

Mielizia at Anuga 2025

Italy's largest honey supply chain becomes innovative: a plurality of honey and novelties

Anuga, Cologne 4-8 October 2025 - At Anuga, Mielizia - premium brand of CONAPI, the largest cooperative of beekeepers in Italy - brings the future of Italian honey on stage. An authentic story that comes to life thanks to the daily work of over 600 beekeepers and more than 100,000 hives managed throughout Italy, and that translates into a wide, controlled and traceable offer, approaching the national and international markets, from wellness to catering, up to the most gourmet experiences.

Innovation starts with the supply chain

Mielizia's strength lies in its integrated, Italian supply chain, which guarantees traceability, quality, safety and sustainability. A certified cooperative model, which allows direct control over every stage of the production process, from honey harvesting to packaging. This vision underlies all the innovations the brand brings to the market. Each Mielizia product is born from an ecosystem that combines tradition, sustainability and innovation, to offer the consumer honey of the highest quality, traceable and responsible. A product that is "good" for the consumer, for the environment and for the producers, protected and enhanced in their role as "keepers of the bees".

A plurality of honeys for every need

At Anuga, Mielizia presents its range with different novelties that respond to increasingly diversified consumption needs, consolidating its position as a key player in the 100% Italian honey sector:

Miele+ and Miele+ Balsamic Honey proposed in 250g jars are two new functional organic references that extend the Mielizia honey range. Miele+ is honey ideal during the change of season or more generally to counteract physical and mental stress and fatigue, as well as a support supplement for pre-race and post-training recovery, while Miele+ Balsamic with a formulation based on honey and propolis and essential oils of eucalyptus, peppermint and lemon, this proposal is designed to offer natural throat relief. Two functional honeys that combine wellness and pleasure, responding to the growing demand for healthy products. They are perfect together with teas and infusions, milk and vegetable drinks, yoghurt, cottage cheese or bread. The recommended use is 2 teaspoons per day.

