



PRESS RELEASE

SensoryEffects® Announces New General Manager

Defiance, OH (December 02, 2011) – SensoryEffects® Powder Systems (SEPS) announces its new General Manager, Richard Slowik.

Richard is based at the SensoryEffects® Powder Systems headquarters located in Defiance, OH and he will oversee the entire SEPS business which includes plants in both Defiance, OH and Reading, PA. Richard has extensive experience in the food industry and specifically with spray drying operations. He is an electrical engineer from the Polytechnic Institute in Poland and possesses a Master of Science in Engineering Management from the University of Kansas. On behalf of the entire SensoryEffects® team, we'd like to welcome Richard to the company.

For more information, please contact us at 800.957.3130 or visit us at www.sensoryeffects.com.

About SensoryEffects® Powder Systems

SensoryEffects® Powder Systems Specialty Powders include spray dried and blended products developed for specific customer applications. Wide ranges of functional powdered emulsion systems are available as foundation ingredients upon which to further build value-added powdered ingredient systems. These convenience systems often serve as an easy starting point for food formulators and manufacturers to add finishing touches in order to create customized food and beverage systems.

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.