

## **About Carla Marina Marchese of Red Bee Honey, Weston, CT**

Carla Marina Marchese is changing the way people think about honey, this designer turned beekeeper is best known as the visionary behind the beloved brand Red Bee Honey. During a former career as an international designer, Marina was invited to visit a neighbor's apiary where her first taste of fresh honey would change the course of her life. She quit her job, built a beehive and wrangled some Italian honeybees to become a full – time beekeeper. It was on a visit to Italy that Marina stumbled upon a honey festival in Montalcino (coincidentally called The City of Honey). Compelled by the philosophy of terroir, Marina studied wine tasting in order to transfer those skills to honey tasting which led her to launch the Red Bee Brand. She returned to Italy to complete her formal education as a honey sensory expert becoming the first US citizen to be accepted as a member of the Italian National Register of Experts in the Sensory Analysis of Honey. In 2013, she founded the American Honey Tasting Society to bring the Italian program to the US. A graduate of The School of Visual Arts, Red Bee honey has been recognized for its innovative packaging and label designs landing the cover of American Bee Journal then earning the coveted Slow Food Snail of Approval.

Passionate about environmental issues around honeybees and food policy, Marina's best-selling book *Honeybee Lessons from an Accidental Beekeeper* chronicles her entrepreneurial journey into beekeeping, opening her eyes to the wonders of the natural world of honeybees, pollination and their direct connection to growing food. Red Bee elevated honey to an artisan brand through education and transparency. Today, Red Bee Honey is a nationally recognized brand partnering with Murray's Cheese Shop, Williams Sonoma, Blue Apron and Uncommon Goods. Her second book, *The Honey Connoisseur Selecting, Tasting, and Pairing Honey* co-authored with Kim Flottum (editor of *Bee Culture Magazine*) is the definitive guide to honey. Marina wrote the chapter on honey for *Beekeeping for Dummies* for her mentor, Howland Blackiston and has appeared on numerous TV shows - *Dr. Oz*, *The Chew*, *The Untitled Action Bronson Show*, *On the Road with Edible Nutmeg*. Marina recently appeared with Emmy award winner Richard Wiese in *Weekends with Yankee* on PBS. James Beard award winning author Rowan Jacobsen dubbed Marina the "Red Queen" owing to her obsession with varietal honey in his book, *American Terroir*.