



## PRESS RELEASE

### **SensoryEffects® Creates New International Arm, SensoryEffects® International**

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Deland, FL (June 8, 2011) – SensoryEffects® announces the establishment of SensoryEffects® International, based in Deland, Florida. The business will be lead by David Lee and will serve as an international export arm for all divisions of SensoryEffects®, including Flavor Systems, Powder Systems and Cereal Systems. SensoryEffects® will now be able to provide products and services in Central and South America as well as Caribbean countries.

Charles Nicolais, CEO and President of SensoryEffects® said, “We are very pleased to announce this next phase of SensoryEffects® growth plan: international expansion. SensoryEffects® will now work directly with international customers to deliver innovative food ingredients and products. SensoryEffects® has grown rapidly in North America through our personalized customer service approach, we make it easy to do business with us by working closely with our customers to create innovative and customized solutions. We look forward to having this same relationship with our new customers in South and Central America as well as the Caribbean countries.”

For more information, please call us at 800.422.5444, email us at [info@sensoryeffects.com](mailto:info@sensoryeffects.com) or visit us at [www.sensoryeffects.com](http://www.sensoryeffects.com).

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#### **About SensoryEffects®**

SensoryEffects® is a supplier of customized food and beverage ingredients and products with three business units: SensoryEffects® Powder Systems in Defiance, OH, SensoryEffects® Flavor Systems in Bridgeton, MO, and SensoryEffects® Cereal Systems in Lincoln, NE. In addition, international customers are serviced by SensoryEffects® International in Deland, FL. For more information please contact Tiffany Pailer at [tiffany.pailer@sensoryeffects.com](mailto:tiffany.pailer@sensoryeffects.com).

Flavor Systems | Powder Systems | Cereal Systems

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