

17 March 2020

The British Honey Company
("BHC" the "Company")

HMRC authorisation to produce denatured alcohol

The British Honey Company, the premium British Honey and Infused Spirits brand, announces that it has received permission from HMRC to produce denatured alcohol and will now utilise its excess capacity to produce alcohol sanitisers at its distillery following a national shortage of alcohol based sanitiser products caused by the spread of Covid-19, coronavirus.

Additional capacity at the BHC distillery in Worminghall, Buckinghamshire, will be immediately used to make the alcohol sanitiser, with products expected to be available this week. The specially formulated product is made with 70% alcohol and extracts of British Honey and Green Tea.

Michael Williams, Chief Executive Officer of BHC, commented: "An alcohol based sanitiser is vodka or gin at 70 percent ABV made from denatured alcohol. Following approval of our application to HMRC to produce denatured alcohol, our expert distillery team have been working alongside our in-house microbiologist and an Oxford University chemist to develop and manufacture this new product.

"The Company will continue to produce its vodka, gin and rum products as the alcohol market moves to online sales in the current environment. BHC is making the product available online. Being able to produce such an in demand product within our existing capabilities enhances our existing business model at the same time as assisting with the efforts to combat the spread of Covid-19."

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Notes to Editors

The British Honey Company is a UK based producer of spirits, honey and jams. It began trading in November 2014 initially focused on honey production and, later, expanding into honey infused spirits. The Company currently produces 13 honey products and 16 spirits including gin, vodka, rum and whiskey, many of which have won awards in the UK and abroad. These products are produced and stored in the Company's facilities in Worminghall, Buckinghamshire.

The Company's facilities provide it with a scalable platform from which the Directors plan to expand operations through organic growth and acquisition both in the UK and abroad. The Company has invested significantly in its infrastructure which includes, *inter alia*, a fully operational distillery with an electronic, computer-controlled, 1,000-litre capacity still and a bottling facility capable of processing the equivalent of approximately 1.5 million bottles per year. Further, the Company has developed proprietary software to manage the manufacturing process and sales which allows the Company, among other things, to trace single ingredients through to individual bottles of spirits or jars of honey. This meticulous approach has earned the Company accreditations from the Soil Association, for organic food certification, and from SALSA, for food safety. The Directors believe SALSA certification has only been awarded to approximately 39 producers of gin, vodka and whiskey in the UK.

As well as producing the Keepr's brand spirits, the distillery is an accredited, HMRC compliant, bonded warehouse for the storage of its own and third-party products. The Directors believe this provides the Company with significant financial and logistical advantages over many craft distilleries whilst also allowing it to provide an end-to-end distillation and bottling service to third party brands which it can do so within its existing spare capacity.