

Stop Guessing Your Fuelling

Fuel consistently. Perform with confidence.
No taste fatigue. No missed servings.



28.7g of carbs



Why most athletes get fuelling wrong



01

You Underfuel



02

You forget timing



03

You stop because you are sick of the taste



The Problem No One Talks About: Taste Fatigue

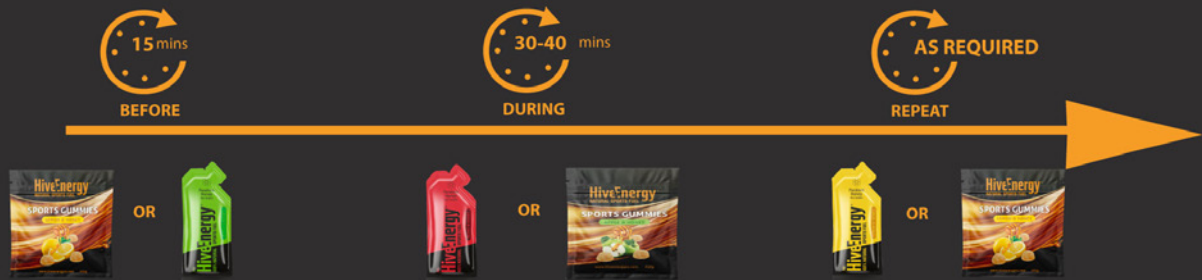
- Most gels become hard to take late in sessions
- Athletes skip fuel energy drops performance suffers

If you stop taking fuel, it doesn't matter how "good" it is

Why HiveEnergy is different

- Natural honey-based flavour
- Light, not overpowering-
- Easy on the stomach
- You keep taking it—especially when it counts

A fuelling system you can actually follow



What you get

- ✓ A simple system
- ✓ Fuel you'll actually take
- ✓ Confidence on race day

What you don't need

- ✗ Complex fueling plans
- ✗ Carb math during workouts
- ✗ Multiple products to manage
- ✗ Guesswork



"Really liked the gummies! Best I've ever tasted."

Cameron Brown - Triathlete and Multiple NZ Ironman Champion)

Honey Sports Gels

- Fast, reliable carbohydrate delivery
- Designed for endurance efforts

SHOP NOW



Honey Sports Gummies

- Same fueling system
- Easier format for:
 - Kids
 - Team sports
 - Variety preference

SHOP NOW



"This weekend would not have happened without the fueling I was able to do, and that all comes down to having something I trust to not give me issues so I can fuel hard."

— **Simon McLean, Ultra Marathon Winner (Faultline Ultra NZ, April 2026)**

You've Done the Training. Don't Let Fueling Be the Weak Link.
Fuel simply. Stay consistent. Perform when it counts.