

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 2025, Mielizia presents its range with **the new line of Sportpocket Honey**.

Sportpocket honey is an innovative range of products designed especially for wellness professionals and fitness enthusiasts, according to nature and for those who lead a dynamic lifestyle. The products in the range are presented in a practical doypack, ideal to carry anywhere and consume at any time. Available references include: **SPORTPOCKET Italian Honey: 100% Italian honey**, packaged in handy 100g doypack, perfect for outdoor and indoor training, and **SPORTPOCKET Italian Honey, Pollen and Royal Jelly**: a unique mix combining honey with fresh pollen and royal jelly, Italian and from the supply chain, enriched with essential lemon oil. Available in two different formats: 80g or in the convenient 30g multipack, an ideal format to take with you during training and competitions, to have a supply of natural energy at the right time!

Among the distinctive elements in terms of packaging the doypack is made of totally recyclable PP5 plastic, equipped with a tethered cap connected to a safety ring that not only makes the pack convenient to use, but also prevents product loss, guaranteeing maximum convenience of use, reducing environmental footprint.

