



MEDIA RELEASE

SensoryEffects® Flavor Systems 2011 Fall Egnog Program

ST. LOUIS, MISSOURI (April 23, 2010) – SensoryEffects® Flavor Systems is rolling out their updated Fall eggnog program for 2011. SensoryEffects Flavor Systems produces, packages, and markets a complete line of eggnog systems.

“SensoryEffects Flavor Systems, acquired by the PCI Company in February 2008, is a leading supplier of eggnog systems to include wet, dry, and a 2-part wet/dry system and customized flavor choices”, said Dennis Reid, VP Marketing & Business Development of SensoryEffects. “Our new Fall program demonstrates our eggnog capabilities and can help our customers to maximize the value of their brand.”

For more information or to lock-in your Fall eggnog needs, please call SensoryEffects at 800-422-5444 or by emailing info@sensoryeffects.com.

About SensoryEffects® Flavor Systems

SensoryEffects Flavor Systems is a leading supplier of innovative flavor delivery systems for various end-use applications including cold and hot beverages, fluid dairy, frozen desserts, and others. Their team works closely and collaboratively with their customers to develop customized ingredient and business solutions to meet their specific needs. Their product line includes frozen dessert systems, beverage and dairy systems, chocolate systems, and nutritional systems. Based in Bridgeton, MO where manufacturing, R&D and customer support are located, the business has expansive services to assist their customers in the creation of differentiated products.

About SensoryEffects®

SensoryEffects is a group of ingredient businesses including: Diehl Food Ingredients®, SensoryEffects® Inclusions, and SensoryEffects® Flavor Systems. These businesses operate out of three different production locations: Defiance, OH; Bridgeton, MO, and Lincoln, NE. For more information on SensoryEffects, please visit www.sensoryeffects.com.