

A close-up photograph of a variety of tropical fruits. In the foreground, there are several bright pink dragon fruits with green scales. To the right, there are yellow starfruits and purple corn cobs. In the background, a large green jackfruit is visible. The fruits are arranged in a dense, overlapping manner, creating a rich and colorful display.

Sharing the
Sensory Adventure
of a Lush Tropical
Bounty

TASTE PARADISE

Taste Paradise - The Journey begins ...

Taste Paradise regional food brand has been developed in partnership with the Queensland State Government as an initiative to create awareness and further develop the food tourism industry of the region.

Guided by the expertise of a brand strategist and the conversations with a diverse range of stakeholders across the region, the essence of the brand emerged.

Development work along the supply chain has been initiated from paddock to plate and chef's tours visited the Tablelands and Cassowary Coast, to meet the farmers and producers and discover the diversity of what this region has to offer.

The journey continues ...

Enhanced by an additional Australian Government funded TQUAL Project to 'Develop and position the region as an agri-food tourism destination', Taste Paradise has continued its momentum.

The Taste Paradise brand will be fortified by local accredited trading and supported by a negotiated distribution system to more effectively link supply from accredited farmers with the demand from the accredited Food Service Sector members. Taste Paradise works as a brand that is underpinned by an accreditation system to authenticate and identify products from within the region that are part of a local food network.

The Taste Paradise brand will continue to be promoted to raise awareness, build consumer confidence in the authenticity of the branded products and outlets and encourage visitors and consumers to experience Taste Paradise in restaurant or business that are part of the network.

On a whole, the Taste Paradise logo identity is designed to provoke the joy of "fresh healthy eating" and accentuates all that is authentic, adventurous, eclectic and intoxicating about the Taste Paradise brand and the Tropical North Queensland region.

Share the journey with us!



TASTE PARADISE

Sharing the Sensory Adventure of a Lush Tropical Bounty

The essence of our Tropical North regional food brand has been borne out of a desire to celebrate and share with the world our amazing array of lush foods, gifted to us by our unique tropical paradise.

Nature has gifted us a region sprinkled with different micro-climates and ecosystems enabling us to produce a stunning array of tropical fruits, vegetables, seafood, plants, crops, livestock and more...adding up to a tropical bounty that is almost unimaginable.

Our regional food brand not only seeks to honour what nature has bestowed upon us but to share it in a way that

the rest of the world begins to truly understand and appreciate the food adventures on offer.

As a brand we aspire to also celebrate the pioneers of our region who have assembled such an eclectic assortment of fruits from around the world. Their adventurous endeavours have created a bounty of exotic fruits and plants from far and wide. Tastes of India, South East Asia, the Americas, West India and much more – they are all available at our back door.

Add to this our abundance of succulent fresh seafood, interesting indigenous foods and diverse wild-life means that we have a truly unique bounty that should be passionately shared with the world, for all to enjoy.

DIVERSE FOODS OF THE REGION

Seafood	Prawns – (Banana, King, Tiger), Moreton Bay Bugs, Tropical lobster, Mud crabs, Barramundi, Coral Trout, Red Emperor.
Aquaculture	Barramundi, Prawns, Eels, Jade Perch, Redclaw
Meats	Beef, Pork, Goat, Chicken, Crocodile, Kangaroo
Dairy	Tropical Milk, Cream, Yoghurt, Cheese, Ice-cream
Herbs & Spices	Asian style – Lemon Grass, Ginger, Basil, Galangal, Turmeric, coriander, Vanilla, Pepper, chilli European – Chives, Rosemary, Thyme, Basil, Parsley, garlic
Fruits - Tropicals	Banana, Papaya, Mango, Rambutan, Mangosteen, Lychee, Pineapple, Longon, Pitaya, Custard Apple, Avocado, Pomelo, Passionfruit, Grapefruit Limes, Watermelon, Jakfruit, Durian, Breadfruit, Jaboticaba, Soursop, Mamey Sapote, Star Apple, Abiu, Pomegranate, Persimmons,
Fruits - Temperate	Grapes, Peaches, Nectarines, Plums, Strawberries, Berries, Oranges, Mandarins, Lemons, Eggplant
Vegetables - Asian	Bok choy, Chinese Cabbage, Okra, Yams, Taro, Asian greens, Bamboo Shoots, Water Chestnuts, Jicama, Palm Hearts
Vegetables - Temperate	Potatoes, Tomatoes, Carrots, Lettuces, Cucumber, Pumpkin, Sweet Potato, Maize, Zucchini
Other Industries	Tea, Coffee, Sugar Cane, Cocoa,
Indigenous Products	Davidson Plum, Rosella, Lemon Aspen, Pepper, Finger Limes, Tingle berry.
Manufactured Products	Sauces, Conserves, Dried Spices, Nuts, Ice-cream, Tea, Coffee, Chocolate, Confectionary, Pasta, Cheeses, Taro-chip.
Organics / Bio-dynamics	Milk, Yoghurt, Butter, Cream, Ice-cream, Beef, Pork, Vegetables, Fruit, Spices,

