



Karen O'Neill

BEEKON Batches

Karen O'Neill is the founder of BEEKON Batches. With her commitment to healthy living and natural foods and beverages, she wanted to develop a product that would be gluten, sulphite, additive and preservative free. She developed BEEKON, a newly created category of alcohol called honey refresher, for conscientious consumers who are looking for cleaner products in their lives.

Based on batches of brewed honey infusions, BEEKON comes in a distinctive beehive shaped bottle and has a light refreshing taste comparable to a 5% alcohol honey prosecco. There are two flavours, Beekon Classic (Honey) and Beekon Ginger Lime, with further flavours to come. Honey refresher as a self-created category is unique. Lightly carbonated, brewed using honey, water and yeast, it is very refreshing and has the added benefit of making a positive pollinator impact by offering bee-friendly options to customers and consumers of BEEKON.

BEEKON was launched in 2019, initially in pubs, restaurants and hotel groups in Dublin and Galway. The company pivoted into retail during Covid and the product is now available in a significant number of independent off licences, groups and SuperValu across the country. Further expansion on the domestic market is underway with plans to expand into export markets as the brand develops.

www.beekonbatches.com

