

CONTENT / DISTRIBUTION

14 JUL 2021

# S100 MEDIA SIGNS A DEAL WITH FOODTECH START-UP BEE'S DREAM FOR "MAYA THE BEE"

The innovative French company invented a unique concept of bringing honey directly from the beehive to the table.

SN

## Subscribe

TO SEÑAL NEWS  
NEWSLETTER

ENTER

Conecta FICTION 5



Bee's dream

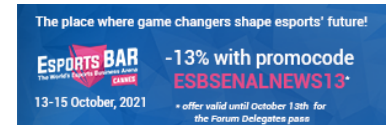
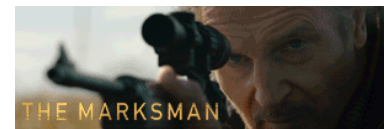
SHARE



**S**tudio 100 Media has entered into a licensing agreement with French foodtech start-up Bee's dream for "Maya the Bee". The contract was negotiated and concluded by French licensing agency M.J.A. Licensing, which is representing several of Studio 100's brands in France.

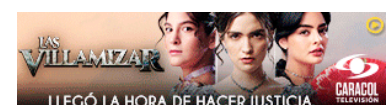
**Bee's dream has invented a unique concept of bringing honey directly from the beehive to the table. This premium honey is produced directly, stored and packaged by the bees in easy-to-press individual portions that are recyclable and biodegradable.** The concept was launched in France in early 2021 and Bee's dream is planning to expand internationally in 2022, first targeting hotels, restaurants, delicatessens, and catering services.

Bee's dream is committed to combining ethics and profitability while also focusing on innovation for the benefit of sustainable and profitable beekeeping. These themes complement very well the activities of "Maya the Bee" as brand ambassador for insect and bee protection, biodiversity, and sustainability.



## MOST READ STORIES

- 1 **DYNAMIC TELEVISION RENEWS "THE SOMMERDAHL MURDERS" FOR A THIRD SEASON**
- 2 **BRITBOX TAPS DIEDERICK SANTER AS ITS FIRST CHIEF CREATIVE OFFICER**
- 3 **NORDIC MARKETS SAW A STRONG DIGITAL GROWTH IN THE FIRST HALF OF 2021**
- 4 **WHICH ARE THE "MUST KEEP" TV BRANDS IN THE UNITED STATES?**
- 5 **THE AMAZON-MGM MERGER WILL BE INVESTIGATED IN THE UNITED STATES**



*"At Bee's dream, we are very proud and delighted to partner with Maya the Bee, the greatest bee ambassador ever. The values defended by Maya are the ones to jointly embrace and stand up for. Special thanks to Studio 100 who are very supportive and have constantly provided us with meaningful advice"*  
**commented Charles-Olivier Oudin, CEO of Bee's dream.**

## TAGS

---

STUDIO 100 MEDIA

BEE'S DREAM

MAYA THE BEE



## RELATED NEWS

---

### KIDS & ANIMATION



**STUDIO 100'S "MAYA THE BEE" TURNS INTO BRAND AMBASSADOR FOR REWE RETAIL COMPANY**

### KIDS & ANIMATION



**STUDIO 100'S "MAYA THE BEE" EXPANDS IN RUSSIA**

### DEALS



### DISTRIBUTION

