFE.