

Press Release:

WEBSTER HONEY LOCKS IN FIRST EDINBURGH HOTEL WHICH IT HOPES WILL PROVE TO BE ANOTHER SWEET PARTNERSHIP

Scottish sustainable honey company Webster Honey has secured its first hotel hive site in Edinburgh, with top Edinburgh aparthotel, Eden Locke, in George Street agreeing to put four hives on its roof.

Last year, in what was its very first deal with a hotel in Scotland, Webster Honey tied up with Monachlye Mhor Hotel in Balquidder, near Lochearnhead when they agreed to have two hives positioned in their grounds.

Webster Honey offers all sorts of organisations, from schools and nurseries, to businesses, the opportunity to look after its hives for a year or longer, supplying them with the honey from their hives when it is harvested, which they can then sell, or in the case of businesses with a food offering, such as hotels, use in dishes they serve, and at breakfast time. Webster Honey is currently looking at bespoke labelling for hotels that want to sell their own branded luxury range of products to guests.

Educational establishments can carry out a lesson plan on the life cycle of bees with their pupils, in consultation with Webster Honey's beekeeper Meik Molitor who will carry out age-appropriate sessions, first letting the children decorate their own hive. Monachyle Mhor have decided to offer honey workshops to foodie guests as day long courses, with Meik overseeing this activity for them.

Commenting on the deal at Eden Locke, Daniel Webster, Managing Director of Webster Honey, said: "We are delighted to secure our first hotel in Edinburgh. Locke is a fantastic brand to work with, with an excellent food provenance at its heart which I'm confident our honey will enhance. Hives can be sited anywhere, you don't have to be out in the country to have bees, as we already have a hive on a roof at a nursery in Edinburgh. Roofs are a great and very safe place in which to put a hive and these ones will enjoy a spectacular view of Edinburgh, not that the bees will notice, they will be far too busy, but it will certainly be nice for Meik, our beekeeper!"

"Let's hope for another Spring and Summer of fine weather as last year our bees did really well with the warm Spring and less pollution due to lockdown."

"The first lockdown prevented us from being able to do much engagement with any of our customers who were hosting hives for us. We would love it if this year we were able to get back to doing that, as it adds so much to the overall hosting experience."

"Regardless of what restrictions are in place, Meik will still come and carry out all checks on the hives and make sure the bees are flourishing," finished Daniel.

Jamie Mackie, General Manager at Eden Locke, said: "We are thrilled to partner with Webster Honey and provide a safe new home for bees at Eden Locke, where they can thrive. Across all our locations, Locke works with local partners that are passionate about what they do and can provide interactions that transform

guests' stays with us into truly memorable experiences. We've no doubt that our guests will enjoy sampling some homemade honey, while learning about the important role bees play in our environment – and if they're lucky, even catch Meik for a chat!"

Additional products from Webster Honey include business and personal sponsorship of hives, with beekeeping experiences for staff incentive and reward. The company's various varieties of organic honey, including Blossom Set & Runny, can be purchased from its online shop at; <https://www.websterhoney.com/store>. Gift vouchers are also available.

Details on courses for schools and nurseries at <https://www.websterhoney.com/school-classes/>.

www.websterhoney.com
www.lockeliving.com.

NOTES TO EDITORS

About Locke

Locke offers the modern traveller much more than just a space to sleep by combining the flexibility and comforts of an apartment, with the beautiful design and experience of a boutique lifestyle hotel. Locke's signature studio apartments are designed to be lived in, featuring fully fitted kitchens and living space that give guests more space and autonomy than the typical hotel room. Combined with activated social spaces, disruptive food and drink concepts and a locally led cultural programme, Locke creates inspiring destinations that are deeply rooted in the character and social fabric of each locality. The flexibility of the home-meets-hotel format appeals to a broad range of travellers across the leisure and business markets, for both extended and short stays.

This industry-challenging concept has led Locke to successfully open six UK properties in the past four years in London, Manchester and Edinburgh, with further openings planned in Dublin, Berlin, Lisbon, Munich and Copenhagen. For more information, please visit: www.lockeliving.com or @lockehotels on Instagram.

Issued: Jan 2021

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