

Israel's TopGum launches liquid honey-based gummy supplements

15 October 2024 | News

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Israel-based Gummy supplement manufacturer TopGum Industries, Ltd. unveils HoneyGum, a line of all-natural, honey-based functional gummies. The new product joins the company's rapidly expanding portfolio of advanced dietary supplement gummies.

What makes this gummy unique is TopGum's utilisation of pure, high-dose liquid honey as opposed to commonly used powdered honey. Harnessing the ancient wellness benefits of pure liquid honey, HoneyGum seamlessly blends one of nature's finest ingredients into its advanced gummy formulation technology. The company will introduce the new line, alongside its innovative Caffeine Gummicino, IronGum, and others at SupplySide West, Mandalay Bay, Las Vegas, on Oct 30-31, 2024, booth #5647.

TopGum's HoneyGum incorporates high-dose pure liquid honey, preserving the gummy's advantages without the use of fillers such as cornstarch and stabilisers. "Combining liquid honey into a stable gummy matrix in a way that hits the right texture and flavour notes is a complex process," explains Jennifer Toomey, Head of New Product Development, US, for TopGum. "But it was important for us to showcase the benefits of honey without the unnecessary additives that can come with a dry or powdered ingredient. Every HoneyGum gummy is a sensory delight. With unique flavours such as lemon chamomile, mixed berries, and tangerine, these gummies are not merely wellness-supporting supplements—they're all-natural treats."