



March 30, 2022

Marketing Updates

2021 Metrics

2021 Metrics Achieved

26,095,406

Industry Impressions

140,980

Targets Engaged

1,396

LEADS

+87%



WEBSITE

150%

Visitors

82%

Page Views

134%

Engagement

87%

Leads

SOCIAL MEDIA

3,654%

Impressions

460%

Engagement

2021 Website and Social Media Performance: Highlights



37%

Website Visitors Year over Year



3,407%

LinkedIn Impressions Year over Year



712%

Contact Us Form Page Visitors
Year over Year



367%

LinkedIn Engagements Year over Year



426%

LinkedIn Post Clicks Year over Year



BECAUSE
REAL
WORKS™

For April – September 2020 vs. 2021

2022 Objectives

2022 Key Objectives

- Establish FFP's new consolidated value proposition and follow on with new branding architecture launch
 - Reinforce FFP's commitment to offering solutions that demonstrate we are Committed to Real, Simple, Better
 - Emphasize FFP's leadership in Real Brewed Tea, Herbals and Coffee
 - Bring FFP's newly joined flavor capabilities into focus
 - Work to build awareness with customers that FFP is the go-to provider of food protection and eating experience solutions – **HEAVY SUPPORT FOR VSP**
 - Telegraph FFP's leading on time, in full-service record and domestic production as key differentiators
- Content and functionality enhancements of website
- Increase SEO performance for key search terms
- Refine lead generation approach to ensure proper follow-up takes place
- Correlate business activity with advertising, eblasts, LinkedIn posts, trade shows to confirm effectiveness

→ **Overarching goal to increase FFP's access to customer project opportunities leading to business wins**

2022 Marketing Budget Totals

Activity	Comments	2021		2022	
Trade shows	-IFT (using rebranded 20x30ft booth, holding customer event) -Research Chef's Assoc. -Supply Side West, -Beverage Forum, -Regional IFT's				
Market Research	See detail on previous page				
Costello Creative	Ad Hoc design support for demo kits, infographics and interactive presentations				
Colin Kurtis	Comprehensive plan execution including all PR, new video and photography, website updates, Google SEO improvement, Hubspot management				
Total					
8					

New Performance Content

VSP Application Guide

VegStable® Plus For Enhanced Eating Experience

Maximize performance in clean-label meats with VegStable® Plus



What are phosphates?

Phosphates are used in meat and poultry products due to their overall functionality in food protection. Phosphates are especially useful for moisture retention as well as maintaining the flavor and overall functionality of the protein. With the increase in demand for clean labels, consumers are looking for the same functionality as synthetic phosphate but without the harsh chemical label.

Industry Insights

The modern-day consumer is focused on providing healthy, clean-label foods for themselves and their families. They demand shorter ingredient listings coupled with the removal of chemical ingredients, all while not sacrificing the eating experience. Florida Food Products VegStable® Plus products can help meat processors meet these clean-label consumer demands.

75% Of Consumers Will Pay Extra For Clean Label Ingredients

86% Of Consumers Say Clean and/or Natural Ingredients Are Important

76% Of Food Service Consumers Say Clean Label Foods Are Healthier Than Traditional Foods

65% Over 65% Of The Time Consumers Are Purchasing Foods That Are All Natural, Have No Preservatives, and/or That Have No Artificial Ingredients

Source: Technomic, (May 2018), Technomic Omnibus Survey, <https://www.knowledgegate.com/market-research/technomic-omnibus-survey-clean-label-ingredients>

Product Line

A breakthrough all-natural, plant-based ingredient made from rice that replaces synthetic ingredients like starches, gums, phosphates and carrageenans.

- Rice Bran Extract

Features & Benefits

Florida Food Products VegStable® Plus uses only compounds inherently found in nature. Rice bran naturally contains inositol phosphates, the plant storage form of phosphate. Florida Food Products has optimized the utilization of this product to create an all-natural functional ingredient. Our products are always produced in the US and we carefully source via our long-term contracts with growers. We also pride ourselves on carrying out sustainability initiatives through VegStable® Plus by valorizing a side stream product from rice mills and recycling waste as cattle feed.



VegStable® Plus not only meets current market dynamics but also offers the following features & benefits:

- ✓ Enhanced juiciness, flavor & texture
- ✓ Flavor protection
- ✓ Ease of use as a highly soluble, drop-in solution
- ✓ Consumer preferred, clean-label alternative to synthetic ingredients
- ✓ Transparent & clean-label ingredient declaration

VSP Sell Sheets

Transparency story coming

VegStable® Plus

Maximize performance in clean-label meats with VegStable® Plus.



VSP Sell Sheets

What is VegStable® Plus?

VegStable® Plus is a breakthrough all-natural, plant-based ingredient made from rice that replaces chemical ingredients like starches, gums, phosphates, and carrageenans.

Benefits:

- ✓ Enhance juiciness, flavor & texture
- ✓ Flavor protection
- ✓ Ease of use as a highly soluble, drop-in solution
- ✓ Consumer-preferred, clean-label alternative to synthetic ingredients
- ✓ Transparent & clean-label ingredient declaration

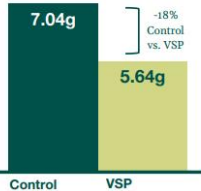
VegStable® Plus

For Enhanced Eating Experience



Test results demonstrate improved texture and overall tenderness in ground turkey samples utilizing VegStable® Plus.

Texture Analysis
TA.XT, Mean Shear Force



- 81% Of consumers prefer the product with VegStable® Plus
- 68% Of consumers prefer the texture of the product with VegStable® Plus
- 78% Of consumers prefer the flavor of the product with VegStable® Plus

Florida Food Products, improving the food we eat by producing real ingredients from nature that work.

Committed to Real, Simple, Better™

FloridaFood.com

VegStable® Plus

Chicken Demo



A real ingredient that works.
Experience a more tender, flavorful, and juicy bite
Deliver a transparent, clean-label ingredient declaration
Achieve yield benefits & purge reduction

Demo Details:

1. **Control:** standard marinade, 1% salt, water solution, 15% pickup
2. **Synthetic Phosphate:** sodium phosphate, salt, water solution, 15% pickup
3. **VegStable® Plus:** VSP, salt, water solution, 15% pickup



Florida Food Products, improving the food we eat by producing real ingredients from nature that work.

Committed to Real, Simple, Better™

FloridaFood.com

VSF Sell Sheet

VegStable® Fresh Natural Antioxidant Solutions



VegStable® Fresh synergistic systems deliver maximum antioxidant efficacy and enhanced eating quality.



Green Tea



Rosemary



Rice Bran Extract

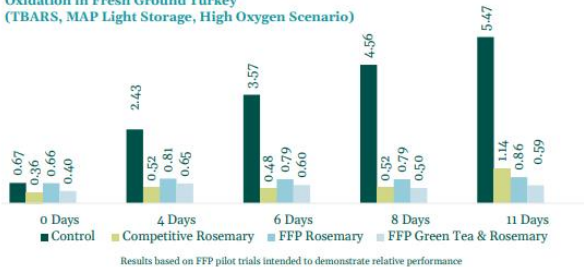
Committed to Real, Simple, Better™

- 81%** Of consumers prefer the turkey patties containing VegStable® Fresh with Rice Bran Extract
- 78%** Of consumers prefer the flavor of the turkey patties containing VegStable® Fresh with Rice Bran Extract
- 68%** Of consumers prefer the texture of the turkey patties containing VegStable® Fresh with Rice Bran Extract



Source: Proprietary sensory research completed by University of Florida, n=79

Oxidation in Fresh Ground Turkey
(TBARS, MAP Light Storage, High Oxygen Scenario)



VegStable® Fresh inclusion in ground turkey results in the lowest levels of oxidation.

VegStable® Fresh yields improved antioxidant effects over alternatives.

Florida Food Products, improving the food we eat by producing real ingredients from nature that work.

Committed to Real, Simple, Better™

FloridaFood.com

VSF Application Guide

VegStable® Fresh



Natural Antioxidant Solutions

VegStable® Fresh clean-label alternatives to chemical antioxidants



What are antioxidants?

Antioxidants are compounds that help prevent oxidation in food products. Oxidation is a chemical reaction that occurs via exposure to oxygen. This reaction is responsible for color changes, rancidity, and ultimately food spoilage. Due to their "anti-oxidation" effects, foods (including meat products) can maintain their color, flavor, and an extended shelf life.

Industry Insights

The modern-day consumer is focused on providing healthy, clean-label foods for themselves and their families. They seek shorter ingredient listings coupled with the removal of chemical ingredients, all while not sacrificing the eating experience. Florida Food Products VegStable® Fresh products can help meat processors meet these clean-label consumer demands.

75% Of Consumers Will Pay Extra For Clean Label Ingredients

86% Of Consumers Say Clean and/or Natural Ingredients Are Important

76% Of Food Service Consumers Say Clean Label Foods Are Healthier Than Traditional Foods

65% Over 65% Of The Time Consumers Are Purchasing Foods That Are All Natural, Have No Preservatives, and/or That Have No Artificial Ingredients

Source: Technomic (May 2018). Technomic Omnibus Survey. <https://www.technomic.com/insights/omnibus-survey/2018-05-01-omnibus-survey-18-of-key-trends>

Product Line

Florida Food Products VegStable® Fresh product line offers clean-label, functional alternatives to chemical antioxidants (e.g., BHA/BHT).



Optimized systems available for maximum antioxidant efficacy.

Features & Benefits

Florida Food Products VegStable® Fresh uses only compounds inherently found in nature. Green tea, rosemary, and acerola cherry all naturally contain a variety of molecules including catechins, carnolic acid, anthocyanins, and more. Florida Food Products has optimized the utilization of these molecules to create functional, natural antioxidants. Our products are always produced in the US and we carefully source via our long-term contracts with growers. We also pride ourselves on carrying out sustainability initiatives through VegStable® Fresh by valorizing a side stream product from our tea extracts business.

VegStable® Fresh not only meets current market dynamics but also offers the following features & benefits:

- Shelf-life extension
- Rancidity prevention
- Maintain color and flavor
- Consumer preferred, clean-label replacements for chemical antioxidants (e.g., BHA/BHT)
- Broad portfolio for a wide variety of processing scenarios
- Ease of use

Performance Product Portfolio – External Use

Performance Product Portfolio



At Florida Food Products (FFP), we continually strive to improve what we do – from the field to the fridge – so people around the world can eat with pleasure, with full confidence, and with the good feeling that comes from choosing real food. As an industry leader in functional food ingredients, we are determined to find better ways to help produce food, collaborating with our customers in ways which respect people and the environment

Markets Served

Clean-label solutions for a variety of applications.



Meat & Poultry

For protection, shelf-life, color, flavor, & texture
Products: VegStable® Plus, VegStable® Fresh, VegCon™, VegDry™



Meat & Dairy Alternatives

For shelf-life, texture, flavor, & color
Products: VegStable® Plus, VegStable® Fresh, VegCon™, VegDry™



Pet Nutrition

For shelf-life, texture, color & nutrition
Products: VegStable® Plus, VegStable® Fresh, VegCon™, VegDry™



Soups, Sauces & Culinary Applications

For flavor, color & nutrition
Products: VegCon™, VegDry™, JuiceDry™



Nutritional Supplements

For vitamins & nutrients
Products: VegCon™, VegDry™, JuiceDry™



Beverages

For flavor, color & nutrition
Products: Teas, Herbs, Coffees, Botanicals, VegCon™, VegDry™, JuiceDry™

VegStable® Plus

Natural Phosphate Alternative

Rice Bran Extract

- ✓ Improved flavor, texture & juiciness
- ✓ Consumer-preferred, clean-label replacement for chemical phosphates
- ✓ Highly soluble "drop-in" solution with widespread applicability
- ✓ Support sustainability



VegStable® Fresh

Natural Antioxidant Solutions

- ✓ Shelf-life extension
- ✓ Easy to use, highly dispersible
- ✓ Taste & color protection
- ✓ Rancidity prevention

Synergistic systems available for maximum antioxidant efficacy.

Product Line:

Green Tea
Rosemary
Acerola Cherry



Performance Product Portfolio – INTERNAL Use

VegStable®Plus

Natural Phosphate Alternative



Source	Code	Ingredients	Active Ingredients	Usage Levels
Rice Bran Extract	450	Rice Bran Extract, Sea Salt		1.0-2.0% of meat weight
Rice Bran Extract	451	Rice Bran Extract, Sea Salt		1.0-2.0% of meat weight
Rice Bran Extract	452	Rice Bran Extract, Sea Salt		1.0-2.0% of meat weight
Rice Bran Extract	455	Rice Bran Extract, Maltodextrin		1.0-2.0% of meat weight
Rice Bran Extract	480	Rice Bran Extract, Sea Salt		1.0-2.0% of meat weight
Rice Bran Extract & Celery	553	Rice Bran Extract, Cultured Celery Powder, Sea Salt	Natural Nitrite 10,000 ppm	1.0-2.0% of meat weight
Rice Bran Extract & Swiss Chard	552	Rice Bran Extract, Cultured Swiss Chard Powder, Sea Salt	Natural Nitrite 10,000 ppm	1.0-2.0% of meat weight

Confidential & proprietary data for FFP. Not to be shared.

VegStable®Fresh

Natural Antioxidants



Source	Code	Ingredients	Active Ingredients	Usage Levels	Potential Applications
Green Tea	711	Maltodextrin, Green Tea Extract	Catechins 50,000 ppm	0.1-0.3% of meat weight	Cooked Pork Sausage
Green Tea & Rosemary	721	Maltodextrin, Green Tea & Rosemary Extract	Catechins 50,000 ppm CA + CN 15,000 ppm	0.1-0.3% of meat weight	Fresh & Cooked Pork Sausage
Green Tea & Acerola Cherry	723	Maltodextrin, Green Tea & Acerola Extract	Catechins 50,000 ppm Ascorbic Acid 100,000 ppm	0.1-0.3% of meat weight	Pork Sausage
Rosemary	741	Maltodextrin, Rosemary Extract	CA + CN 50,000 ppm	0.1-0.3% of meat weight	Fresh Pork Sausage
Rosemary & Acerola Cherry	761	Maltodextrin, Rosemary & Acerola Extract	CA + CN 50,000 ppm Ascorbic Acid 100,000 ppm	0.1-0.3% of meat weight	Pork Sausage
Green Tea & Rosemary	725	Maltodextrin, Green Tea & Rosemary Extract	Catechins 12,500 ppm CA + CN 7,500 ppm	0.2-0.5% of meat weight	Ground Turkey
Rosemary	745	Maltodextrin, Rosemary Extract	CA + CN 7,500 ppm	0.2-0.5% of meat weight	Ground Turkey
Rice Bran Extract & Rosemary	795	Rice Bran Extract, Maltodextrin, Rosemary Extract	Rice Bran Extract CA + CN 5,000 ppm	0.6-1.0% of meat weight	Ground Turkey

Confidential & proprietary data for FFP. Not to be shared.

Taste Content

Taste Capabilities Presentation

Full FFP Capabilities to be delivered mid March



**BECAUSE
REAL
WORKS™**

Begin

Flavor is Everything®



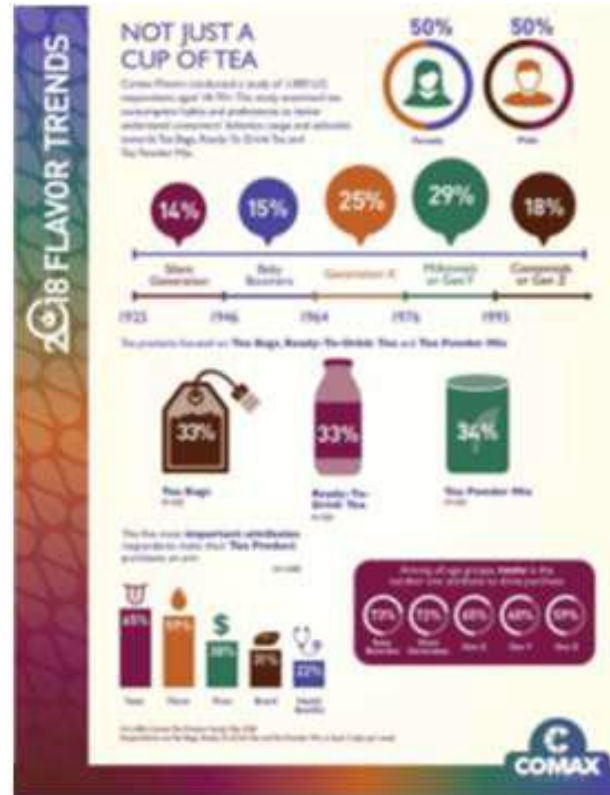
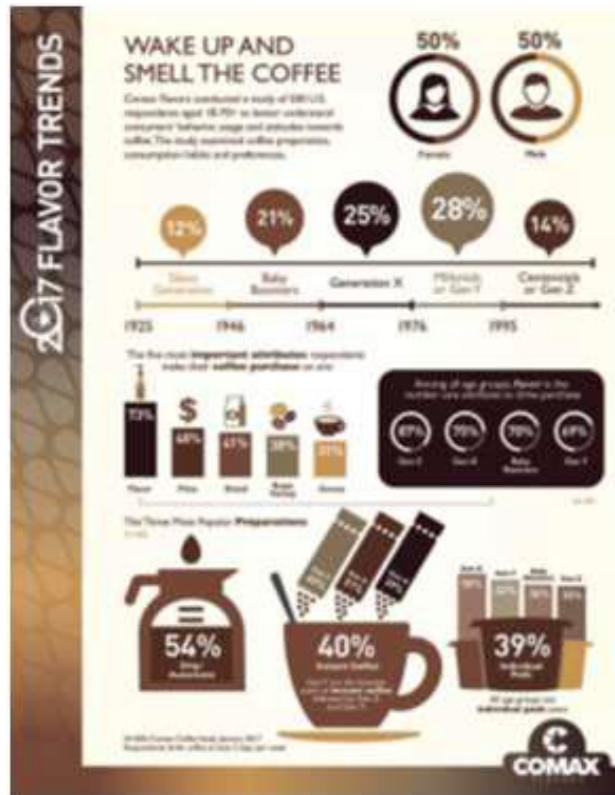
Cocoa Flavor Box

Boxes are produced. Working on updating branding creative. To be launched in March.



Primary Research Reports

Refreshing content and update branding. Tea and coffee reports to be updated for RCA in March



New Tools in Pipeline

Hop Extract Launch: Sell sheet, Presentations, Application Demos – Launch in March
Coincide with **Beverage Industry “Must See Products”** feature in March



Hop Varieties

Approximately
80
hop varieties
have been
commercialized

Some varieties
are used
primary for
bittering while
others contain
more aroma



**Simcoe
Chinook**

Hop varieties like Simcoe and Chinook bring a
others like Citra and Cascade bring a citrus pro
can be used individually or as a blend. It just d
that is desired.



**Citra
Cas**



Brewed Hops – Unlimited Opportunities



Sparkling Beverages



Teas & Kombucha

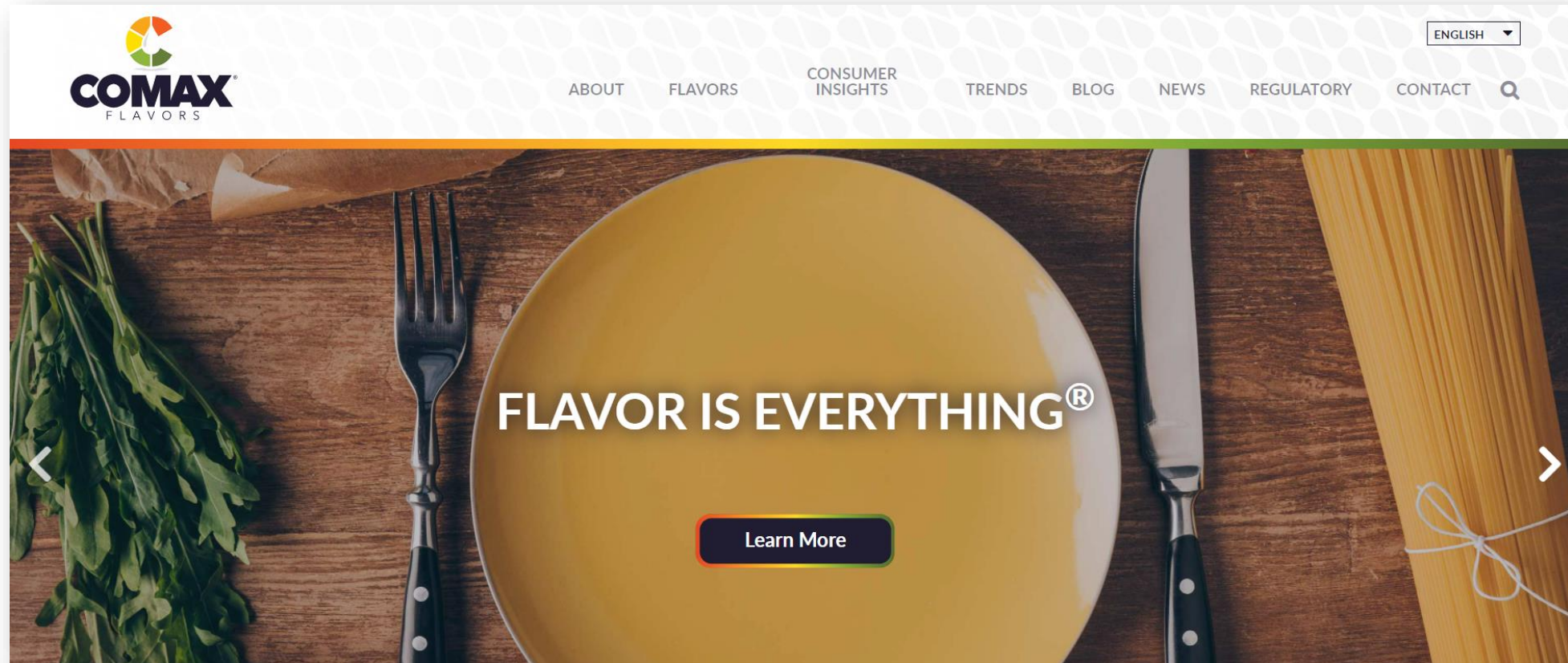
Adding hops and teas to sparkling beverages is a terrific way to
add new aromas and tastes.

Health Benefits

Bittering alpha acids (humulones
and lupulones) have been shown to
act as anti-inflammatory agents

May have beneficial effect against
anxiety/mood disorders and
restlessness.

Website Integration – Major Focus for February & March



Performance: Market Research

Ongoing Market Research

- Updates to all consumer data points (application guides, slides, etc.)
- Monthly pull of retail sales for meat category
- Quarterly updates of new product launches in key categories
- Actively understanding the potential for antioxidants in ground beef applications

Clean-Label Meat: Recovering Post 2020?

- A lack of innovation in the meat and poultry space has been ongoing since 2020, this can be explained by the pandemic-related effects on the industry including labor shortages, lack of time for R&D, price sensitivity among consumers, etc.
- While there is the lack of innovation, the market share of clean-label products in the market is returning to pre-covid numbers. This could be due to the fact the pandemic has accelerated the clean-label movement as consumers value their health & wellbeing more and more.

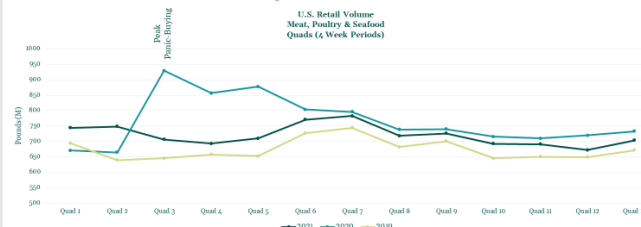
	2019	2020	2021
% Market Share of Clean-Label Meat	49%	43%	48%
Growth Rates	2018-2019	2019-2020	2020-2021
Clean-Label	+7%	-34%	+4%
All Other	-24%	-16%	-21%

Source: Innova Market Insights, North America Clean-Label Includes: Natural, Organic, No Artificial Preservatives, GMO Free



U.S. Retail Volume – Meat, Poultry & Seafood

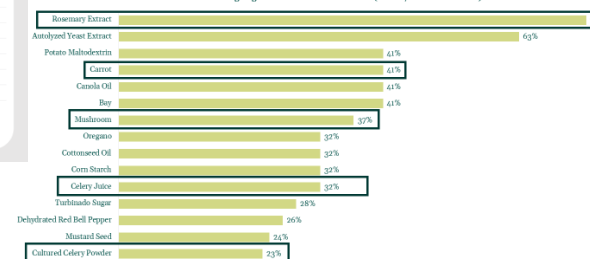
- Volume has fluctuated over the past year as the pandemic continues to affect the industry through supply chain shortages and price increases
- While 2021 sales versus previous year indicate a YOY decline, sales are still up over 2019 (pre-pandemic), indicating the consumer demand YOY continues to remain strong



Source: SPINS, accounts for approximately 60% of the retail market

FP Ingredients Amongst The Fastest Growing

Fastest Growing Ingredients in Meat Products (CAGR, U.S. 2016-2020)



Source: Innova Market Insights, North America

Taste: Market Research

Tea Market Report

Tea Market

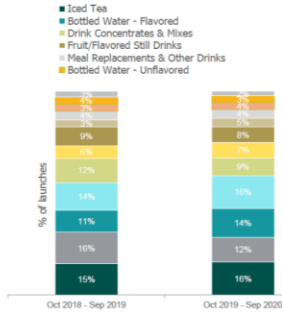


Iced tea is the leading subcategory

Iced tea accounts for an average 17% share of soft drinks category NPD in North America from Oct 18 to Sep 21.

By 2027, the global tea market is expected to reach **\$68.95 billion**

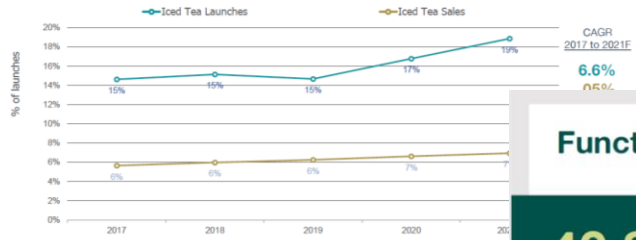
Cold brews, nitro offerings, functional add-ins, and plant-based milk blends are revamping the cold tea category



Iced tea NPD is trending upward in North America

Demand for healthier beverages rich in antioxidants and probiotics, unsweetened formula, organic teas, sparkling versions, fruity and floral combos (mango and marigold, citrus and jasmine), launches infused with kombucha and hops, cold brew decaffeinated ranges, tropical flavors, superfood ingredients (turmeric, purple ginger), keto-friendly beverages and limited editions are powering NPD in the region.

Relative development of Iced Tea launches and sales as a percentage of Soft Drinks category in North America



Functional Tea: Exploding Market

40.8% of consumers want added health benefits

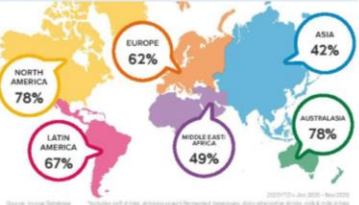
- | | |
|---|--|
| Top Functional Beverage Claims
(based on total tea/coffee launches 2016-2020) | Top 10 Functional Claims Tea
(based on consumer mentions): |
| 1. Probiotic | 1. Healthy |
| 2. Energy/Alertness | 2. Energy |
| 3. Digestive/Gut Health | 3. Fitness |
| 4. Relax/Calm | 4. Gut Health |
| 5. Immune Health | 5. Stress Relief |
| 6. Heart Health | 6. Wellness |
| 7. Brain Health | 7. Immune System |
| 8. Weight Management | 8. Focus |
| 9. Skin Health | 9. Anxiety |
| 10. Probiotic | 10. Sleep |

People are interested in functionality, and instead of asking "What's in this bottle", they're asking "What is the bottle doing for me?"
-Howard Telford, Senior beverage analyst, Euromonitor

Source: Innova Market Insights, 2019 Category Survey Tea (Oct to Sep) - Innova Market Insights - Insights Based - Consumer Insights, N=103k, Teaseminar (Data released on Mar 1, 2021)

MORE BEVERAGES WITH HEALTH CLAIMS VS WITHOUT

Percentage of beverage* launches with a health claim by region (2020YTD)



Tea Market Information: The United States



- U.S. annual consumption: 3.8 billion gallons.
 - ✓ 84% = Black Tea
 - ✓ 15% = Green Tea
 - ✓ 1% = Oolong, white, dark
- Total wholesale sales: \$13.12 billion (2020).
- RTD Sales: \$7.9 billion (2019).
- Canned/bottled RTD tea: 5.8%-dollar sales growth in 2021.
- Consumer will purchase 1.1 lb of tea in 2022 generating average revenue of \$46.95 per capita.

FFP 2022 Research Deliverables

Quarterly Updated Market Trends: By category and by consumer drivers

Monthly Updated Market Activity: product launches, sales trends

Market Sizing Capabilities by

- Trend

- Category

- Ingredient

More Reliable Trend Prediction focused on health and wellness / functionality

Ads

Performance Ad Schedule

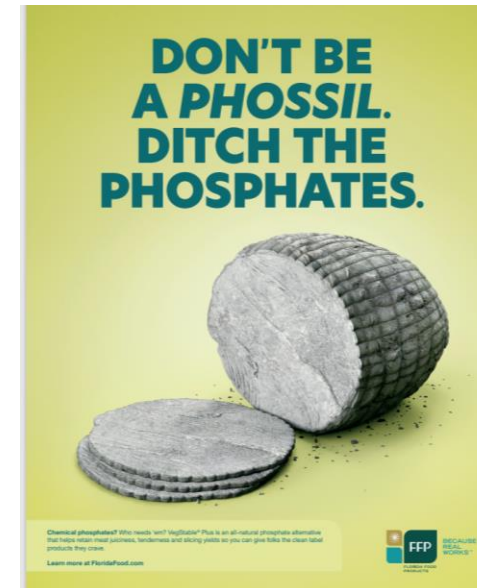
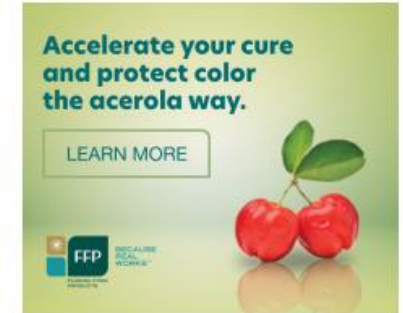
February

- Meat & Poultry Publication:
 - Med. Rectangle Ad on VSP
- Meating Place Publication:
 - Full Page Ad on VSP Ham
 - News Spot Ad on VS Acerola

March

- Meat & Poultry Publication:
 - Med. Rectangle Ad on VS Acerola
- Meating Place Publication:
 - News Spot Ad on VS Acerola

Digital



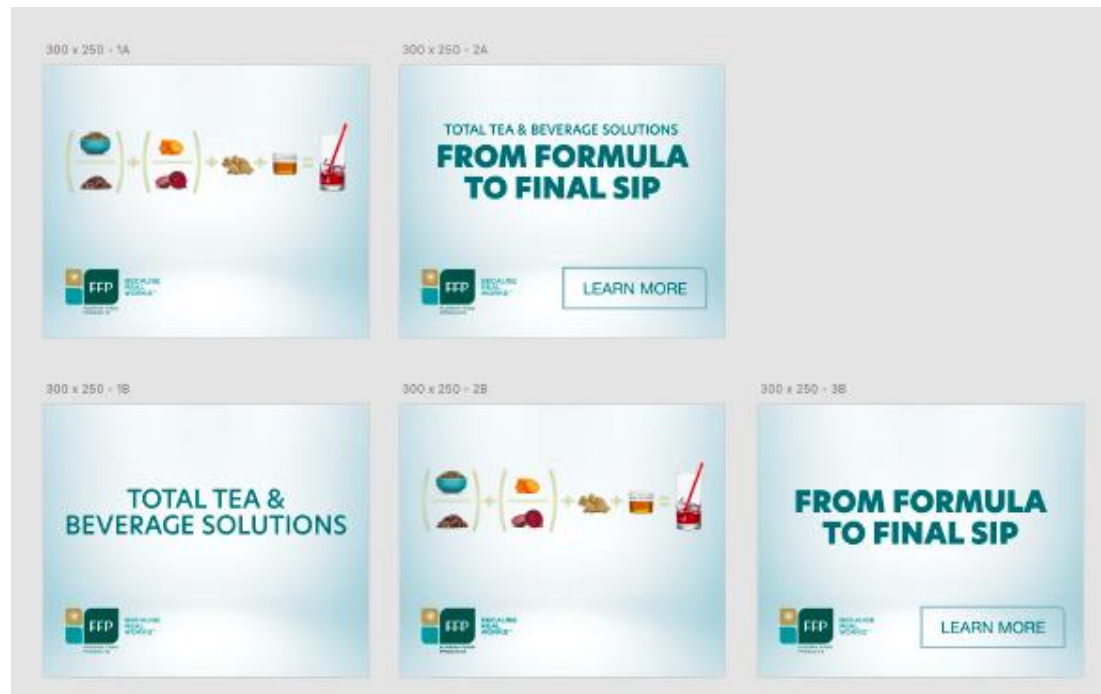
Taste Ad Schedule

February

- BevNet: eNewsletter Sponsorship
- FBN: Med. Rec. (New Beverage)

March

Focus on content and E-Blasts



E-Blasts

Performance March E-Blasts

Meat & Poultry Publication E-Blast on VSF

Food Business News E-Blast on VSF

Still editing



A fresh innovation in plant-based protection

DISCOVER VEGSTABLE® FRESH — the natural plant-based antioxidant custom crafted for meat producers like you. Appeal to your customers with flavor and appearance that say "fresh." Differentiate yourself with a cleaner label that contains natural, purposeful ingredients: a proprietary blend of green tea, rosemary and acerola cherry.

[READ MORE](#)

ENJOY THE MANY PROS OF OUR ANTIOXIDANTS

VegStable® Fresh inhibits oxidation and protects your meat's overall appeal without relying on chemical additives like BHA/BHT. With VegStable® Fresh, you can:

- Extend product shelf life and prevent rancidity
- Apply easily; just add to meat, marinade or seasoning blends
- Select from a broad portfolio for a wide range of processing scenarios
- Use on cooked pork, fresh pork and turkey products (with other applications soon available)

VegStable® Fresh is a new addition to the full line of plant-based protection and performance enhancers for meat producers like you. Discover our portfolio: [SEE MORE](#)



floridafood.com
2231 West CR 44, Eustis, FL 32726

©Florida Food Products, 2022 all rights reserved.

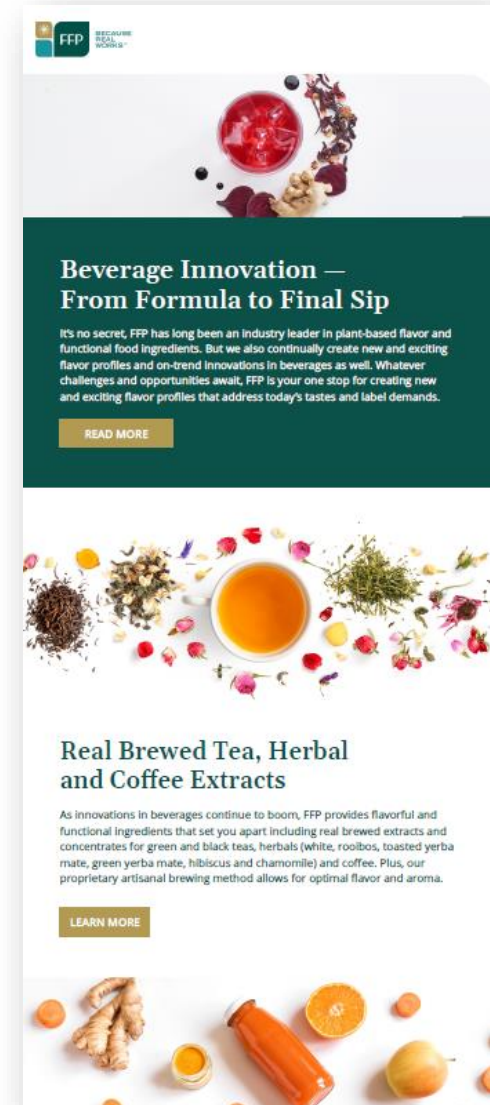
Taste March E-Blasts



Beverage Industry: "Must See Product" E-Blast

Subject Line: Function and flavor. From formula to final sip.

Product Focus: Hops, Hibiscus & Flavors for Mock-Tails



LinkedIn

March 2022 LinkedIn Posts

Date	Business Unit	Focus
3/1	Taste	Employee Spotlight
3/2	Taste	VegCon
3/8	Taste	Thought Leader in Tea
3/9	Performance	VSF
3/11	Taste	Tea Quality
3/15	Performance	VSP
3/16	Overall	RCA Tradeshow
3/17	Taste	JuiceDry
3/21	Performance	Employee Spotlight
3/22	Performance	VegStable Cure
3/23	Overall	Real Works
3/24	Overall	RCA Tradeshow
3/25	Overall	RCA Tradeshow
3/28	Taste	Coffee
3/29	Taste	VegCon
3/31	Taste	Formulation & Quality

March 2022 Overall FFP Posts

3/16	Ad
	Join us at the @ResearchChefsAssociation Conference in Atlanta March 23-25 where we're showcasing our #plantbased food and beverage ingredients and sponsoring the Student Culinology® Competition! Students from kindergarten through 12th grade will be using 1 of our ingredients and competing to make an alternative protein—good luck students! 🍀 Link to: https://conference.culinology.org/

3/23	Ad
	Everything we do at FFP is rooted in the belief that real works. That's why our #research and #development team is always working to find new, real #solutions to deliver to our customers. Link to: https://www.floridafood.com/contact/

3/25	Post
<Need image from FFP team>	Congratulations to the winners of the Student Culinology Competition at the @ResearchChefs Association Conference! These 3 individuals all impressed the judges with their excellent #plantbased cuisine.

3/24	Post
<Need image from FFP team>	Thank you to everyone who visited our booth on the first day of the @ResearchChefsAssociation Conference! We will be at booth #322 until tomorrow — come by and chat with the FFP team.

March 2022 Performance Related Posts

3/9	Ad
	Meet your chemical-free, #cleanlabel antioxidant alternative — VegStable® Fresh! Extend the shelf life and ensure the lasting appeal of your fresh and cooked pork sausage products, without relying on chemical additives. Link to: https://www.floridafood.com/products/vegstable-fresh/

3/21	Post
	Employee Spotlight (Performance Team) - Need input from client Link to: https://www.floridafood.com/about/

3/15	Ad
	Change the game with your company's #meat products using our American-made synthetic phosphate substitute — VegStable® Plus. 🍔 Link to: https://www.floridafood.com/products/vegstable-plus/

3/22	Ad
	VegStable® Natural Cure contains only #cleanlabel ingredients, which means you can get plant-based protection that doesn't require complex labeling. Experience the difference...#BecauseRealWorks ! Link to: https://www.floridafood.com/products/vegstable-cure/

March 2022 Taste Related Posts

3/1	Post
	Employee Spotlight (Taste Team) - Need input from client Link to: https://www.floridafood.com/about/

3/2	Ad
	The authentic color and flavor in our VegCon™ Vegetable Concentrates can elevate your #health and #wellness oriented applications. Link to: https://www.floridafood.com/products/vegcon-vegetable-concentrates/

3/8	Ad
	Our knowledge and #innovative research <u>keep</u> us on top of #trends and position us as an industry leader for high-quality tea extracts. This expertise allows us to deliver real brewed solutions to our customers. Link to: https://www.floridafood.com/brewed-tea/

3/11	Ad
	Quantity doesn't mean you have to sacrifice #quality! Our array of herbal extracts and #ingredients are all carefully sourced and brewed to the highest of standards, to ensure quality in every sip. Link to: https://www.floridafood.com/herbals-and-coffee/

3/17	Ad
	Looking to add classic lemon notes to your product? With JuiceDry™ Fruit Concentrates we can do just that and it will be #sourced, formulated, and produced with the utmost care. 🍋 Link to: https://www.floridafood.com/products/juicedry-fruit-powders/

3/28	Ad
	From dark roast to light roast and single-origin coffees, our whole bean #coffee extracts offer the purest extracts and #flavors available on the market today. Link to: https://www.floridafood.com/herbals-and-coffee/

3/29	Ad
	The fresh and authentic cucumber taste from VegCon™ Vegetable Concentrates is the perfect addition to beverages and dressings — and it's always locally sourced for ideal #flavor. 🥒 Link to: https://www.floridafood.com/products/vegcon-vegetable-concentrates/ Upcoming Performance Related...

3/31	Ad
	From formulation to brewing and kitting, our start-to-finish process begins with high #quality #ingredients and ends with your high-quality product. Link to: https://www.floridafood.com/brewed-tea/

Trade Shows

March / April 2022 Trade Shows

Dates	Show	Business Unit	Notes
3/8-3/12	Natural Products Expo West	Both	Walking only
3/10	Southern California IFT	Both	Booth
3/21-3/23	World Tea Expo	Taste	Walking only
3/23-3/26	Research Chef's Association (RCA)	Both	10x20 booth Sponsor of student competition
4/11/22 – 4/13/22	PMCA	Taste	Booth
4/28/22 – 4/29/22	Beverage Forum	Taste	Table and Sponsorship

RCA – Research Chef's Association

10'x20' Booth

Sponsoring Student Chef Competition

Product Focus:

- Tea, Coffee & Herbal Extracts
- VegCon Products, specifically Fermented Mushroom and Mirepoix
- VSP
- Natural & Organic Flavors

Application Demos:

- Tangerine Citrus Coffee
- Balsamic Fig Flavored Dip
- Fermented Mushroom Broth Tasting



IFT 2022 Planning

20'x30' Two-Story Booth
Publicly Launch the new FFP in a Big Way!

- Large booth staffed with full performance and taste teams
- Well-planned and extensive application demos
- Heavy pre-show promotion
- Recommend hi-end customer appreciation event

