



## What are SensoryEffects?



**SensoryEffects<sup>®</sup>** are lipid-based inclusions designed to impart any sensory experience your baked good needs. These multi-component, custom designed “delivery systems” protect and deliver flavor, aroma, color, texture, and nutrition to a food system.

**SensoryEffects** offer a convenient, cost-effective way to enhance existing products or to help you create new ones.

### **SensoryEffects:**

- Are available in a wide variety of flavors and colors
- Easy to store, weigh, and use
- Are available in multiple sizes and shapes
- Are offered in both low carb and trans-fat free formulations
- Have a long shelf life, no need for refrigeration
- Blend easily & evenly into bakery mixes and batters prior to baking
- Leave no soggy juices
- Do not inhibit yeast action
- Are available year-round, protecting against seasonal variability in supply and pricing
- Are available in both off-the-shelf stock versions or customized to suit a very particular need

