



PRODUCT CATALOGUE

2027



AUSTRALIAN OWNED & OPERATED



BRINGING SOMETHING NEW TO THE TABLE.

WHO WE ARE

Taste Trail is an Australian food company with a growing family of distinctive food, beverage and wellness brands.

WHAT WE BRING

We bring quality products, exciting flavours and fresh ideas to everyday life. Each product offers something worth discovering, from its taste and texture to the experience it creates.

OUR COMMITMENT

We support our retail partners, listen to our customers and build brands people return to. Our aim is to make discovering something new an everyday pleasure.





HOW WE BUILD OUR BRANDS

SPOT THE OPPORTUNITY

We identify gaps in the market and products with a clear point of difference, whether something new or a better take on a familiar favourite.

BRING IT TO MARKET

We invest in product development, packaging and marketing, considering every detail that shapes how customers see and experience our brands.

KEEP MOVING FORWARD

We research, listen and refine our range, responding to changing tastes and exploring new opportunities to keep our brands moving forward.





SNACKS & BEVERAGES

Flavour worth discovering.

YAN & YUM ♦ GOLDEN KERNEL CO. ♦ FRUIT CRUNCH





ASIAN FAVOURITES. NEW DISCOVERIES.

Yan & Yum brings Asian snacks and drinks to Western audiences, making exciting discoveries easy to enjoy.

Familiar favourites for some. A delicious discovery for others.



OUR FIRST STOP: BUBBLE TEA

Six flavours. One convenient kit. Our bubble tea range brings boba pearls, milk tea powder and a paper straw together in every cup.

Explore the range on the following pages.

Bubble tea, made **simple**



Your everyday favourites, ready to enjoy.



Brown Sugar



Original



Matcha

What's inside every cup





Find your favourite

Six flavours. Something for every mood.



Taro



Strawberry



Honeydew

Everything you need



Made in
60 seconds



Consistent
every time



Everything
inside

Golden KERNEL Co

— YOUR TICKET TO —
★
BOLD
FLAVOUR

Bold flavour. Distinctive presentation.

★
From everyday snacking to memorable gifting,
Golden Kernel Co. makes every occasion pop.



CRAVE-WORTHY FLAVOUR



DISPLAY-READY FORMATS



MADE TO IMPRESS

MAKE SNACK TIME THE MAIN EVENT.

For movie nights, road trips and snacks on the go.

SIGNATURE HONEY BUTTER



SEA SALT BUTTER



SALTED CARAMEL



SWEET CHILLI & SOUR CREAM



SALT & VINEGAR



LIMITED EDITION

TROPICAL TWIST

PASSIONFRUIT

Sweet, fruity, tropical.



LIMITED TIME ONLY

GRAND *Gesture*

Make an impression before the very first bite. With crave-worthy flavour and distinctive presentation, this unique popcorn gift is made for loved ones, family visits, celebrations, corporate gifting and every special occasions.

Honey Butter
850g / 250g



Sea Salt Butter
480g / 140g



Salted Caramel
850g / 250g



*Popcorn today,
piggy bank tomorrow.*



LUNCHBOX CRUNCH

A new popcorn lunch-pack range
For lunchboxes, travel and everyday snack breaks.

COMING SOON



Pack design to be revealed



LUNCHBOXES



TRAVEL



SNACK BREAKS



FRUIT, MADE TO SNACK!

Real fruit, transformed into a light, satisfying crunch. Vibrant, naturally colourful and made to stand out on shelf, frobite brings everyday snacking to life.



MADE FOR EVERYDAY MOMENTS



REAL
FRUIT



GLUTEN
FREE



EYE-CATCHING
ON SHELF

THE FRUIT CRUNCH RANGE

9 fruit-filled mixes. Plenty to discover.



MIX UP YOUR SNACK TIME.

A colourful crunch for every kind of day.



Good
Habits
Taste
Great!



Little
Snacks
Big
Adventures
♡

LUNCHBOX CRUNCH

IS COMING SOON!

A new way to bring Fruit Crunch
into the lunchbox.

Healthier snacks for brighter days.



Snack
Explore
Grow
♡



HEALTH & WELLNESS

Wellness, thoughtfully formulated.

◆ IMMUNIS ◆





PREMIUM MANUKA HONEY-BASED SUPPLEMENTS

A new way to supplement.

Manuka honey blended with carefully selected herbs and supplements in one rich, spoonable formula.



Manuka honey



Up to 17 ingredients



3 years of research

Formulas for every moment.

Manuka honey-based blends created for passion, energy and performance.

Passion

Created for confidence, connection and intimate moments.



Energy & Performance

Daily momentum when you need it. Endurance when more is demanded.

Honey. Botanicals. Supplements. More inside.



Manuka honey



Ginseng



Horny goat weed



Amino acids

Selected ingredients used across our range.

Formula guide

01

Passion

Confidence & connection

A honey-based blend created for libido, confidence and intimate moments. Carefully selected ingredients work together to support passion and connection.



02

Active

Endurance & performance

Designed for steady energy and endurance during workouts and physical activity. Active supports you in going longer and stronger, with a focus on sustained performance.

03

Energy

Your morning kickstart

Manuka honey, royal jelly and bee pollen come together for mornings when you're feeling tired and could use a lift. One spoonful to kickstart your daily routine.



Manuka Complex+

A refined 3-in-1 blend of Australian Manuka honey, royal jelly and bee pollen.



Australian Manuka
Everyday wellbeing



Royal jelly
Daily energy



Bee pollen
Natural nutrition

Understanding the grades

Australian Manuka honey, royal jelly and bee pollen, brought together in one rich spoonful.



250+

Everyday wellbeing

Made for daily use. Enjoy one teaspoon a day as part of your routine to support your general wellbeing.



500+

When you're feeling run-down

A stronger grade for times when you're feeling under the weather or during the cold and flu season.



800+

Intensive support

A high-strength grade for times when you feel your body needs a more intensive level of support.



1500+

Ultimate strength

Our highest grade for the times when you want the maximum strength available, or a meaningful gift for someone important.

Why Immunis?

A honey-based supplement created with carefully selected herbs and supplement ingredients.

01

The base

Premium Manuka honey creates a rich, spoonable format.

02

The formula

Up to 17 carefully selected ingredients across the range.

03

The purpose

Different formulas for daily energy, performance, passion and everyday wellbeing.

A considered approach

Our products offer a balanced, long-term approach to wellness. They are designed to become part of your routine, rather than an instant fix.

Every ingredient matters

Each ingredient is selected to play a role within its formula. Together, they support balanced nutrition, focus, optimal function and overall vitality over time.



Across our range

Ashwagandha · Black maca
Tongkat ali · Tribulus
Ginseng · Royal jelly
Bee pollen · Pine bark extract

Discover a more enjoyable way to supplement.

Energy for your day.
Endurance to keep going.
Passion for your moments together.
Health at the heart of it all.



IMMUNIS

A more enjoyable way to supplement.



DISTRIBUTION & MARKET REACH

Connecting distinctive products with the right markets.

Our distribution network connects our brands with a diverse range of trade partners and retail environments. We focus on placing each product where its format, audience and commercial potential make the strongest impact.



SUPERMARKETS

Distinctive products created for modern grocery shelves.



CONVENIENCE STORES

Eye-catching, convenient formats suited to fast-moving retail.



CAFÉS & HOSPITALITY

Unique food and beverage options for memorable customer experiences.



PETROL STATIONS

Impulse-friendly products designed for customers on the move.



WHOLESALE & DISTRIBUTORS

Opportunities to introduce our brands across new channels and markets.

THE RIGHT PRODUCTS
THE RIGHT CHANNELS
THE RIGHT OPPORTUNITIES



WHY PARTNER WITH US

Distinctive products. Carefully selected.
Designed to stand out.

Taste Trail brings together unique products, strong brands and thoughtful packaging, supported by market insight and established distribution channels.



UNIQUE PRODUCT DISCOVERY

We research the market to identify distinctive products with originality, consumer appeal and strong commercial potential.



QUALITY & TASTE

Every product is carefully considered for flavour, quality and overall experience before joining our portfolio.



THE WOW FACTOR

We create products and packaging with immediate visual impact, designed to attract attention, spark interest and stand out on the shelf.



DISTRIBUTION & SUPPORT

We connect our brands with supermarkets, convenience stores, petrol stations, cafés, hospitality venues, wholesalers and distribution partners.



We also manufacture selected products, giving us greater involvement in product development, quality and supply.

LET'S BRING SOMETHING NEW
TO THE MARKET



LET'S CONNECT

For distribution, retail, hospitality and
brand partnership enquiries, connect with our team.

CONTACT US

EMAIL

info@tastetrailfoods.com.au

BUSINESS ADDRESS

A2/406 Marion St
Condell Park, NSW 2200
Australia

SALES ENQUIRIES

Email our sales team.
We'll get back to you right away.



The trail continues with you.



THE TRAIL CONTINUES.

New discoveries. New flavours. A journey that never stops.

