



Family Michaud

BEEKEEPERS SINCE 1920

**OUR EXPERTISE,
OFFERING YOU THE BEST OF NATURE**

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Family Michaud Beekeepers was created by my grandfather in 1920. In nearly 100 years, the company has grown by combining tradition and innovation. Tradition lies at the heart of our business. The company values expertise passed down through generations, such as beekeeping, which has existed for thousands of years. Innovation, a value that inspired the founder of Family Michaud Beekeepers, has allowed us to become the European leader of natural liquid sweeteners (honey, agave syrup and maple syrup).

We put innovation to work for the quality of our products. The company invests heavily in their purity, origin and taste. We recently acquired nuclear magnetic resonance identification (NMRI) technology, which is revolutionising the analysis of honey.

We are still an independent company and have always remained true to our “Made in France” label. All of our products are packaged in the Pyrénées-Atlantiques department, and we showcase French honeys. They are popular in our regions and beyond our borders!

In 2014, we created the Lune de Miel® Foundation, which protects bees and supports the development of beekeeping.

Pollution and Asian hornets threaten bees.

Yet, even beyond the production of honey, they are absolutely essential to pollination and therefore our food supply.

We hope to continue putting innovation to work for beekeeping and natural sweeteners. In the following pages, I hope to share our passion with you!

Vincent Michaud,
President of Family Michaud Beekeepers





LOVE OF THE NATURAL LEGACY

Family Michaud Beekeepers is the story of a passion for beekeeping, passed down from father to son across four generations. In Gan, in the Pyrénées-Atlantiques, Yves Michaud set up his very first hives in 1920. Today, Family Michaud Beekeepers is known throughout the world for their natural sweeteners.

THE FATHER OF MODERN BEEKEEPING

Yves Michaud founded Family Michaud Beekeepers in 1920. An engineer by training, Michaud had a passion for beekeeping. He ingeniously moved his hives with the seasons and blooms to isolate single-flower honeys. Yves Michaud thus became the forerunner of migratory beekeeping. Consumed by the quality of his honeys, he was the first person in France to introduce the processes that allowed honeys to be extracted rather than pressed. Yves Michaud laid the groundwork of modern beekeeping!

SEEKING NATURAL ALTERNATIVES TO SUGAR

In the 1960s, the company boosted demand for honey by creating the Lune de Miel® brand, which consumers quickly adopted and popularised. In 1973, Family Michaud Beekeepers implemented unprecedented quality control by setting up the first private laboratory for honey analysis. Seeking to meet consumer demand for better sweeteners, the company began looking for new alternatives. Maple and agave syrups then joined the large family of Family Michaud Beekeepers products!

AN INTERNATIONAL INFLUENCE

In the 1990s, business was booming for Family Michaud Beekeepers. The company continued to innovate by offering new packaging, such as squeeze bottles, for easier enjoyment of honey. Now Europe's leading producer of honey and natural sweeteners, the company works with partners throughout the world to select the best honeys, agave syrup and maple syrup. True to their roots, they package all of their products in Gan, in the Pyrénées-Atlantiques. They are popular among food lovers in more than 60 countries. After nearly a century of hard work, the company has become the golden standard in natural alternatives to sugar!



1920, Yves Michaud transporting his hives.



3 MARKETS

THE BIG THREE
SWEET GROCERY
PRODUCTS: HONEY,
MAPLE SYRUP AND
AGAVE SYRUP



+ 20

MILLION
FRENCH PEOPLE
PREFER OUR BRANDS



50%

OF OUR TURNOVER
COMES FROM
INNOVATIONS FROM
THE PAST 3 YEARS

OUR MISSION

To motivate men and women working in the food business to offer consumers natural and beneficial alternatives to refined sugar.

To provide consumers the joy of healthy living.



#1

European leader in
honey and natural
sweeteners

2014

Creation of the
Lune de Miel®
Foundation

700

beekeepers throughout
the entire territory

230

employees in the
Southwest of France

OUR COMMITMENTS

Since 1920, Family Michaud Beekeepers has been an independent, family-run company located in the Pyrénées-Atlantiques. Over the decades, Family Michaud Beekeepers has combined tradition and modernity to become the European leader in honey and natural alternatives to sugar.

OFFERING THE VERY BEST OF NATURE

For four generations, our all natural pure honey has been the heart of the Family Michaud Beekeepers business. Committed to offering the very best of nature, Family Michaud Beekeepers also offers other natural sweeteners. The company extracts these natural resources while also preserving them, knowing that their activities are closely related to the health of the environment. By encouraging beekeeping, the company's activities promote pollination and biodiversity.

INNOVATING TO ENSURE HIGH QUALITY

Yves Michaud, who founded the company in 1920, brought about a culture of innovation. A forefather of modern beekeeping, he introduced France to migratory beekeeping, which involves moving hives according to the seasons in order to gather different honeys. Family Michaud Beekeepers has since developed their own jarring methods to preserve the nutritional qualities and taste of their honeys. They also created the world's first private laboratory for honey analysis in 1973. It ensures the purity, freshness and the floral and geographic origin of all honeys distributed by Family Michaud Beekeepers.

PROMOTING LOCAL REGIONS AND FRENCH KNOW-HOW

Family Michaud Beekeepers is true to the "Made in France" label. The know-how of Family Michaud Beekeepers is based on the diversity and quality of French honeys, popular in France and all over the world. Their tastes, colours and textures are unrivalled. These depend on the different floral origins (lavender, heather, acacia, etc.) and beekeeping techniques. Throughout the entire territory, Family Michaud Beekeepers works with more than 700 beekeepers. They jar all of their products in Gan, in the Pyrénées-Atlantiques, where they have more than 230 employees.

PASSING DOWN A PASSION FOR BEEKEEPING

For nearly 100 years, Family Michaud Beekeepers has continued an ancestral trade and adapted it to the challenges of the 21st century. Family Michaud Beekeepers has forged partnerships with French beekeepers since 1935. They hope to strengthen these partnerships so that France can once again become a major producer of honey. Family Michaud Beekeepers is also working to fight bee mortality with the Lune de Miel® Foundation. Created in 2014 under the aegis of the Foundation of France, the Lune de Miel® Foundation strives to protect bees and promote the development of beekeeping.

OUR QUALITY REQUIREMENT

Since its formation, the growth of Family Michaud Beekeepers has been guided by the quality of its products. The company invests and innovates to deliver guaranteed purity, origin, and taste to consumers. All of our honeys undergo strict quality control and traceability.

INNOVATING MORE AND MORE IN SUPPORT OF QUALITY HONEY AROUND THE WORLD

Created in 1973, the Famille Michaud Apiculteurs laboratory analyses and screens honeys. In 2013, it was the world's first corporate laboratory in the honey sector to benefit from COFRAC accreditation according to standard NF EN ISO/IEC 17025 (COFRAC accreditation Testing no. 1-5527, accreditation scope available on www.cofrac.fr). This stringent international standard certifies its scientific and technical expertise. Each year, the laboratory carries out more than 100,000 analyses. It selects and checks honey from more than a million hives.



A state-of-the-art laboratory. It obtained COFRAC accreditation on the determination of honey spectra by IRMN in 2019 (COFRAC Accreditation Testing no. 1-5527, accreditation scope available on www.cofrac.fr).

PRESERVING NUTRITIONAL QUALITY AND TASTE

The expertise of Family Michaud Beekeepers lies in filtering foreign bodies, like wax in honeycomb cells, from honey while maintaining its qualities. They have developed their own manufacturing and filtration methods. From filtration to jarring, the honey never exceeds 35°C, the temperature of the hive, thereby maintaining all of its nutritional properties.

CONTROLLING THE HONEY'S CONSISTENCY

Family Michaud Beekeepers has developed and mastered specialised processes:

- For CLEAR HONEYS, to maintain the honey in a liquid phase, without crystallisation, with all the qualities of the honey.
- For CREAMY HONEYS, to maintain a soft consistency with fine crystallisation, excluding any risk of marbling, stiffening or phase separation.



NMRI is revolutionising honey analysis!

In 2016, Family Michaud Beekeepers became the first in the honey sector to acquire NMRI (Nuclear Magnetic Resonance Identification) technology, which rounds out its quality control and ensures that consumers receive 100% pure honey.

Essentially a “honey MRI”, this technology provides a complete picture of the product’s intrinsic composition.

THE LUNE DE MIEL® FOUNDATION

The Lune de Miel® Foundation strives to protect bees and promote the development of beekeeping. They fund general interest projects that promote bee safety, beekeeping and biodiversity, as well as projects associated with honey applications and other hive products.

PRESERVING BEES AND BEEKEEPING

The creation of the Lune de Miel® Foundation comes at a time of crisis in France. Bees have existed for more than 80 million years. Yet since the 1990s, bee colonies have been subjected to increased chemical and biological stress that is putting them in danger.

PROTECTING BIODIVERSITY FOR ALL

By defending bees and beekeeping, the Lune de Miel® Foundation is promoting biodiversity. Biodiversity encompasses the diversity of animal and plant species, as well as ecosystems, environments and landscapes. Bees play a crucial role in pollination. They contribute directly to our food supply and to the preservation of natural environments. In addition to pollination, bees are protectors of the environment. Their health reflects the status of our planet, the home we all share. The decline of the bees calls into question our entire society in terms of our practices and our fate.

SUPPORTING GENERAL INTEREST PROJECTS

The Lune de Miel® Foundation fund general interest projects that promote bee safety, beekeeping and biodiversity, as well as projects associated with honey applications and other hive products. They have a minimum budget of €500,000 over five years.





“Ensuring and building
our children’s future,
creating richness by
preserving nature
and our land.”

VINCENT MICHAUD, PRESIDENT
OF THE LUNE DE MIEL® FOUNDATION



A RICH VARIETY OF FLAVOURS!

Lune de Miel® honeys and products of the hive aim to offer and introduce customers to the highest quality in each of the floral varieties recognised by honey lovers.

As with wines, there is also an incredible variety of honeys! Lune de Miel® develop exceptional honeys season-to-season in partnership with our beekeepers. Based on an original recipe, our honeys come from the best floral selections. Lune de Miel® are strongly committed to quality and natural flavours. Since 1973, our honeys have undergone regular laboratory inspections. These analyses ensure the traceability of the honey and underscore our ongoing commitment to offering consumers honey of the finest quality. With Lune de Miel®, each and every consumer can find the perfect honey.

HONEYS
100% PURE
& NATURAL



TASTE
& QUALITY



PROTECT
BEES



**A MUST-HAVE
FOR SNACKS!**



Propolis
Heather
Chestnut
Pollen
Lemon Tree
Woodlands
Lavender
Orange Blossom
Eucalyptus
Rosemary
Thyme
Royal Jelly
Lime Tree
Acacia
Mountain
Mixed Flower



32% market share

Lune de Miel® brand leader in France's honey market. The most popular brand in the world. Inventor and world specialist of the squeeze bottle.



MIEL
l'Apiculteur®

MIEL l'Apiculteur® offers the best 100% local honeys! Savouring MIEL l'Apiculteur® means offering a selection of the noblest honeys from the heart of each region of France, representing the region's local flora.



**FRENCH LOCAL
AND REGIONAL
HONEYS**

**MOUNTAIN
HONEYS**

**FRENCH SINGLE-FLOWER
HONEYS**

19%
market share

in the French market

LOCAL
HONEY



THE TASTE OF AUTHENTICITY

MIEL l'Apiculteur® selects the land's best nectars to offer lovers of France's rare and precious honeys that are popular throughout the world! The honeys are jarred in Saint-Georges, at the foot of the Pyrénées, using methods passed down through generations. MIEL l'Apiculteur® offers as many honeys as there are lands, varying by floral origin and beekeeping technique, revealing an infinite variety of aromas, colours, and textures. These honeys undergo regular analyses and are of the finest quality.



LOCAL AND FRENCH
HONEYS





Sunny agave syrups are the result of a rigorous process to select only the very best Mexican agave plants. Agave has a strong sweet taste but won't spoil the taste of your food. With Sunny Via®, Bio® and Life®, health-conscious consumers enjoy a green and balanced alternative to traditional sugar.

The 100% natural alternative for better sweetening

SUNNY BIO®

Enjoy Sunny Bio® for an uncomplicated, pure and organic syrup that is good for the environment.

SUNNY VIA®

Standard variety of Sunny Bio® agave syrups, Sunny Via® products offer an alternative, natural sweetener in convenient packaging.

SUNNY LIFE®

Rich in potassium and a source of calcium, coconut flower syrup is the 100% natural substitute of white powder sugar. It is already very popular among vegans and vegetarians.

No. 1
in France, Sweden, and Italy
Established in
51 COUNTRIES
85.8%
market share
in Sweden



ORGANIC



**EXCEPTIONAL
FLAVOUR**



INDULGENCE & NATURALNESS

Low glycaemic
index



High sweetening
power

To sweeten
naturally





Maple Joe® embodies “Made in Canada” warmth and culture in 100% pure maple syrups of unrivalled quality.



AVAILABLE IN
SQUEEZE BOTTLE

No. 1

in over 10 foreign Countries

Established in

55 COUNTRIES

61.8%

market share in France

MAPLE →



PURE ORGANIC MAPLE SYRUP

Canada's natural gold

Through a partnership with Canada's top maple producers, the legendary Maple Joe® brand selects the best maple syrups to sweeten your day. Available in standard and organic versions, Maple Joe® maple syrups sweeten your sweet and savoury recipes with a hint of caramel. An unmatched and authentic taste guaranteed!

THE BEST OF NATURE



Family Michaud

BEEKEEPERS SINCE 1920

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