



PRESS RELEASE

SensoryEffects® Celebrates Its Five Year Anniversary

BRIDGETON, MO (December 15, 2011) – SensoryEffects®, a leading provider of value-added food and beverage ingredients and products, is celebrating its five year anniversary.

SensoryEffects® was founded in 2006 by Charles A. Nicolais. His vision was to create a company that offers superior custom ingredients, cutting-edge innovations, technical excellence, state-of-the-art manufacturing and above all, a company that is easy to do business with.

“For five years, we have had the pleasure of working with our customers to develop quality custom ingredients and products that bring food and beverage concepts to market. We have continuously grown and have expanded our capabilities while remaining focused on the specific needs of our customers. Critical to our growth and success has been the outstanding team that has been built at SensoryEffects® – “Our employees are the best,” says Nicolais.

Rich in history – focused on the future. Five years ago Nicolais’ vision was put into motion by creating a company that is focused on its customer’s specific needs, serves as a partner in innovation and offers lean manufacturing as well as low minimum orders as opposed to larger competitors. With 10 acquisitions in the last five years, SensoryEffects® has a rich and diverse history that offers over 100 years of combined years of technology and experience while possessing the agility, speed and entrepreneurship of a young and progressive company.

We are thankful for our employees and customers who have joined us on our journey and we look forward to our continued growth in the future!

Please contact us to order samples or for more information at 800.422.5444. www.sensoryeffects.com

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