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Slovenian Honey and Bee Products Jars

QUALITY AND RECOGNITION

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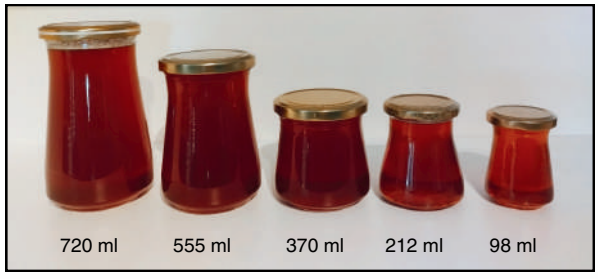
Keywords: Standardized jars, Packaging design, Consumer confidence, Competitive advantage, Local honey and beeproducts.

Due to its diverse flora, geographical conditions, and good beekeeping practices, Slovenian honey and other bee products are synonymous for quality, and therefore deserve recognizable and carefully designed packaging. This not only serves to protect and preserve the product, but also plays an important communication role.



A standardized honey packaging was developed in Slovenia 17 years ago – a glass jar with a capacity of 720 ml, intended exclusively for bee products and products of Slovenian origin. Today we have 5 different sizes of jar. Different sizes of honey jars are adapted to different target groups and marketing strategies. The larger jars are intended for families and regular honey consumers. The smaller jars are suitable as gifts, for buying several different types of honey or for packaging other bee products and products with added value. The smallest jar is ideal for gift sets and tourists, as it is easy to carry and suitable for hand luggage in case of air travel. Selling in smaller packages allows beekeepers to charge a higher price per unit.

The main purpose of standardized jars is to strengthen consumer confidence in Slovenian bee products. The packaging attracts attention with its motivational role. Based on the positive experience with the use of foods in standardized packaging, its commemorative role provides a return to purchase. The jars enable beekeepers to be more competitive on the market, and make it easier for consumers to recognize honey and bee products of Slovenian origin. This way, they can distinguish high-quality local honey from imported products that often flood the market.

The jar is recognizable by its embossed bottom with the imprint of Slovenia's indigenous bee – the Carniolan honeybee (*Apis mellifera carnica*). The Slovenian Beekeepers' Association carefully monitors the correct use of these jars in accordance with the regulations.

The Slovenian Beekeepers' Association is working to ensure that as many Slovenian beekeepers as possible put their products exclusively into standardised jars. The greater use of these jars means greater recognition of both the packaging and the honey and bee products among consumers. Greater interest in purchasing leads to greater demand for Slovenian bee products, which, given the limited supply, which depends on the beekeeping harvest, can contribute to higher sales prices and improved sales economics.

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Standardized Slovenian Honey and Bee Products Jars: Quality and Recognition

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