

## First Flavor, US Ink Partner to Bring Taste-it Notes to Newspaper Industry

First Flavor and [US Ink](#) have introduced Taste-it Notes™, a new kind of “sticky note” that newspaper publishers and printers can place on the front page of newspapers to engage readers in a never-before-offered taste sampling advertising experience.

Taste-it Notes™ are created using First Flavor’s Peel ‘n Taste® edible film technology and US Ink’s innovative news ink capabilities to create an interactive ad that readers can use to literally smell and taste a flavored food, beverage or other flavored product. Each Taste-it Note™ provides readers with an easy-to-open, tamper evident foil pouch in a multi-layered sticky note format and brings taste sampling to a print newspaper’s audience – this delivery leverages the power of print advertising and brings an interactive experience that is not possible with online, television or radio ads.

“We are extremely excited about the potential of Taste-it Notes™ and our Peel ‘n Taste® flavor strips to engage newspaper readers in flavorful advertising,” said Jay Minkoff, president and CEO of First Flavor. “We believe this type of sensory experience helps companies connect to their customers in a completely new and innovative way and drives product trial – and according to research reports conducted by our past clients, it works!”

Advertising studies show that the sticky notes that are currently adhered to the front pages of newspapers are effective. Taste-it Notes™ evolves this advertising approach into an engaging, reader-driven promotional sampling campaign. By allowing the newspaper reader to smell and taste an advertised product, Taste-it Notes™ can offer an advertising opportunity that no other medium or ad can. Until now, to enable readers to taste a product, advertisers had to pay for costly product samples to be bundled or poly bagged with each individual newspaper. Taste-it Notes™ makes sampling easier for production and delivery, more cost efficient for advertisers and more fun for the reader.



“We believe Taste-it Notes™ could be a breakthrough in newspaper advertising – at a time when newspaper executives are increasingly interested in innovative solutions that will assist their print advertisers to increase revenue and differentiate their brand,” said Michael J. Dodd, president at US Ink. “Now, advertisers that are seeking these creative ways of breaking through the clutter of messages all targeted at the same people can use our Taste-it Notes™ and this new taste marketing technology to enhance the power of their printed products. This could result in the next generation of newspaper advertising – one that will engage readers and allow newspapers to offer their advertising clients something truly interactive, cost-efficient and available only in print.”

Taste-it Notes™ are available for advertisers today and more information is available at <http://www.usink.com/flavor>. First Flavor’s Peel ‘n Taste® technology has been used to drive successful advertising campaigns for some of the food, beverage and personal product industries’ most established brands and products, including Welch’s, Campbell’s, Arm & Hammer, SKYY Vodka and Sunny Delight.