

# EBT■ALIGNED RETAIL PITCH

Clean, Shelf■Stable Honey Products Designed for SNAP Compliance

## WHO WE ARE

Honey Badgers Bee Farm is a family■owned Florida honey producer focused on simple■ingredient, shelf■stable foods that fit everyday routines. Our products replace sugar and sweetened beverages — not candy or novelty items.

## WHY THIS MATTERS NOW

As SNAP/EBT programs tighten standards around ultra■processed foods, retailers need defensible, affordable alternatives that scan clean at checkout and rely on recognizable ingredients.

## EBT■SAFE PRODUCT CORE

- Raw Honey — single■ingredient natural sweetener
- Plain Creamed Honey — spreadable, no additives
- Honey Coffee — coffee + honey, just add hot water
- Honey Tea — honey■based tea blends, no artificial sweeteners

## CLEAN LABEL ADVANTAGE

Short ingredient lists. No artificial colors, flavors, corn syrup, or synthetic sweeteners. A familiar, culturally accepted food retailers can confidently support.

## RETAILER BENEFITS

Fills gaps left by soda and candy restrictions, reduces checkout confusion, offers strong margins, and scales easily from pilot to rollout.

## IDEAL PLACEMENT

Coffee & tea aisle • Sweeteners & baking • Breakfast solutions • EBT■focused endcaps

## READY TO PILOT

We support limited SKU test sets, regional rollouts, and private■label or exclusivity discussions.

## CONTACT

Honey Badgers Bee Farm  
Brooksville, Florida  
Family■Owned • Florida■Produced

*Designed to align with evolving SNAP nutrition standards — without sacrificing practicality or dignity.*