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August 24, 2024

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## **Big Tree Farms Brings Authentic Balinese Flavors to Market with "Naughty Bali BBQ Trio"**

*Leader in Regenerative, Organic Sweeteners & Sauces Shares the Joy of Global Flavors at Newtopia 2024*

**DENVER, CO (August 25, 2024)** — [Big Tree Farms](#), the world's largest vertically integrated organic supply chain of coconut flower nectar, announces the launch of its new Naughty Bali BBQ trio, the latest addition to its line of organic sweeteners and sauces. This flavorful new offering sparked a brand-wide transformation, inspiring Big Tree Farms to infuse more of Bali's vibrant magic and madness into its identity while deepening its commitment to whole food ingredients and authentic Indonesian flavors.

As global flavor brands see a surge in popularity, with international-inspired BBQ sauces experiencing a remarkable 183% growth and \$39.6M in 2024 sales (SPINS, Last 52 weeks ending 04/21/2024). Big Tree Farms continues to build on its reputation for transparency and integrity from farm to shelf. The company is introducing the spirit of Balinese street food flavors to Millennials and Gen Z consumers, who are increasingly seeking authentic global tastes.

### **New Naughty Bali BBQ Sauces: A Taste Adventure from Bali**

Available as of March 2025, the Naughty Bali BBQ trio brings the energetic heart of Bali to the U.S. market with three distinct sauces ideal for grilling, marinading, or as a dipping sauce:

- **The Original Naughty Bali BBQ Sauce:** A perfectly balanced sauce that elevates flavors without overpowering.
- **The Not So Naughty Bali BBQ Sauce:** A masterfully crafted blend of sweet, savory, tangy, and aromatic elements, without the heat.
- **The Oh So Naughty Bali BBQ Sauce:** A bold and unforgettable flavor that starts with mild warmth and builds to an exhilarating heat, designed to enhance, not overpower.

These sauces are crafted with organic ingredients, including Big Tree Farms' Organic Certified Golden Sugar, Coconut Aminos, and Coconut Vinegar. They offer a sweet, rich, and savory profile with enticing hints of tamarind and lemongrass, while delivering a lower glycemic impact and reduced climate impact compared to sauces sweetened with cane sugar.

"These sauces embody Balinese culinary tradition," said Ben Ripple, Founder and CEO of Big Tree Farms, who has lived in Bali since the late 1990s. Fluent in Indonesian and having worked as an organic farmer in Bali, Ripple is keen to share the beauty of his adopted country with US consumers. "My hope is that these sauces bring people together in a delicious act of savoring authentic flavors at a shared table."

Key features of the Naughty Bali BBQ sauces include:

- Made with organic, whole food ingredients that are regeneratively farmed
- Ethically sourced and Control Union Fair Choice certified
- Refined sugar-free, gluten-free, non-GMO, soy-free
- Allergen-free and tree nut-free
- Vegan-friendly and aligned with Gluten-free, Paleo, and Soy-free diets

## **A Journey of Discovery and Purpose**

Big Tree Farms' journey began in 2003 when founders Ben and Blair Ripple discovered the magic of Nira, the organic nectar of the coconut blossom, in Indonesia. Collaborating closely with local artisan producers, they harvested nira from the coconut palm and transformed it into organic, fair-trade products like Coconut Sugars and Coconut Aminos, offering healthier alternatives that align with growing consumer demand for climate-conscious products.

"Our Indonesian farmer partners practice an incredible cultural tradition of harvesting fresh coconut flower nectar in amazing food forests that are as sustainable as they are beautiful. When we first met the farmers practicing this 1,000 yr old tradition they were living in poverty and the whole traditional industry was at risk of disappearing," said Ripple. "Our mission has been to support these artisan producers to attain sustainable livelihoods so we can help this amazing industry to grow and flourish...What we've learned along the way is that tradition holds immense wisdom."

Big Tree Farms is committed to producing good-for-you foods that support a better-for-you world. The company currently collaborates with over 17,000 smallholder Fair for Life farmers across the Indonesian archipelago, with 48% of impacted stakeholders in the supply chain being women representing small farms and micro-enterprises.

## **Experience Naughty Bali BBQ at Newtopia 2024**

Newtopia attendees who visit Booth #1120 in the Thrive Neighborhood will have the opportunity to experience a menu featuring a pairing of the new Naughty line of BBQ sauces with roasted chicken marinated in Big Tree Farms Organic Original Coconut Aminos and tossed in the Original Naughty Bali BBQ Sauce, topped with a roasted mushroom and chives.

For more information about Big Tree Farms and its mission rooted in goodness, please visit [www.bigtreefarms.com](http://www.bigtreefarms.com).

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### **About Big Tree Farms**

Founded over 20 years ago, Big Tree Farms is committed to creating good-for-you products that support a better-for-us world. With the world's largest and most sustainable coconut supply chain, Big Tree Farms works directly with more than 17,000 small-scale farmers in Indonesia, preserving traditional practices while promoting regenerative agriculture. The company's mission is to seed beneficial change through innovative organic foods that support better health, a balanced environment, and fair economies for farmers, customers, and the global community.

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