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**New Leaf Tree Syrups Introduces First-Ever American Beech Syrup**

**NEW YORK, Ny.** (June 18, 2019) - New Leaf Tree Syrups, the signature brand of The Forest Farmers, is proud to debut the industry’s first-ever American Beech syrup.

“Very few people have ever tasted pure American beech syrup before,” said Dr. Michael Farrell, CEO of The Forest Famers. “Until a couple of years ago nobody knew that you could

even collect a sweet sap from this species in the springtime. It’s a much more complicated extraction process than maple, but we had the patience and utilized the right technologies to figure it out. The outcome of that work is one amazing syrup.”

The American beech syrup has a similar nutritional value and taste profile to maple while featuring strong notes of dried pear and raisin. The beech syrup joins the brand’s line-up of single-varietal tree syrups, syrup blends and syrup infusions handcrafted from maple, birch, walnut and other rare sap producing species. New Leaf’s tree syrups represent the greatest diversity of forest-based sweeteners in the world.

“Part of our mission is to support a rich forest full of a variety of tree species - which means we tap all of the species we can for their sap and syrup, not just the maples,” continues Farrell. “Doing so brings syrup out of its breakfast box and into a larger culinary story. It’s not just about sweet - our American Beech syrup is one-of-a-kind. The flavors are complex and sophisticated; it’s unlike any syrup you’ve ever tasted before.”

New Leaf’s American beech syrup is available for order on their website and will be in select grocery stores later this year.

To learn more about New Leaf Tree Syrups, stop by booth #4620 at the Summer Fancy Food Show, or visit <https://www.newleaftreesyrups.com/> for more information.

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**About The Forest Farmers & New Leaf Tree Syrups:**

New Leaf Tree Syrups, produced by The Forest Farmers, is a premium line of certified-organic sweeteners made from a variety of tree species. Their unique syrups are crafted exclusively from the sap of maple, birch, walnut, beech and other rare tree species to provide the greatest diversity of forest-based sweeteners in the world. They are a leading supplier of certified organic tree saps and syrups used by food technologists and manufacturers in beverages and packaged goods. Co-founded by Dr. Michael Farrell in 2017, New Leaf Tree Syrups is the output of many years of innovative research and development to determine how to best harness the wonderful and delicious diversity of our native woodlands. For more information or to purchase premium tree syrup, visit <https://www.newleaftreesyrups.com/>.