



portoula™



Wholesale Catalog

GREEK ARTISANAL FOREST HONEY

2025

It's
is
edible
joy!

“Hold on to your hat, because one lick of portoula’s pristine honey might make your head explode! Rich and luscious without being cloyingly sweet, it’s as if you’re bathed in the warm light of a mediterranean sunset.

Put it on *everything!*”

CLAUDIA CATALANO

FOUNDER, CULINARY CREATOR & EDUCATOR
WILD CARROT

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Try a little
sweet, liquid *bliss!*

This is no blossom honey. Award-winning portoula forest honey is made when super happy bees harvest honeydew from the stems and bark of *trees* in the remote forests of Greece. Dream-teaming with our nomadic beekeeper, portoula’s pampered bees enjoy only the loveliest climate conditions and lushest forest vegetation. And their exquisite results are a testament to the fact that honeybees – like human beings – will achieve extraordinary things when they’re happy. They’ll probably even change the way you think about honey.

Complex, multidimensional flavors and velvety mouthfeel that’ll command your full attention and charm their way into even the most sophisticated recipes. Quite simply, this is edible joy.

Forest Honey?

Yes! Forest honey is the exquisite, sophisticated, and utterly irresistible European cousin of blossom honey. Produced when bees harvest sweet secretions (honeydew) on the stems and bark of specific tree species – *not flowers*.



Portoula forest honey is produced exclusively for us by a fourth-generation beekeeper from *Akovos*, our family's village in the Arcadian mountains of Greece. Meticulous about the health of his hives, our beekeeper practices nomadic beekeeping – moving the hives as needed to follow optimal climate and vegetation conditions for his beloved bees.

Our honey is gently extracted from the hives using centrifugal force and never heated, retaining the beautifully unfiltered characteristics of true raw, artisanal honey. And *Single Estate* means we never mix our product with honey from other producers. This minimal-intervention approach ensures the integrity and intensity of our products' natural flavors, borne of regional flora, most of which does not exist outside of Greece.

With complex, multidimensional flavors and a velvety mouthfeel that will command your full attention, our honey will charm its way into even your most sophisticated recipes and deliver elevated results!

portoula™ honey fast facts

- To make forest honey, bees collect secretions (honeydew) from the bark of certain tree species – *not flowers*
- Forest honeys are higher in minerals, rich in antioxidants and flavonoids (anti-inflammatory, anti-viral)
- Less sweet than blossom honeys; complex, multidimensional flavor
- Lower moisture content – resists crystallization
- Nomadic beekeeping ensures optimal climate and vegetation conditions for the bees
- Bees roam freely in remote forested areas, away from human intervention
- Single Estate – direct from producer
- Lab tested for purity
- Produced with love, intention, and with the deepest respect for the environment by our 4th generation Greek beekeeper

2025 Wholesale Offerings Greek Artisanal Forest Honey

Contact us for pricing

Retail jars available in three sizes:
400g (14.1oz), 275g (9.7oz), and 127g (4.5oz)

FIR



- Sophisticated and balanced
- Infused with the essence of mountain flora
- Warm notes of caramel and toffee

PINE



- Complex, earthy, sweet and spicy!
- Heavenly pine aroma
- Lightly resinous finish


OAK



- Unique and complex
- Earthy, warm, almost smoky
- Mild sweetness with notes of caramel and molasses
- Tangy finish

FIR + THYME

LIMITED RELEASE



- Delicate and beautifully sweet
- Laced with fresh floral notes of wild mountain thyme and hints of citrus.

FOODSERVICE TINS

Designed especially with our foodservice friends in mind!
Each tin contains 2000g (70.5oz) of honey



New!

GIFT SETS

We make our beautiful gift sets available seasonally and by special request.



OLIVE WOOD DIPPERS

*These handcarved beauties are available with honey orders only.
Sold in sets of six.*

Available in two sizes:
Small (5.25")
Large (6.0")



Complex, multidimensional flavors and a velvety mouthfeel make portoula honeys bold enough to make a statement in food pairings and recipes alike! *Try...*

Don't just take our word for it...

FIR

- On Greek yogurt, waffles, pancakes, and oatmeal
- With sheep and goat cheeses, like Tuscan Pecorino
- With winter citrus and warm spices
- As a simple syrup for elevated craft cocktails, black tea, and iced beverages



PINE

- With soft, bloomy rind cheeses (La Tur, Camembert)
- As your *secret weapon* in a champagne vinaigrette
- Drizzled on roasted peaches or paired with vibrant citrus (lemon, yuzu)
- Stirred into a gin cocktail for a bright and unexpected botanical twist



OAK

- With aged and Alpine cheeses (Cheddar, Gruyere)
- Whipped into an excellent, salted butter
- As a stunning glaze for root vegetables, salmon, or pork
- With a good bourbon or whiskey for a velvety, richly-layered experience



FIR+
THYME

- Drizzled on warm sourdough or ricotta toast
- Served with briny Feta, aged Graviera or a creamy blue cheese
- As a standout addition to baklava, phyllo desserts, and buttery pastries
- As a delicate, aromatic simple syrup for seasonal cocktails



The UK's Great Taste Awards is the largest and most trusted specialty food accreditation program in the world. So we put our honeys to the test with their panel of over 500 experts to get honest, straightforward and impartial feedback from chefs, buyers, food writers and retailers. So what's the word?

"...wonderfully dark, with a mild resinous aroma and a consistency that's almost *chewy*..."

- "GREAT TASTE" JUDGE, 2023

"...rich and vibrant *caramel-like* honey with the most *unctuous* mouthfeel..."

- "GREAT TASTE" JUDGE, 2023

"...rich earthy notes that pull it into a delightful mouthfeel..."

- "GREAT TASTE" JUDGE, 2023

"...very smooth with a *lazy, can't-be-bothered-to-drop*' consistency..."

- "GREAT TASTE" JUDGE, 2023

"...rich, earthy aroma, like the forest floor after the rain..."

- "GREAT TASTE" JUDGE, 2023

"...the length and journey in flavor persists and is different with every mouthful..."

- "GREAT TASTE" JUDGE, 2023

The Fine Print: Program Terms

Awards

These babies are no joke. Our honeys have been recognized with three Great Taste awards by the prestigious **Guild of Fine Food** in London, which helps make 'em tough to keep on shelf!

Packaging

Not only has our packaging been designed to make *you* look good, our labels are printed on a gorgeous, uncoated, wet strength label paper with an FSC® Mix Credit, which means they're made from a combination of materials from FSC-certified forests, recycled sources, and/or FSC controlled wood.

Marketing Support (for retailers)

- Shelf-talkers, tasting notes/serving suggestions
- Info sheet (5x7)
- In-store tastings (based on location)
- Free sample jars available with first order (upon request)

How To Order

Direct: Contact us directly at comein@portoula.com to place an order.

We are real people who enjoy human interaction, so don't be shy!

You can also reach us by phone at [617-570-3550](tel:617-570-3550).

Faire: Visit www.faire.com/direct/portoula or click the link on our wholesale page (www.portoula.com/wholesale) to connect directly to our storefront on Faire where you can take advantage of special benefits and perks offered by Faire (i.e. net 60 terms, free shipping for new accounts).

Minimums

Minimum order: \$100 (before shipping)

Payment Terms for Direct Orders

Initial order / new accounts: Prepayment required

Subsequent orders / existing accounts: Net 30 days (subject to credit approval). We will send an invoice via email, payable online.

Shipping

We ship nationwide, Monday through Friday, with UPS, USPS, and Fedex. Shipping costs and carrier choice are determined based on weight, parcel size, and destination postal/zip code. Please note that we pass along discounted shipping rates to all of our customers. If you have a preference on shipping carriers, please specify with your order. Otherwise, we will use our discretion based on costs and estimated delivery times.

For order requests outside the US, [please contact us](#).

Returns

For safety reasons, food items are considered final sale.

But we just can't be happy unless *you* are. So we do our very best to securely pack and ship each and every order. In the unlikely event that your items arrive damaged, please notify us immediately (within five business days of receipt), so that we can make it right. Kindly snap some photos and email them to us with a description of the issue. We'll be more than happy to offer you a refund, account credit, or replacement of damaged items.

Portoula is a magical little door behind which lie treasures from Greece – a place whose history and beauty awaken the senses and remind us that there's more to life than increasing its speed. Ours are products infused with the passion and singularity of the human hearts, minds, and hands that wrought them. Things that bear witness to lives devoted to making, they are the irresistible artifacts of human capacity.



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