



Task: Distill complex information and create sales sheet

What is KFactor?

For millions of years, bees and flowers have worked together to create countless naturally healthy and flavorful honey combinations. The nectar of each flower and tree contributes its own palette of tastes and enzymes to its local beehive. Throughout history, the Maori people of New Zealand have enjoyed the well-known benefits of honey sourced from the rare and beautiful flowers of the Manuka tree.

New Zealand's Manuka honey is a wonder of nature. Rich in therapeutic benefits, it is considered one of the most multi-dimensional foods in the world, containing complex sugars, proteins, amino acids, organic acids, vitamins, flavonoids, and other naturally occurring compounds.

Wedderspoon, the first non-GMO verified Manuka honey available in North America and leading brand in the marketplace, is committed to providing our customers with authentic Manuka honey. To identify and measure the complex properties found in genuine Manuka honey, Wedderspoon has introduced KFactor, a proprietary multi-stage authentication system. In its initial stage, KFactor grades Manuka based upon the number of Manuka pollen grains in the honey.

- KFactor 12 guarantees that at least 65% of the pollen grains in the honey are Manuka pollen grains
- KFactor 16 guarantees that at least 75% of the pollen grains in the honey are Manuka pollen grains
- KFactor 22 guarantees that at least 90% of the pollen grains in the honey are Manuka pollen grains

In its second phase, KFactor will define additional properties we can use to authenticate Manuka honey. Wedderspoon is funding research using Nuclear Magnetic Resonance (NMR) imaging. This highly sensitive technology will not only measure known components, but also seek to identify additional components present only in Manuka honey. It is the synergy of live enzymes, high pollen count, DHA, methylglyoxal, and other key factors, we hope to identify by the unique NMR technology.

Wedderspoon is committed to delivering the highest quality and purity of Manuka honey and to discovering all of its natural benefits. In pursuit of this vision, we believe the research behind KFactor offers a comprehensive, scientific understanding of Manuka's unique properties.

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