

# High-Quality Aroma Honey Toffees



## Preamble

The honey value chain in eastern Africa is reported to be growing steadily with annual honey production valued at approximately USD 37 million for Uganda and Rwanda. The growth in demand for honey is partly attributed to disposable income growth, popularity of healthy eating and population growth. Statistics indicate that the per capita consumption of sweets made from processed sugar in Africa is 2kg with Kenya alone having the highest rate at 3.5kg. This illustrates the tremendous opportunity to provide healthier sweet alternatives to processed sugar.



## About the Product

Aroma honey toffees are sweets containing 75% honey and 25% dairy products, groundnuts, coconuts, and spices without any processed sugar. This product targets people who like to eat sweets and are health conscious. Honey being a natural product, it offers numerous health benefits in comparison to processed sugar because of its natural fruit sugar content, minerals, and the remedies it provides for several health-related conditions. Aroma honey toffee sweets offer a healthier option for the population in eastern Africa and at the same time an opportunity for improved farm gate prices and additional income for beekeepers.



## The Venture

Aroma Honey Toffees is registered as a trademark in Uganda. The toffee products are commercially produced and sold by Aroma Honey Toffee Limited, a registered private company in Uganda. The company's target market is mainly middle- and upper-income consumers and event organisers as distributors of the products. A business partnership was formed between Aroma Honey Toffee Limited and two bee farmer groups in Rwanda and Kenya to supply high quality honey while on the other hand, act as sales outlets for the products in the two countries.