



MEDIA RELEASE

SensoryEffects® Acquires the Liquid Vitamin Ingredient Business of Cargill Texturizing Solutions

ST. LOUIS, MISSOURI (July 23, 2010) – SensoryEffects® Flavor Systems announced the acquisition of the liquid vitamin ingredient business for the fortification of dairy products from Cargill, Incorporated.

John Kane, General Manager of SensoryEffects Flavor Systems, said “This acquisition complements our existing nutritional systems products, helping us meet the growing demand for improved health and nutrition in the fluid dairy market”. SensoryEffects Flavors Systems offers a full range of nutritional ingredients from vitamin supplements used in fluid dairy to unique vitamin blends for functional beverages.

The manufacturing of these products will be integrated into the SensoryEffects plant in Bridgeton, Missouri.

For more information, please contact us at 800.422.5444 or visit us at www.sensoryeffects.com.

About SensoryEffects® Flavor Systems

SensoryEffects® Flavor Systems is a leading supplier of innovative flavor delivery systems for various end-use applications including cold and hot beverages, fluid dairy frozen desserts, and others. SensoryEffects works closely and collaboratively with their customers to develop customized ingredient and food product solutions to meet their specific needs. SensoryEffects product line includes frozen dessert systems, beverage and dairy systems, chocolate systems, and nutritional systems. Based in Bridgeton, MO, where manufacturing, research and development, and customer support are located.

About SensoryEffects®

SensoryEffects® is a group of ingredient businesses including: Diehl Food Ingredients®, SensoryEffects® Inclusions, SensoryEffects® Flavor Systems, and US Foods. These businesses operate out of three different production locations: Defiance, OH; Bridgeton, MO; and Lincoln, NE. For more information on SensoryEffects, please contact Jim Seidel at jim.seidel@sensoryeffects.com.