



FOR IMMEDIATE RELEASE

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St. Louis, Missouri (August 18, 2010) – SensoryEffects® is a leading supplier of customized, technology-driven food and beverage solutions consisting of ingredient and flavor systems and finished products. In order to effectively communicate the full breadth of its capabilities and solution offerings to customers and to simplify its brand, the company will unify all of its current businesses (Diehl Food Ingredients®, SensoryEffects Flavor Systems, and US Foods) under the SensoryEffects name.

SensoryEffects will now have three business units, Powder Systems, Flavor Systems, and Cereal Systems, which are focused on delivering personalized service while leveraging the broad experience and competencies of the company. Operating at three sites located in Defiance, OH, St. Louis, MO, and Lincoln, NE, the company has full production, pilot plant, and laboratory capabilities to work collaboratively with customers to solve their food and beverage ingredient and product needs.

“SensoryEffects is a young company, less than five years old, which has grown tremendously through strategic acquisitions and robust organic growth. We connect with customers because we are easy to do business with and we excel at creatively solving customer problems,” said Charles Nicolais, President and CEO of SensoryEffects. “By combining all businesses under the SensoryEffects brand, we hope to reinforce our message with customers that we can be their partner in developing and supplying food and beverage ingredient and flavor systems or fully formulated food products.”

Who is SensoryEffects®

SensoryEffects, a leading partner in value-added food and beverage ingredients, is comprised of three distinct but synergistic business segments: Powder Systems, Flavor Systems, and Cereal Systems. Delivering cutting-edge capabilities and progressive solutions, SensoryEffects provides valuable opportunities through specialty ingredient and flavor systems, as well as finished products that span numerous application categories, including baking, frozen dessert, beverage and dairy, and nutritional products. For additional information, please contact Jim Seidel at jim.seidel@sensoryeffects.com.