

Plant in Air Park filling cereal bowls



SensoryEffects manufactures healthy, all-natural breakfast cereals for some of the largest cereal makers nationwide at its plant in Air Park.

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Producing premium cereals is ingrained in the SensoryEffects Cereal Systems plant in Air Park.

The state-of-the-art plant at 4343 N.W. 38th St. manufactures healthy, all-natural breakfast cereals for some of the largest cereal makers nationwide.

"We have unique capabilities because we can manufacture both cereal flakes and cereal in custom shapes," said General Manager Marino Papazoglou. "Typically, manufacturers do one or the other."

The products are made, packaged and shipped from the Lincoln plant, in contrast to most cereal manufacturers that make their products in one plant and ship them to another for packaging and distribution.

Although many consumers would recognize the name brands of some of the cereals manufactured in Lincoln, Papazoglou said confidentiality agreements prohibit him from publicly naming specific brands. Cereals produced by SensoryEffects are sold in natural foods stores, major retailers and grocery stores.

Formerly US Foods, SensoryEffects has been producing custom-made cereals, snacks and cereal bars since 2000. Ingredients including fruit and nuts can be added to the natural and organic products, which also can be fortified with vitamins.

All cereal products manufactured in the Lincoln plant follow the guidelines of the Hazard Analysis and Critical Control Points food safety program. In December, SensoryEffects scored 98 out of 100 points on its Safe Quality Food Level III certification.

"We take pride in being a 'best in class' manufacturer of cereal products and ingredients, and we strive to maintain this quality through our daily practices," Papazoglou said. The Lincoln plant employs about 150 people, including equipment operators, scientists and engineers.

The business is organic-certified by Oregon Tilth, and kosher-certified by the Orthodox Union. Several of its cereals recently have been certified gluten-free.

SensoryEffects acquired US Foods in 2008 and renamed it SensoryEffects Cereal Systems. In addition to the Cereal Systems operation in Lincoln, the company has SensoryEffects Powder Systems in Defiance, Ohio, and Reading, Pa., and SensoryEffects Flavor Systems in Bridgeton, Mo.