



## **MEDIA RELEASE**

### **SensoryEffects® Flavor Systems introduces Choco-Flakes™, a new line of inclusions for frozen dessert applications**

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ST. LOUIS, MISSOURI (February 7, 2011) – SensoryEffects® Flavor Systems has introduced a new line of inclusions for frozen dessert applications. Marketed under the brand name Choco-Flakes™, these new compound coating products were designed to have a melt point around 80°F which makes them ideal ingredients for use in ice creams or other frozen dessert systems. These products are available in three stock flavors: dark chocolate, milk chocolate, and white chocolate, and they also can be made into other customized chocolate-based flavors like chocolate cherry, or raspberry white chocolate to name but a few options. Choco-Flakes™ have many advantages versus standard chocolate flakes or chips including superior mouth feel, flavor delivery and improved tolerance in application. For more information, please contact us at 800.422.5444 or visit us at [www.sensoryeffects.com](http://www.sensoryeffects.com).

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#### **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. SensoryEffects works closely and collaboratively with their customers to develop customized ingredient and food product solutions to meet their specific needs. SensoryEffects product line includes frozen dessert systems, beverage and dairy systems, chocolate systems, and nutritional systems. Based in Bridgeton, MO, where manufacturing, research and development, and customer support are located.

#### **About SensoryEffects®**

SensoryEffects® is a supplier of customized ingredients and food products with three business units; SensoryEffects® Powder Systems in Defiance Ohio, SensoryEffects® Flavor Systems in Bridgeton Missouri, and SensoryEffects® Cereal Systems in Lincoln Nebraska. For more information please contact Dennis Reid at [dennis.reid@sensoryeffects.com](mailto:dennis.reid@sensoryeffects.com).