



The 1-2-Taste Newsletter is distributed on a regular basis and gives an overview of the latest supplier introductions, product news and other novelties at 1-2-Taste.

In this edition:

New insightful blog and podcast: 1-2-Taste TalksFoodIngredients - Going to market • Lemon myrtle in beverages and more • Save the date: FIE 2023 • Organic vs natural: new blog on differences, terminology and labelling • Free 1-2-Taste Demo



New podcast and blog! Going to market strategies: launch a new product successfully.

Tune in for our latest [episode #8](#) of the 1-2-Taste TalksFoodIngredients series "Going

to market strategies: launch a new product successfully". Hosted by Jasper Schouten, CEO and Co-founder of 1-2-Taste this podcast helps you on the path of this complex step in the food and beverage industry. Listen to interviews with five food ingredient experts from [Blonk Quality Ingredients](#), [H.E.Stringer Flavours Ltd](#), [Australian Native Products](#), [DELSA](#), and [AgroSingularity](#). Learn from their experience and explore the challenges of launching a product into the market. Also don't miss the [blog](#) we wrote on the subject!

[Listen to podcast](#)

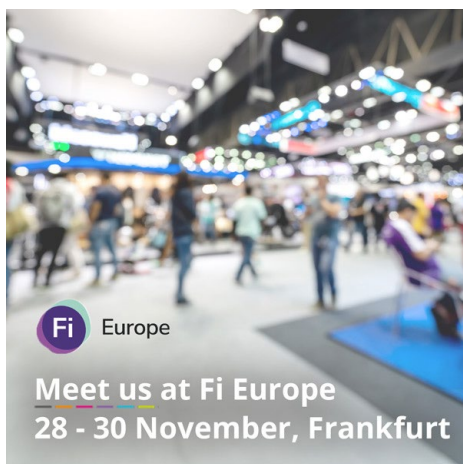
[Read blog](#)



Free sample of Lemon myrtle, an aromatic powerhouse for all your food applications

Discover the aromatic excellence of Lemon Myrtle for your food products, renowned for its citrusy flavour. This Australian botanical, enhances sweet and savoury recipes, infused in hot or cold herbal teas, blended into a savoury spice rub, sprinkled on top of desserts, or added as a key botanical in cocktails or other beverages. A delicious, natural, caffeine-free, antioxidant-rich, versatile and sustainable choice for your product! Order a **free sample** of one of the products of [Australian Native Products](#) by using the code "ANPLM-free" at check-out.

[Order free sample](#)



Save the date! Meet us at FI Europe

We're excited to announce that 1-2-Taste will be showcasing at the FI Europe 2023 - the leading food ingredients trade fair in Europe. This year as a first, joining us on our stand 3.0B65 will be our partners: [Australian Native Products](#), [Vanille B.V.](#), [NuTek Natural Ingredients](#), [Foodpairing AI](#) and Pectcof. Sign up and let's meet there!

[Sign up for FIE here](#)



Exciting read! Learn about organic and natural flavours in our new blog.

Explore our latest 1-2-Taste Blog, where we unravel the world of "natural" vs. "organic" flavours. We elaborate on the differences, labelling en terminology. Have you ever puzzled over terms like WONF and FTNF on labels? Explore our insights in the complexities of food labelling and make informed decisions when developing your food and beverage products.

[Read blog](#)

Interested to know about all possibilities and advantages of buying at the 1-2-Taste platform?

Get your 1:1 live demo with:

Monika Pavlovska

Customer Success Executive 1-2-Taste

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