



For Immediate Release

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# Introducing TrueTaste<sup>®</sup>, FONA's latest patented flavor technology

Watch the official TrueTaste trailer video [here](#).

*November 11, 2020. Geneva, Illinois* – Previously offered on an exclusive basis to strategic partners, FONA International today announces the official launch of TrueTaste, a patented and patent-pending liquid-to-powder conversion technology.



Designed to ensure that accurate taste profiles survive even the harshest of processing, TrueTaste is now available to all food, beverage and healthcare product developers.

Taking microencapsulation to the next level through gentler processing and a proprietary approach, TrueTaste ensures that flavor impact survives through to the finished product.

“This is truly an industry-changing liquid-to-dry conversion technology,” said Becky Wagner, Vice President of Growth Platforms. “We hear it so often from our customers – how do I get that true-to-nature taste? TrueTaste removes those hurdles.”

Becky adds that never has a flavor technology delivered on the need for accurate profiles as well as TrueTaste.

“In traditional drying, you can see a loss in your flavor. A loss of volatiles, a loss of that true-to-taste impact. TrueTaste has been created to solve that need,” said Dr. Robert Sobel, Vice President of Research & Innovation. “From capturing the freshness notes of citrus, the complexity of alcoholic beverages to the richness of coffee—we have yet to find a challenge that TrueTaste can’t handle.”

FONA opens access to TrueTaste alongside an official trailer. Watch the video [here](#).

## About FONA International

Founded more than 30 years ago, FONA International creates and produces flavors for many of the largest food, beverage, and nutritional companies in the world. It offers flavor solutions for the confection, grain, beverage, performance nutrition, OTC and emerging markets from its state-of-the-art, 33-acre campus in Geneva, IL. FONA's seven core values drive it to pursue excellence and foster incredible partnerships. More than just great flavors — FONA provides exceptional service and complete market solutions. #