

MEDIA RELEASE

The New Kalva® Foodservice Product Line

ST LOUIS, MISSOURI (January 1, 2010) – SensoryEffects® Flavor Systems announced the introduction of the new Kalva® foodservice product lineup for the upcoming 2010 ice cream season. Following their acquisition of The Kalva Corporation in May 2009, this business and the production of the Kalva coatings has now been completely integrated into the SensoryEffects Flavor Systems plant in Bridgeton Missouri. The new expanded Kalva line will also have updated modernized label designs and will include a full range of complementary products including: toppings, sauces, flavor syrups, as well as variegates and base flavors for those foodservice customers still making their own hard ice cream. “Under the Kalva brand, which is well recognized and respected in the Foodservice Industry, SensoryEffects will now offer a complete line of product offerings and services to help the foodservice operators innovate their frozen dessert offerings”, said Dennis Reid, VP Marketing & Business Development for SensoryEffects Flavor Systems.



For more information or to receive a copy of the literature overviewing the complete Kalva Foodservice line, 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. Their team works closely and collaboratively with their customers to develop customized ingredient and business solutions to meet their specific needs. Their product line includes frozen dessert systems, beverage and dairy systems, chocolate systems, and nutritional systems. Based in Bridgeton, MO where manufacturing, R&D and customer support are located, the business has expansive services to assist their customers in the creation of differentiated products.

About SensoryEffects®

SensoryEffects® is a group of ingredient businesses including: Diehl® Food Ingredients, SensoryEffects® Inclusions, and SensoryEffects® Flavor Systems. 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.

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