

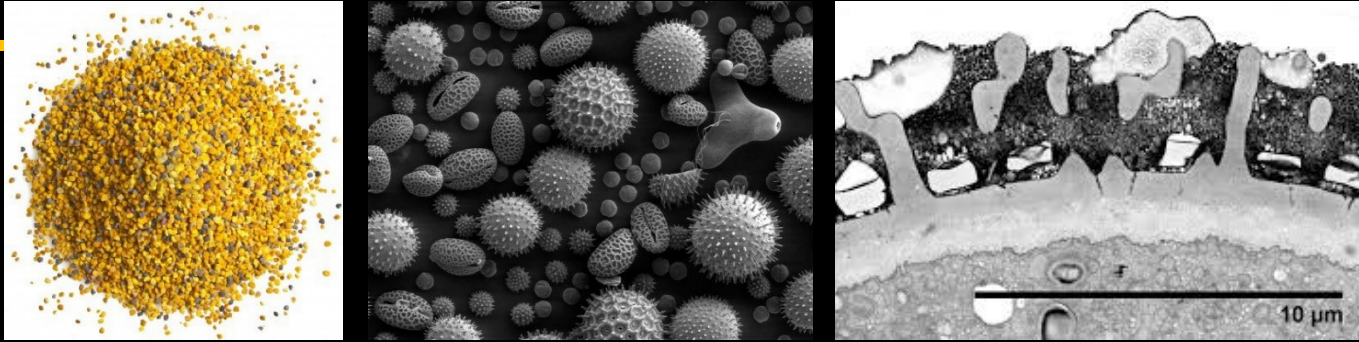
Back to the Bee Pollen



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Background

What is bee pollen



Bee Pollen balls (1-3 mm):
Plant nectar + microscopic grains
Grain Structure: coat, exine, intine

Bee-gathered Pollen depends on:

Flora
Season & Weather

Purchase: Fresh or Dry

Background

- **Pollen composition**

Sugars (13-55%), Lipids (1-20%)
Proteins, Amino Acids, Flavonoids
Vitamins, Minerals, Fibers,
Aroma & Volatile

- **Why tastes are strikingly new**

Fruits:

about 1000 on the planet

Abundant ones: about 50

Bee-gathered pollen types:

>1000 in our surrounding

Abundant ones:

Sunflower, Rape, other crops/trees

Allergies? – Not the case

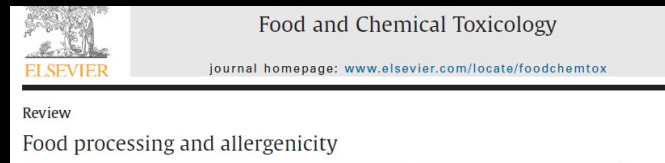
- **Bee pollen IS NOT wind pollen!**

Bee pollen sensitivity in airborne pollen allergic individuals

Constantinos Pitsios, MD*; Caterina Chliva, MD*; Nikolaos Mikos, MD*; Evangelia Kompoti, MD*; Anna Nowak-Wegrzyn, MD†; and Kalliopi Kontou-Fili, MD, PhD*

Extremely seldom (~12 cases in the literature)

Even more unlikely for extracts



Who we are

- **Innovators**

Molecular gastronomy

- **The global experts in pollen technology**

Pollen Coat extractions

Nature Scientific Reports paper

- **Our competitive advantage**

World novelties with an unprecedented taste

Innovative technologies & packing

Interdisciplinary team

Bee Pollen Liquors

Types

Mixing technology (various pollens)

Ripening technology (willow)

Logo

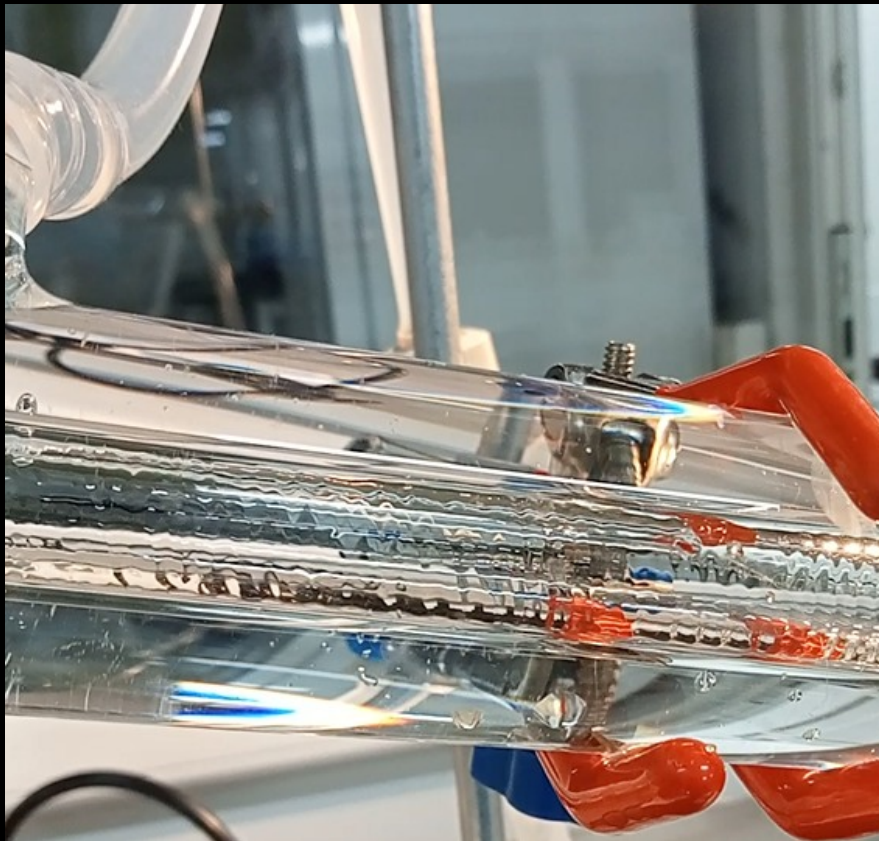
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Bee Pollen Spirits

Fermentation with a special yeast

Double vacuum distillation



The Bottle

WIPO DM/098 137 from 21.09.2017



Non-Alcoholic Sweet and aromatic extracts

“Like an unusual honey”



“Pollen Sugar”



Audience

- **Who are we talking to**
 - Lead Chefs
 - High-quality and exclusive retail
 - Event organizers
 - Openness and curiosity
- **Luxury & personalized marketing**

Noma

Sent for tasting



Noma

...

Like I said, I think it's a very unique product and I can definitely see a future where these products are more widely used.

Oh and definitely keep the bottles; they're gorgeous!

Best,
Kevin

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Thanks for your attention!

