



MEDIA RELEASE

SensoryEffects® Flavor Systems Wins “Most Innovative Prototype Flavor Award”

ST. PETERSBURG, FLORIDA (March 2nd, 2011) – SensoryEffects® Flavor Systems wins “Most Innovative Prototype Flavor,” at the International Dairy Foods Association’s Annual Ice Cream Technology Conference, for their newly developed “Salty Caramel Chocolate Pretzel” ice cream flavor. Recent taste tests have proven that indulgent and flavorful combinations blending a variety of tastes and textures are in demand. This award winning ice cream flavor includes the following ingredients: Natural Dulce De Leche Base, Egg Custard Base, Dark Chocolate Choco-Flakes™ and Salty Pretzel Variegate. At SensoryEffects® we begin our concepts with marketing trends and customers in mind, Ria Dake, Director of Technology and Manufacturing commented, “This concept was a result of one of our ideation sessions. The SensoryEffects® Flavor Systems technical team has over 115 years of frozen dessert experience and always strives to delight our customers, we believe the customers success is our success!” Please contact us to order samples or for more information at 800.422.5444. 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, research and development, and customer support are located.

About SensoryEffects®

SensoryEffects® is a supplier of customized ingredients and food products with three business units; SensoryEffects® Powder Systems in Defiance Ohio, SensoryEffects® Flavor Systems in Bridgeton Missouri, and SensoryEffects® Cereal Systems in Lincoln Nebraska. For more information please contact Tiffany Pailer at tiffany.pailer@sensoryeffects.com.

Flavor Systems | Powder Systems | Cereal Systems

231 Rock Industrial Park Drive | Bridgeton, MO 63044 | p: 800.422.5444 | f: 314.291.3289 | info@sensoryeffects.com

www.sensoryeffects.com