

AUTOMOTIVE

# Bentley celebrates milestone honey harvest in Crewe

December 13, 2023



The “Bentley Bees” program celebrates its fifth harvest this month with a special-edition release. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker Bentley is spreading the word of a longstanding ESG initiative’s success.

In an attempt to promote biodiversity on campus, the marque has managed a colony of bees at its Crewe headquarters for several years. The “Bentley Bees” program reaches another milestone this month, celebrating its fifth harvest with a special-edition release that features packaging configured by the company’s in-house design team: 500 new Black Edition Label jars filled with honey from the two oldest apiaries and an additional 1,000 containers housing nectar from the other 15 hives.

“The delicious honey is very exclusive and we do not sell it, instead it is gifted at corporate events, customer visits and charitable causes along with Colleague Reward and Recognition schemes and competitions,” said Sebastian Benndorf, director of production planning at [Bentley Motors](#), in a statement.

“We find it is an exciting way to get people talking about the importance of ecology and the role pollinators play.”

## Sweet release

Scaling efforts each season, the program has fostered a more balanced ecosystem since 2019 ([see story](#)).



The Excellence Center for Honey Production is home to more than one million bees today. Image credit: Bentley

Home to more than one million bees and 17 hives in total today, the work of the brand’s Excellence Center for Honey Production

is supported by Beyond100, Bentley's sustainability strategy.

In May, a partnership with British environmental organization [Buckley's Bees](#) added 400,000 more insects to the equation, helping achieve the seven-figure bee count.

"Our colony of busy worker bees has proved more productive than ever at the Excellence Centre for Honey Production," said Andreas Lehe, board member for manufacturing at Bentley Motors, in a statement.

"This exciting initiative shows the far-reaching nature of Bentley's Beyond100 strategy, as we focus on making the Pym's Lane facility even more environmentally friendly," Mr. Lehe said. "It also matches the company's aim of becoming leaders in sustainable luxury mobility."

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