

ORGANIC CAPABILITIES

★ OVERVIEW

SensoryEffects is your partner in the formulation of organic powdered formulas, child nutrition, cereals and essential nutrients to enhance the functionality and nutritional value of your products.

Organic products do not contain artificial preservatives, colors, or flavors. Ingredients should be organic, or included on the **National List of Allowed and Prohibited Substances**.

Organic products are required to be certified by a government-approved certifying agency that meets the USDA National Organic Program (NOP) standards.

NOP Standards require that organic ingredients and the processing of these products do not use conventional pesticides; fertilizers made with synthetic ingredients or sewage sludge; bioengineering; or ionizing radiation.*



↗ TREND ALERT

- According to **Mintel**, there has been a **46% growth** change in new organic products launched from 2010-2014 across all food and beverage markets.
- Of those, the top markets in 2014 included:
 - Snacks
 - Dairy
 - Hot Beverages
 - Sauces & Seasonings
 - Bakery

★ PRODUCT EXPERTISE

- **Concept Development:**
 - Optimal Ingredients
 - Processing Improvements
 - Commercial Feasibility
- **Nutritional Expertise:**
 - Infant Formula Bases
 - Pharmaceuticals
 - Medical Foods
 - Functional Ingredients
- **Technical Support:**
 - Formulation
 - Processing
 - Regulatory

*"What is organic?" [Online]. Available <http://www.ams.usda.gov/AMSv1.0/nop> [2015, June].

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★ VITACHOLINE

VitaCholine® is a new and essential nutrient offered by SensoryEffects that can be blended into organic formulations. Choline is **Essential for Every Body**, for cognitive, cardiovascular, and liver health, with additional benefits in the areas of fitness and energy.

Studies have shown that more than 90% of consumers don't get enough choline through diet alone.

Key Benefits

- Important for prenatal and infant patients (via pregnant and lactating mothers), children, as well as athletic and geriatric segments of the population.
- A water-soluble and highly stable form of the nutrient that is easily added to virtually any food or beverage, including 'Organic' and 'Made with Organic' products.
- Health benefits and nutrient content may be communicated to consumers by label claims, offering a significant point of product differentiation.

★ CHILD NUTRITION

SensoryEffects manufactures and supplies organic baby and toddler formulas at our Reading, PA location.

Organic Products

- Nutritional bases with added vitamins and minerals
- Complete spray dried infant and toddler formulations

★ CEREAL SYSTEMS

SensoryEffects Cereal Systems provides customized manufacturing of organic cereal and ingredients at our Lincoln, NE location.

Organic Products

- Toddler Puffs
- Ready-To-Eat Cereals
- Grain Based Snacks
- Cereal Based Ingredients
- Direct Expanded: Various Shapes and Sizes
- Multi-Grain Flakes
- Corn Flakes
- Crisp Rice
- Whole Grain Flakes
- Gluten Free

★ POWDER SYSTEMS

SensoryEffects Powder Systems manufactures and supplies finished organic powder products at our Sleepy Eye, MN location.

Organic Products

- Nutritional Bases
- Creamers
- Powdered Blends
- Whipped Toppings
- Dessert Bases