



Australian
Native
Products

Flavor

WHAT IS LEMON MYRTLE?

Origin & Identity: An Australian native botanical, known scientifically as *Backhousia Citriodora*, valued by Indigenous people for its distinctive taste for thousands of years.

Flavor Profile: Rich in citral, offering a unique citrus flavor, more intense and refined than traditional lemon, with a touch of sweetness.

WHY USE LEMON MYRTLE AS A FLAVOR?

Clean Label Trend: Suits the rising consumer demand for natural, transparent, and minimal ingredient lists in food products.

Natural Authenticity: Delivers genuine flavors, free from artificial additives, resonating with consumers seeking real, unadulterated tastes.

Unique Citrus Experience: Provides an innovative citrus option, setting products apart in a saturated market.

Sustainability: Grown with ethical and environmentally friendly practices, catering to the eco-conscious consumer.

Market-Driven Appeal: With consumers leaning towards exotic, new, and natural flavors, Lemon Myrtle fits the global trend perfectly.

Health & Wellness: Natural flavors like Lemon Myrtle align with the health and wellness trend, where consumers seek ingredients with potential health benefits.

HOW TO USE LEMON MYRTLE IN FLAVORING?

Beverages: Infuse drinks, from sodas to teas, with Lemon Myrtle for a refreshing twist.

Confectionery: Incorporate in candies, chocolates, or gummies for a zesty kick.



Baked Goods: From cookies to pastries, Lemon Myrtle can be the star flavor.

Sauces & Dressings: Elevate the taste profile of dressings, dips, and sauces with a hint of Lemon Myrtle.

Snacks: Add to chips, popcorn, or crisps for a unique flavor profile.

Dairy Products: Infuse in yogurts, ice creams, or butters for a delightful citrusy touch.

Collagen Powder: The perfect addition for tasteless powders.

Solo Star: Craft products where Lemon Myrtle is the dominant flavor, allowing consumers to fully experience its uniqueness.

Blend Partner: Combine with other flavors like berry, mint, or ginger for a multi-dimensional taste experience.

Seasonings & Rubs: Create innovative seasoning blends for meats, seafood, or vegetarian dishes.

Desserts: Incorporate in puddings, mousses, or custards for a citrusy contrast.

Functional Foods: With potential health benefits, Lemon Myrtle can be a key ingredient in functional foods like energy bars or health drinks.

Gourmet Experiences: Position Lemon Myrtle flavored products in premium segments, introducing consumers to this gourmet taste.