



Smoothie Bases and Shake Syrups

SMOOTHIES

“Smoothies” is one of the fastest growing food and beverage categories. And it’s no surprise. By meeting consumers’ dual need for convenience and health, smoothies deliver a delicious on-the-go snack or meal replacement alternative.

Tremendous Growth Opportunity

- The \$2 billion Smoothie category has more than doubled in size in just five years
- Strong growth continues with category sales + 25% in 2007

Flavor Drives Repeat Purchase

- Taste appeal is the primary driver for smoothie purchase
- Flavor quality is critical for driving repeat purchase
- Because taste encompasses more than just “flavor”, we focus on the color, texture and overall appearance as well

Features and Benefits

- Bases made with real fruit and fruit juice
- Optimum level of fruit show demonstrates freshness
- Formulated for both dairy and non-dairy based smoothie beverages
- Variety of sweetener systems available
- Broad offering of functional and nutritional boosts



Flavor Profiles

SensoryEffects® offers a delicious range of flavors from close-in fruits to exotic, tropical, and origin-specific. Whether you’re looking for Strawberry Banana or Mangosteen, the SensoryEffects’ Scientists can deliver a delicious formula perfectly suited to your needs. Choose from one of our standard flavors, or let us customize a flavor system specifically for your target consumer.

Popular Single Fruit Flavor

Strawberry
Raspberry
Banana
Peach
Orange
Mango
Passion Fruit
Pomegranate
Vanilla
Green Tea



Popular Flavor Blends

Mixed Berry
Strawberry Banana
Orange Pineapple
Mango Passion Fruit
Tropical Blend
Pomegranate Mixed Berry
Blueberry Acai Berry
Raspberry Pomegranate
Orange Vanilla

For more information, contact us at info@sensoryeffects.com or call 1-877-639-6002



SHAKES

Consumers of all ages love shakes. In spite of the trend toward health & wellness, shakes have maintained their menu importance. In fact, consumers are “trading-up” to more indulgent and premium shake varieties. And with consumers looking for “comfort classic” desserts and treats, shakes are sure to remain a menu must-have.

Shakes are a Core Menu Item

- Shakes are the #3 non-carbonated soft drink offering at foodservice
- Shake sales were up 12% in 2007
- Limited Time Offerings provide menu excitement

Features and Benefits

- Superb flavor quality in a variety of flavor profiles
- Fruit syrups made with real fruit for fresh taste and visual appeal
- In-house cocoa expertise ensures superb chocolate profiles
- Optimum viscosity for in-store preparation

Our Most Popular Flavors

Classic Vanilla
Homemade Vanilla
Milk Chocolate
Dark Chocolate
Strawberry
Orange Cream
Mint
Mocha

Other Great Shake Flavors

Banana
Blackberry
Caramel Cappuccino
Cherry Vanilla
Chocolate Marshmallow
Chocolate Mint
Dulce de Leche
Mango Passion Fruit
And more!



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