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## **WP3 - Support to the identification of investment projects**

# **MS1- Study and identification of business cases**

Overview	
Name of SME	Pastili
Region	Gabrovo, Bulgaria
Location	Gabrovo
Focus Area	Manufacturing and trading of organic and natural honey
Business case title	Scaling Pastili’s Natural Honey and Bee Products to Global Markets
Description	Pastili Ltd. is the largest honeycomb producer in Europe, with an annual capacity exceeding 250,000 units. The company specializes in the production, processing, and packaging of honey and bee-related products such as acacia, linden, lavender, multifloral, and forest honey, as well as bee pollen and beeswax. With a vertically integrated supply chain and compliance with world recognized standards such as GMP, HACCP and FSSC22000, Pastili ensures premium quality while maintaining sustainable and ethical sourcing practices. The goal of this business case is to support Pastili’s market expansion by strengthening distribution networks, increasing private-label partnerships, and enhancing brand positioning in key global markets.
Stakeholder Involvement	
Key Stakeholder	<ul style="list-style-type: none"><li>- Health-conscious consumers seeking organic and natural honey products</li><li>- Retailers and organic food stores looking for premium honey and bee-based products;</li><li>- Private-label partners seeking high-quality honey and beeswax production</li><li>- Importers and distributors looking to introduce Bulgarian honey to global markets</li><li>- Regulatory bodies ensuring food safety and product quality compliance</li></ul>
Business Model	
Core Activities/Services	<p>Raw Material Sourcing &amp; Processing – Ensuring high-quality and ethically sourced honey and bee products.</p> <p>Manufacturing &amp; Packaging – Operating under strict GMP and HACCP compliance for premium quality control.</p>

	<p>Private Label Production – Offering customizable honey products for business clients.</p> <p>Global Distribution Expansion – Strengthening partnerships with international retailers and distributors.</p> <p>Brand &amp; Product Development – Enhancing market positioning through marketing and sustainability initiatives.</p>
<b>Value Proposition</b>	<p>Pastili Ltd. delivers high-quality, natural, and organic honey and bee products while ensuring sustainability, traceability, and premium production standards. The company provides value by:</p> <ul style="list-style-type: none"> <li>- Offering certified organic and pure honey products free from additives and preservatives.</li> <li>- Providing customizable private-label solutions for businesses.</li> <li>- Ensuring high food safety standards through GMP and HACCP certification.</li> <li>- Supporting sustainable and ethical beekeeping practices.</li> <li>- Expanding the reach of Bulgarian honey in international markets.</li> </ul>
<b>Target Market</b>	<ul style="list-style-type: none"> <li>- Health-conscious consumers preferring organic, raw, and minimally processed honey.</li> <li>- Retailers and supermarkets looking to expand premium honey selections.</li> <li>- Private-label businesses requiring high-quality honey and beeswax products.</li> <li>- Export markets seeking traceable and sustainable European honey.</li> <li>- B2B partners including food manufacturers and cosmetic brands incorporating honey-based ingredients.</li> </ul>
<b>Capacity Building Needs</b>	<p>Production Scaling – Expanding facilities to meet increasing global demand.</p> <p>Market Penetration &amp; Branding – Enhancing visibility in premium markets.</p> <p>Distribution &amp; Logistics Optimization – Strengthening supply chain for fresh, timely product delivery.</p> <p>Research &amp; Product Innovation – Developing new honey-based products, new sustainable packaging products and expanding into the wellness sector.</p>

<b>Investment Opportunities</b>	
<b>Product/Service Sales</b>	Investments in new production lines & automation technologies.
<b>Service revenue</b>	Direct sales

<b>Licensing and Royalties (EU, National, Public Funding)</b>	Potential funding opportunities for innovation and expansion projects
<b>Other Incomes</b>	Long-term partnerships with international clients
<b>Critical Assumptions and Constraints</b>	
<b>Assumption</b>	Rising consumer preference for organic and natural honey. Expanding international demand for premium, traceable honey. Continued regulatory compliance ensuring market access. Growth of private-label opportunities with large retailers.
<b>Constraints</b>	Production scaling challenges to maintain premium quality at higher volumes. Export regulations and trade barriers in new markets. Competitive honey markets with established global brands. Fluctuating raw honey supply due to environmental factors.
<b>Contact Information</b>	
<b>Lead Organization</b>	Pastili
<b>Contact Person</b>	Dimitar Penev / d.penev@pastili.com