



## **MEDIA RELEASE**

### **SensoryEffects® Flavor Systems announces the completion of their upgraded Custom Powder Blending Capabilities**

BRIDGETON, MISSOURI (October 5, 2010) – SensoryEffects® Flavor Systems announced the completion of their upgraded Custom Blending Facility in Bridgeton, Missouri. John Kane, General Manager of SensoryEffects® Flavor Systems, said “Our investment in the state-of-the-art facility was made to support our growing demand for custom value-added powder systems”. The SensoryEffects® Flavor Systems facility in Bridgeton is SQF certified, and meets the stringent quality and regulatory standards of the leading international food and beverage companies.

Some of the powder systems produced in the facility include: fruit juices, cocoas, creamers, egg-nogs, flavored milks, teas, lemonades, and coffee-based beverages. Kane further added, “We continue to invest in manufacturing and innovation to expand our capabilities in Bridgeton as we grow the Flavor Systems business”.

For more information, please contact us at 800.422.5444 or visit us at [www.sensoryeffects.com](http://www.sensoryeffects.com).

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### **Who is SensoryEffects®?**

SensoryEffects®, a leading partner in value-added food and beverage ingredients, is comprised of three distinct but synergistic business segments: Flavor Systems, Powder Systems, and Cereal Systems. Delivering cutting-edge capabilities and progressive solutions, SensoryEffects provides valuable opportunities through specialty ingredient and flavor systems, near and finished products that span numerous application categories, including baking, frozen dessert, hot and cold beverages, dairy, cereal and snack, and nutritional products.

For additional information, please contact Joni Boyd at [joni.boyd@sensoryeffects.com](mailto:joni.boyd@sensoryeffects.com).

Flavor Systems | Powder Systems | Cereal Systems