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**The British Honey Company plc
("British Honey", "BHC" or "the Company")**

**BHC launches Special Charity Edition Premium Vodka to support Global Research into Covid-19;
Distributed through The Midcounties Cooperative and available online;**

The British Honey Company plc, the producer of premium British Honey-infused spirits and alcohol sanitiser products, is pleased to announce the launch of a special charity edition premium Vodka, to be sold under the Company's Keepr's brand. Twenty-five per cent of all sales of the vodka by value will be donated to provide financial support to a number of organisations involved in critical global research to help tackle the current Covid-19 pandemic.

For each 50cl. bottle of vodka sold, which will have a RRP of £20, BHC will donate £5 to global health charities and research foundations which work alongside frontline health workers, focussing on low-income Countries throughout Africa, Asia and Latin America, building lasting capabilities for research to address the diseases that they treat and manage in their patients.

The Special Charity Edition Keepr's vodka will be available initially across The Midcounties Cooperative's 42 stores covering Oxfordshire, Gloucestershire, Buckinghamshire, Shropshire, Staffordshire, the West Midlands, Wiltshire and Worcestershire. It can also be purchased online and at selected stockists which can be found at the Company's website (www.britishhoney.co.uk)

Commenting on the initiative, Michael Williams, CEO of British Honey, said:

"The work carried out by these organisations is all about guiding and supporting research within the poorer nations of the world which can sometimes find themselves left behind and includes testing drugs and vaccines in all settings. The funds we are donating will help towards the gathering of global evidence and data on the pandemic, especially its effects within second and third world countries."

Matt Fletcher, Direct Sourcing Manager, The Midcounties Cooperative, added:

"Supporting our communities and members has, and always will be at the heart of what we do. We are delighted to be associated with BHC, as a "local" company, in their efforts to provide financial assistance to The Global Health Network for the critical research work being carried out by them."

Mr Williams concluded:

"We believe that individuals and businesses alike have a duty to do whatever they can to defeat this global pandemic. At BHC, we are proud of our efforts to date in this regard, especially the development, manufacture and sale from scratch, of our own alcohol-based sanitiser products. This latest initiative, supporting vital research into the causes, containment and solutions to the current COVID-19 pandemic, has enabled us to make another modest contribution towards that goal."

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Notes to Editors

About British Honey Company

Launched in 2014, BHC is famed for its award-winning fruit and honey infused spirits, marketed under the Keepr's brand. Many of the Keepr's spirits are infused with BHC's proprietary British Honey from its fully traceable apiaries. The impressive spirits range with seasonal lines spans eight gins, four vodkas, two rums, two bourbons and a whiskey which is scheduled for release later this year. All of BHC's spirits are distilled onsite in the company's specially customised Still under the watchful eye of international award-winning Master Distiller, Jamie Baggott. In March 2020 BHC diversified its product range by developing its first alcohol sanitiser product in the UK in response to the Covid-19 outbreak. This was produced using BHC's excess alcohol supplies and under authorisations obtained from HMRC to use denatured alcohol for alcohol sanitiser use.