



SensoryEffects®

PRESS RELEASE: ACQUISITION

Diehl Food Ingredients® Acquires ACH Food Companies' Emulsified Powder Business

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## FOR IMMEDIATE RELEASE

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DEFIANCE, OHIO (June 3, 2009) – Diehl Food Ingredients® (Diehl), a business unit of SensoryEffects®, announces the acquisition of the emulsified powders and non-dairy creamer business from ACH Food Companies (ACH), a subsidiary of Associated British Foods, Plc (ABF).

Diehl, a leading developer and manufacturer of emulsified powders for the food and beverage categories, cites the acquisition as one that will strengthen their product portfolio and their ability to better serve customers. "Diehl is known for our innovative formulations, product performance solutions, and dedicated customer service. We will continue to focus on delivering value-added functional ingredient technology centered on creaming agents, powdered vegetable shortenings, whip topping and dessert bases, and specialty emulsified powders," says Jim Holdrieth, General Manager of Diehl.

In addition to expanding Diehl's product portfolio, the acquisition increases SensoryEffects® overall capabilities as a developer, marketer and producer of specialty food and beverage ingredients, demonstrating their dedication to providing solution-based products and services for a variety of applications including beverages, baking, and nutritional foods.

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### Acquisition Details

- Diehl acquired certain assets of the emulsified powder and non-dairy creamer business segment for industrial and retail markets. Industrial products include those that impart flavor and whitening of beverage, nutritional and food applications. Retail products include packaged non-dairy creamers used as coffee and tea whiteners.
- Over the course of the next several months, Diehl will be consolidating industrial non-dairy creamer production from ACH's Champaign, Illinois facility to Diehl's plant in Defiance, Ohio.
- Diehl will be evaluating the best strategic direction for the retail business over the next several weeks. ACH under license agreement will continue to produce and supply retail products ensuring consistent supply and service until a decision is reached as to whether or not this business segment will remain a part of Diehl.



"As a supplier to the food and beverage industries since 1870, Diehl Food Ingredients® can assure its customers of a seamless integration process as made evident by our consistent stability and ability to grow and change while offering premium customer care," says Holdrieth.

For more information or to place orders for the RichMix® non-dairy creamer products, please call Diehl Food Ingredients at 800-251-3033 or by email [info@sensoryeffects.com](mailto:info@sensoryeffects.com). To learn more about the company and its complete ingredient offering, please see [www.sensoryeffects.com](http://www.sensoryeffects.com).

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### About Diehl Food Ingredients®

Diehl Food Ingredients® was originally founded as the Christian Diehl Brewing Company in 1870 and over the years has had business activities in brewing, dairy processing, and specialty spray-dried ingredients. The company's current product line includes spray-dried creaming agents, whip topping bases, fat-based powders, and specialty dry-based systems including Vitamite® and ChocoCreme® fortified non-dairy beverage systems. Diehl prides itself in working closely with their customers to develop both customized and proprietary emulsified powder systems that meet customer's exact needs.

### About SensoryEffects®

SensoryEffects, owned by PCI Company, is a producer and marketer of specialty food ingredients, consisting of several strategic businesses: Diehl Food Ingredients®, SensoryEffects® Inclusions, and SensoryEffects® Flavor Systems. By working personally with customers, SensoryEffects helps customers to innovate offerings, simplify business processes, and increase value. For more information on SensoryEffects, please visit [www.sensoryeffects.com](http://www.sensoryeffects.com).