

MEDIA RELEASE

SensoryEffects® adds 50% and 100% Juice Bases with the Acquisition of Juice Pac™

ST LOUIS, MISSOURI (July 14, 2010) – SensoryEffects® Flavor Systems announced the acquisition of Juice Pac™ Inc., a Bowling Green KY-based company that specializes in juice bases for 50% and 100% juice drinks sold to school foodservice and other institutional markets. Juice Pac's proprietary brands include *Blueberry Pi®*, *Punch-uation™*, *The Grapes of Math™*, and *Atomic Blast®*. All products are fortified with Vitamin A, C, and D and calcium and are used as part of a meal provided under the National School Lunch Program or School Breakfast Program.

John Kane, General Manager of SensoryEffects Flavor Systems, said "This acquisition adds a complementary product line and market channel to our current flavor systems beverage business, extending our reach and product offering to more customers and markets". The manufacturing of these juice bases is being integrated into the SensoryEffects plant in Bridgeton, Missouri.



For more information or to receive a copy of an overview of the complete Juice Pac line, please contact us at 800.422.5444 or visit us at www.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. SensoryEffects works closely and collaboratively with their customers to develop customized ingredient and food product solutions to meet their specific needs. SensoryEffects 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, SensoryEffects® Flavor Systems, and US Foods. These businesses operate out of three different production locations: Defiance, OH; Bridgeton, MO; and Lincoln, NE. For more information on SensoryEffects, please contact Jim Seidel at jim.seidel@sensoryeffects.com.

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