



Tests were conducted using JARA Honey as the test group and a control (sterilized water) for comparison.

- As a result, JARA Honey at a final concentration of 3.1% showed growth inhibition against *Staphylococcus aureus*.
- In addition, a bacterial growth inhibitory effect was observed against *Escherichia coli* (E.coli) and periodontal bacteria at a final concentration of 25%.
- This suggests that dissolving 25% or more JARA Honey in water or other liquids has an inhibitory effect on harmful bacterial growth.

Based on the results of this test, Wild JARA Honey is anticipated to have the following impacts:

- Inhibition of *Staphylococcus aureus* growth, offering relief from skin conditions such as acne and atopic dermatitis.
- Suppression of E.coli growth, aiding in the prevention of food poisoning associated with this bacterium and reducing the spread of infections.
- Inhibition of periodontal bacteria growth, contributing to improved oral health by minimizing bacterial presence in the oral cavity.

J A R A

100% Wild Honey



IN PARTNERSHIP
WITH
TFELI



JARA HONEY IS A VERY RARE TOP-QUALITY ORGANIC WILD HONEY FOUND IN GEORGIA. IT IS 100% PURE AND WILD.

WHAT IS JARA?

JARA is a traditional beehive that has been used since ancient times in Georgia. There is no evidence for when exactly JARA appeared. However, several local folktales note that ancient inhabitants found bees in a tree hollow, calling it 'the bee tree'. Later, locals understood that the 'the bee tree' could be replicated.

They collected swarms of wild bees and settled them into hollowed wooden logs and then placed them high up in trees or on rocks to protect them from bears, such wooden logs were called JARA.

After the invention of frame beehives in the 19th century, JARA hives were increasingly replaced by modern beehives, but there are still few places in Western Georgia where JARA hives are used to harvest wild honey.

The JARA hive is recognized as part of the country's intangible cultural heritage.



WHAT MAKES JARA HONEY SPECIAL?

Wild beekeeping techniques are rare today, but in Georgia only a few dozen beekeepers continue this ancient practice, showcasing the perfect coexistence between wild nature and humans. Nowadays, JARA hives are mainly found in the Ajara region of Georgia, a global biodiversity hotspot known for its unique ecosystems and high extinction risk.

These remote areas of Western Georgia's subtropical and alpine zones survived glaciation, which gave way for millions of years of uninterrupted evolution, with rare species of flora and fauna found nowhere else in the world. It is home to some of the most astonishing relict forests, mountains over 3,000 meters heights, mineral springs, deep river gorges, breathtaking waterfalls and charming remote villages.

JARA replicates the natural tree hollow home of wild bees, producing pure, uniquely flavored honey, without artificial wax or beekeeper interference. With a wooden 'divider' the hive is marked between the front half of the honeycomb, occupied by the bee colony and the back part of the honeycomb, which is harvested ONLY once a year by the beekeeper, through a challenging and labor-intensive process.

THE PARTNERSHIP WITH TFELI



TFELI is committed to transforming the art of giving into a thoughtful practice that minimizes waste, enriches the environment and the communities involved, while maximizing joy and celebrating personal relationships.

Since ancient times honey has been a symbol of love, affection, prosperity and goodwill. With JARA Honey being very rare and harvested in only low quantities, it is the perfect gift for the most special of occasions.

To bring the gift of JARA to you, we have partnered with the Jara Beekeepers Association, an organization that unites the JARA beekeepers, guarantees the quality assurance standards for the production of JARA Honey and facilitates the Bio-certification process.

OUR PRODUCTS



JARA Honey Noble

Carefully extracted using a cold-press method, which preserves its natural nutrients and enzymes, resulting in a smooth honey with a rich, creamy texture and a subtle delicate flavor.



JARA Honey Classic

Pure honey combined with its natural beeswax comb, providing a rich texture and a fully authentic honey experience.