

## PRESS RELEASE



### Ashby's Sterling Ice Cream Introduces New Feature Flavors Developed by SensoryEffects®

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**Shelby Twp., MI** (June 9, 2011) Every Fall, Ashby's Sterling brings together their key ice cream ingredient vendors for their Annual Flavor Day event. At this event, each vendor sets up shop to show their innovative new flavor creations. Ashby's Sterling invites all of their customers and distributors to attend this event to help evaluate the new flavor concepts for possible inclusion to their line-up. SensoryEffects® was one of several vendors present at this event last Fall and two of their flavors were chosen to be in the top five and are now set for commercialization:

- *Kung Fu Caramel* - caramel ice cream with an Asian flare containing salted cashew pieces and a textured ginger caramel fortune cookie variegate.
- *Green Apple Pie* – apple pie ice cream with sweet cinnamon notes combined with a walnut caramel variegate and sugared pie crust pieces.

In addition, SensoryEffects® caramel coconut variegate was also used in the new *Bavarian Chocolate Cake* which was another top flavor chosen by customers.

Rick Davis, President of Ashby's Sterling Ice Cream said "We are thrilled to be working closely with the SensoryEffects® team and their innovative new flavors and the fact that several of their products were in the top choices of our customers shows that they are very good at what they do. In addition to the optimization of these concept prototypes, they have also offered incredible technical support in the scale-up and commercialization of these products and their ingredients to meet the specific needs of our manufacturing process."

These specific flavors were part of a much larger listing of Feature Flavors, an annual program that SensoryEffects® puts out every Spring. Dennis Reid, Vice President of Marketing for SensoryEffects® said "We got to know Ashby's Sterling through the foodservice business and our Kalva product line last season, and we were very excited to receive the invitation to attend their annual Flavor Day event to show some of our feature flavor concepts." Reid went on to say that, "We are happy that their customers liked these two specific flavors and that Ashby's Sterling decided to launch them for the 2011 season."

For more information on these ice cream concepts or to learn more about our products and services, please contact SensoryEffects® at 800-422-5444. To order these flavors, or other products, from Ashby's

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Sterling, please contact them directly at 888-4-ASHBYS or check them out at [www.ashbysicecream.com](http://www.ashbysicecream.com)

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