

In its continuous journey towards growth and innovation, **the “Al Shifa” brand**, the leader in honey production in **the Kingdom of Saudi Arabia**, revealed its new identity in conjunction with the 40th anniversary of its founding.

The new "Al Shifa" identity reflects a modern form that attracts different age groups and emphasizes the brand's continuity towards development and renewal. With this external change to its logo, Al Shifa will remain committed to its values of ensuring the highest standards of quality and great attention to all stages of honey production, and to be a source of inspiration for all honey lovers to learn about the different types of honey with their diverse sources and methods of use and to adopt a healthy lifestyle every day.

The new identity of “Al Shifa” honey

The details of the “Al Shifa” logo were completely reimaged to reflect a modern and luxurious appearance, as the bee was added as an important element to reflect the brand's new strategy and values that revolve around caring for the environment surrounded by all stages of honey production, starting from the beehive until it reaches the consumer. The packaging label was also changed in an attractive way that highlights the product and distinguishes it from other products, and the new identity has been gradually transformed for all “Al Shifa” honey products, starting in October 2023 in the [Saudi market](#).

Regarding this, Mr. Ahmed Al-Kahlani, Vice President of Al-Sunbulah Group, which owns the “Al-Shifa” brand, said: We are proud to launch our new identity that confirms our values and our commitment to excellence in the field of honey manufacturing, in line with the needs of consumers in light of the technological development we are experiencing today, as we work to strengthen the position of "Al Shifa" is recognized as a leading global brand in the field of honey day after day, and we realize our responsibility in maintaining this position and continuing to be experts in providing high quality [honey](#) to the local and global markets.

He added: This change will open the door to a new era for the “Al Shifa” brand. We are not only improving the external appearance of the brand, but we are also introducing innovations that meet the changing needs of our customers, including the appearance of the new logo that meets the aspirations of honey lovers who are looking for the best quality and reliability.

He concluded by saying: The new identity was applied to the “Al-Shifa” online store also to meet the needs of online shoppers, as the store provides an easy shopping experience for the consumer, safe payment methods and fast delivery, in addition to ensuring the best price and a luxurious appearance as an advantage to the consumer over other shopping channels.