



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

BENTLEY'S 'FLYING BEES' HONOURED WITH SPECIAL BLACK EDITION LABEL HONEY

- **British marque celebrates five years of honey bees at Crewe headquarters**
- **Just over 500 jars of Black Edition Label honey collected from the two oldest hives**
- **Additional 1,000 jars of 'regular' honey gathered from 15 remaining hives**
- **In partnership with 'Buckley Bees', more than 400,000 Bentley bees were newly employed in 2023 to reach a colony of 1 million in total**
- **Stylish new jars rebranded in-house by Bentley design team**
- **Busy bee initiative part of Bentley's Beyond100 strategy**

(Crewe, 12 December 2023) Sweet-toothed aficionado, Winnie the Pooh, once remarked: 'the only thing better than honey is more honey'. A.A. Milne's fictional bear would surely have welcomed today's announcement of a special Black Edition Label honey, marking the fifth honey harvest of the extraordinary 'Bentley Bees'.

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The Excellence Centre for Honey Production is based at Bentley headquarters in Crewe and expanded earlier this year to 17 hives, housing more than one million bees. This summer, just over 500 jars of delicious Black Edition Label honey were collected from the two oldest hives, first installed at the Pyms Lane facility in 2019.

As well as the mouth-watering Black Edition Label, 1,000 jars of tasty 'regular' honey were collected from the remaining 15 hives. Bentley's in-house design



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team has helped celebrate the occasion by rebranding both jars with unique labelling.

Andreas Lehe, Board Member for Manufacturing at Bentley Motors, said:

“Our colony of busy worker bees has proved more productive than ever at the Excellence Centre for Honey Production. This exciting initiative shows the far-reaching nature of Bentley’s Beyond100 strategy, as we focus on making the Pyms Lane facility even more environmentally-friendly. It also matches the company’s aim of becoming leaders in sustainable luxury mobility.”

Sebastian Benndorf, Director of Production Planning at Bentley Motors, added: “The delicious honey is very exclusive and we do not sell it, instead it is gifted at corporate events, customer visits and charitable causes along with Colleague Reward and Recognition schemes and competitions. We find it is an exciting way to get people talking about the importance of ecology and the role pollinators play.”

- ENDS -

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Notes to editors

Bentley Motors is the most sought-after luxury car brand in the world. The company’s headquarters in Crewe is home to all of its operations including design, R&D, engineering and production of the company’s five model lines, Continental GT, Continental GTC, Flying Spur, Bentayga and Bentayga EWB. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4,000 people at Crewe.