

MEDIA RELEASE

SensoryEffects® Acquires Emulsifier Technology and Encap Product Line

DEFIANCE, OHIO (July 15, 2010) – SensoryEffects® announced the acquisition of certain assets developed by Emulsion Technology, Inc and owned by Food Ingredient Technologies, LLC including its product line of proprietary and specialty food emulsifiers sold under the Encap brand. These highly functional emulsified powder systems are used by food manufacturers to enable the transition from trans fat-based formulas based on shortening to oil-based formulations for use in foam-based baked goods such as cakes, muffins, donuts, icing, and other bakery applications. The main product is Encap 850 which is sold to leading industrial baking companies. All Encap products are available in convenient to use powdered form, allowing for streamlined processing from all dry mix ingredients and the elimination of a “creaming” step to incorporate a shortening.

Charles Nicolais, President of SensoryEffects said “These products are unique functional emulsifier systems and as part of the SensoryEffects business, the Encap technology will be further developed and supported as a new platform for growth for the company”. The manufacturing of these products will be done in the SensoryEffects plant in Defiance, Ohio.



For more information or to receive a copy of an overview of the Emulsion Technology product line, please contact us at 800.422.5444, email us at info@sensoryeffects.com, or visit us at www.sensoryeffects.com.

About SensoryEffects®

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