





**OUR  
FUNDAMENTALS**

**OUR  
MISSION**

**OUR  
CORE VALUES**

**OUR  
VISION**

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**TASTY FOOD INGREDIENTS | FOOD DECORATIONS AND INCLUSIONS | FUNCTIONAL FOOD INGREDIENTS**

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**Strik bv | TasteStrik<sup>®</sup>**

**www.tastestrik.nl |  FSSC 22000 | T +31 (0)35 53 80 107**



**OUR  
FUNDAMENTALS**

Strik bv | TasteStrik<sup>®</sup> is a family business with an extraordinary passion for taste! Active on the European market of food ingredients. Leading developer, producer and supplier of high quality flavourings and ingredients for the bakery, chocolate, confectionery, cereals, culinary and frozen desserts industry. A major sparring partner for product developers, producers and marketeers.

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We are intensively involved with taste on a daily basis. We deliver smell, colour and texture to the dynamic world of food. Where other people stop, is where our challenge begins! With original ideas and solutions we create unique flavourings and outstanding ingredients with which production methods can be improved or replaced. We do this together with our customers, who are happy to have us sit down with them for that purpose -to generate ideas and help them innovate. We listen closely to our customers, search for the most suitable solutions and come up with taste concepts that work!

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## **We put the interests of our customers first; at all levels**

Thinking from the perspective of an independent and autonomous family we make a substantial contribution to the enduring success of our customers with our authentic knowledge of production processes. We are a professional team, capable of exceeding customer expectations, based on reliability and trust. We are proactive and quick when approaching customers.

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## **WHATEVER COMES OUT OF STRIK BV | TASTE STRIK<sup>®</sup>'S HANDS IS UNIQUE!**

We are passionate professionals who are committed to finding solutions. The joy we experience when successfully contributing to our customers good results, is the reason why we go to work every day bursting with energy! With our expertise and our own perception of taste, application and technology, we look ahead; actively following the trends of today and those of tomorrow. That is how we create unique taste concepts which nobody else has.

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## **PASSION FOR FLAVOUR**

Flavour is our passion. Our heart beats to find and use new ingredients, new flavour combinations and to create new taste experiences. Dedication and inspiration are ingredients which are indispensable to us.

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## **PROFESSIONAL**

Our knowledge is real, reliable, acquired through our own resources and it enables us to effectively and actively contribute to product development. Independently verified, we comply with the very latest legislation and regulations.

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## **CUSTOMER-ORIENTED**

We listen carefully, have short lines for feedback, sharp analytical skills and we act fast and efficiently. Our drive and enormous amounts of energy are what makes us a European player. Our taste solutions are always in the best interest of the customer, always add value and are always cost-effective with regard to the production processes. Speed however should never be at the expense of precision.

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## **HONEST & PURE**

We are honest, we do what we say and we say what we do. Our customers can completely rely on the quality, safety and effectiveness of our ingredients. We communicate to-the-point regarding (im)possibilities, create clear solutions without pointless extras.

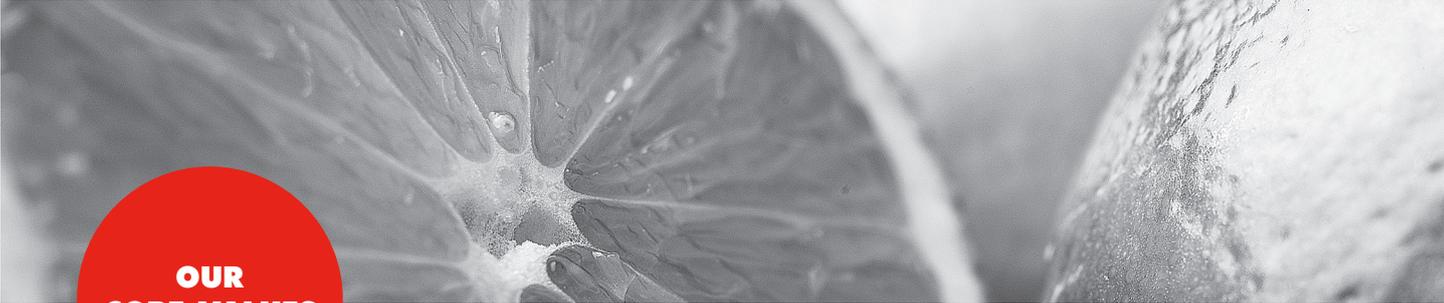
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## **CREATIVE**

We do not shun experiments since inventing and discovering is in our DNA. We are a team with talented and creative people who love to intensively share their knowledge with our customers, thus creating taste concepts resulting in true innovation. This gives both us and our customers new energy. Our independence and self-reliance allow us to be flexible in the way we think and act. We are not stuck in a frame of mind nor do we follow other people's footsteps. We look ahead, to see the trends of today and tomorrow and we approach these with an open mind. Where other people stop, is where we start.

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## **STRIK BV | TASTE**STRIK****<sup>®</sup> **GOES ABROAD!**

Every European food manufacturer will know within a foreseeable time who Strik bv | TasteStrik<sup>®</sup> is and that we want to collaborate with most of them. We have the ambition and the power to keep growing. In order for us as a Dutch supplier of food ingredients to become a European provider of taste concepts. We introduce our successfully proven flavour concepts to producers abroad. We bring our skills and our expertise in the field of new applications and new technologies to the European market. And make it abundantly clear that we bring added value to the European production chain.

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