

From London's Streets to Harrods' Elite. WilderBee Hot Honey lands luxury listing



London, United Kingdom Jul 10, 2023 ([IssueWire.com](https://www.issuewire.com)) - The WilderKitchen - trailblazers of Hot Honey in the UK are set to bring the sweet heat of WilderBee Hot Honey to the shelves of Harrods, London's leading luxury department store, this July. Born from humble beginnings on a London street food truck, the cult condiment is now ready to take on the elite palates of Harrods' clientele.

Founded by food truck chef, Dan Shearman, the Great Taste Award winning WilderBee Hot Honey has been creating a real buzz across the UK and hopes to win over the discerning customers of Harrods. This ethical, organic wildflower honey is infused with a spicy kick of scotch bonnet chillies. The result is a deliciously sweet, floral, fruity and fiery condiment that's the perfect addition to pizza, cheese, fried chicken, in cocktails and even on ice cream.

The WilderKitchen will be introducing not one, but two unique products to Harrods' gourmet shelves. Alongside the original WilderBee Hot Honey, Harrods will also stock the innovative WilderBee Gochujang Hot Honey. This exciting new product infuses their organic honey produced with a blend of chillies and a traditional fermented Gochujang, adding a unique umami flavour profile and Korean kick to the lineup.

"We're absolutely buzzing to bring our range to the shelves of Harrods," said Dan. "This feels like a natural fit for us. We've always aimed to create innovative products of the highest quality and we can't wait to see what Harrods customers think. It's a bit of a pinch ourselves moment considering our journey from the back of my food truck on the streets of London to the UK's most prestigious department store."

Morgan O'Shea, Harrods Food Buyer, also shared the enthusiasm for this new partnership. "WilderBee Hot Honey is a fantastically versatile condiment that I'm sure our customers will love," O'Shea said. "The premium quality, truly unique flavour profile and the genuine story of The WilderKitchen are precisely what Harrods looks for in products. We're certain our customers will be just as excited as we are about these additions to our range."

Both WilderBee Hot Honey products will be available in-store at Harrods Knightsbridge and online via the newly refreshed Harrods Pantry from 24th July 2023.

About The WilderKitchen:

The WilderKitchen, founded by food truck chef Dan Shearman, is the maker of the UK's first hot honey. Born on the streets of London, The WilderKitchen creates innovative, premium quality, high welfare Hot Honey products, starting with its flagship Great Taste Award Winning WilderBee Hot Honey, and their Korean inspired Gochujang Hot Honey.

For more information, please visit www.wilderkitchenfood.com

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