



What

is Lemon Myrtle?

- Australian native botanical, scientific name *Backhousia citriodora*
- Used by Indigenous peoples in cuisine and as a healing plant for thousands of years
- Has the highest known citral content of all plants (90%+)
- Caffeine free, highly antioxidant & vegan friendly

Why

use in tea?

- Fresh, uplifting citrus aroma and flavour
- Increasing familiar native ingredient and alternative to traditional citrus flavours
- Cost-in-use 40% cheaper than its closest alternative
- Functional health benefits
- Similar antioxidant properties to black tea

How

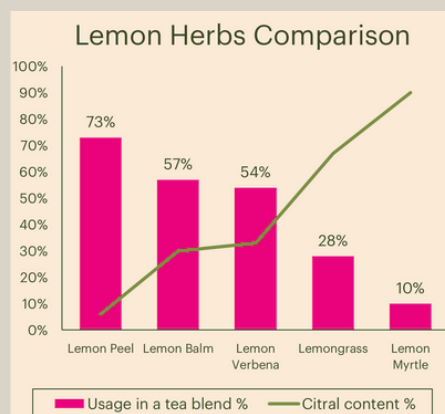
to use in tea?

- Adding 10% Lemon Myrtle to your blend will achieve a balanced citrus top note
- Adding 2-3% Lemon Myrtle will boost the performance of any tea blend
- Ideal for hot tea or cold brew
- Complementary to black, green and other herbal teas
- Excellent option for high antioxidant caffeine free tea

Flavour profile

"Strong lemon with some sweetness and cooling on the palate, with refreshing citrus notes"

Comparison



Different lemon herbs were used to create a pleasant lemon note in a green tea blend. Data source - Australian Tea Masters

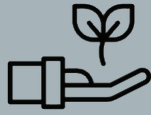
Testimonial

"Lemon Myrtle is the leading source of citral lemon."

Australian Native Products produces the highest grade, pure lemon myrtle under stringent production standards."

Sharyn Johnston
Tea connoisseur and CEO
Australian Tea Masters

Leading the world in Lemon Myrtle production



As growers, Australian Native Products has implemented sustainable farming practices to minimise the impact on our planet



Proprietary processing techniques to ensure superior preservation of fragrance and flavour



250,000 trees are in the ground across our multiple farms, ensuring consistent supply in commercial quantities



A premium quality product is achieved each and every time, via strict food grade quality control systems



Our farms and state-of-the-art processing facilities in North Queensland, Australia are certified organic by NASAA and USDA



Our vision is to benefit the health and wellbeing of all humanity by unlocking the power of Australian native botanicals



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One of the first blends I created and presented to market was the Earl Grey de Luxe blend - the Lemon Myrtle made it luxurious.

Corrine Noyes
Founder of Madame Flavour

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