



MEDIA RELEASE

SensoryEffects® Flavor Systems adds a new Spray Dryer in its Bridgeton, MO plant.

BRIDGETON, MO (September 29, 2011) – SensoryEffects® announces its newly added Spray Drying capabilities and capacity in its Bridgeton, MO facility. The Tall Form Spray Dryer that had been used previously to spray dry only cocoas has been upgraded and retrofitted to produce a wider range of spray-dried specialties.

This enhanced capability and capacity compliments our current spray drying assets in SensoryEffects® Defiance, OH and Reading, PA facilities. Adding these additional capabilities permits SensoryEffects® to meet growing demand and interest in our turn-key, value added powder systems.

SensoryEffects® is a market leader in the formulation and processing of customized spray dried emulsified powders with targeted compositional and functional properties.

For more information, please contact us at 800.422.5444 or visit us at www.sensoryeffects.com.

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 lines 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 Tiffany Pailer at tiffany.pailer@sensoryeffects.com.