



Business of the Year | Dr. Oetker Queen Australia



An ambitious commitment to sustainability has earned Dr. Oetker Queen Australia the title of Business of the Year at the 2022 Australian Organic Industry Awards, hosted by peak industry body Australian Organic Limited (AOL).

The family-owned company is a world leader in premium organic vanilla products, building on the 125-year pedigree of the Queen brand producing high quality sustainable products.

“We go above and beyond to secure organic raw materials, relying heavily on long-standing relationships that we have built to ensure we can continue to grow and supply organic certified products,” Jeremy Betros, Executive Manager – Technical and Innovation, said.

“Consumer awareness of organic and clean labelled products has increased and our business is focused on moving in this direction.

“We currently have over 60 certified organic products and plan to continue releasing more into the market, and promoting the certification for its benefits to human health and the environment.”

As well as being ACOS/NS certified, Dr Oetker Queen invests significant time in training staff on the multiple organic standards across Asia, Europe and North America where their products are stocked.

Mr Betros said being recognised as Business of the Year will help the brand further promote the merit of organic certified products.

“Our consumers expect and deserve a quality product, and through our good manufacturing principles (GMP) and attention to detail, we strive to achieve highest quality every day,” he said.

“As part of our sustainability agenda, we are also working on Rainforest Alliance certification, and have moved to satisfy all Australian packaging covenant requirements and added Australasian Recycling Labelling to our product labels.

“Sustainability is at the heart of our purpose of ‘Creating a Taste of Home’. This means taking responsibility: for our people and the manufacture of our products as well as the people who buy and enjoy them.

“We also need to continue to inspire the next generation around the importance of organic, and the links to climate change and environmental benefits of organic practices. Consumers worldwide need to know that 'certified organic' credibly represents a recognised, audited system.”

Learn more about Dr Oetker Queen Australia [here](#).