

50 GREAT IDEAS



New-age scratch 'n sniff

48 Wouldn't it be something to tempt guests with a taste of your latest signature dish in a paper mailer? Peel 'n Taste strips, created by First Flavor, take scratch 'n sniff technology to that next level. These quick-dissolving starch strips can be embedded with limitless flavors, such as barbecue sauce, mojitos and even

glazed donuts, but contain no calories, carbs or fat. In a recent Peel 'n Taste application, a Welch's 100% Grape Juice-flavored strip appeared in People magazine for readers to peel out and taste at their leisure. Findings show that as a result of the campaign, purchase consideration more than doubled when readers sampled the juice-flavored strip.

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