COMPANY OVERVIEW

FLAVOR SYSTEMS

SensoryEffects Flavor Systems manufactures and supplies customized powder and liquid flavor delivery systems.

Products
- Beverages, Juice & Dairy Bases
- Chocolate, Cocoa & Creamer Systems
- Ice Cream Bases & Variegates
- Coatings & Dips
- Syrups & Toppings
- Bakery Fillings
- Vitamin Emulsions
- Lipid Inclusions

Innovations
- Milk Replacers
- Textured Variegates
- Trending Product Flavor Concepts
- Lipid Inclusions
- Award-Winning Frozen Dessert Systems
- Award-Winning Beverage Systems

Certifications
- SQF Level III Certified
- HACCP
- Kosher

VISIT US ONLINE: SensoryEffects.com
FOLLOW US: facebook, linkedin

231 Rock Industrial Park Drive
Bridgeton, MO 63044
EFFICIENCY & DIFFERENTIATION

MANUFACTURING CAPABILITIES

• A complete ingredient and flavor systems supplier with flexible assets and broad-based capabilities:
  – Cocoa powder milling, blending and alkalization
  – Liquid processing with broad capabilities including high and low shear mixing and homogenization
  – Powder blending including ribbon and paddle mixing
  – Spray drying
  – Highly customizable products
  – Lower minimums
  – SQF Level III Certified

• Dedicated production rooms help to eliminate cross-contamination
• Manufacturing configuration allows for highly customizable products in variable batch and packaging sizes
• Stringent quality control and testing practices ensure that products consistently meet customer specifications
• Pilot plant dedicated to product scale-up and formula process validation
PROCESSING & PACKAGING

FLEXIBLE & DIVERSE

PROCESSING CAPABILITIES

- **Liquid Processing**
  - 17 vessels ranging from 20 gallon to 2,000 gallon capacity
  - Capability to homogenize, steam inject and liquefy various ingredients

- **Cocoa Alkalization, Milling & Blending**
  - Cocoa alkalization: the ability to change the flavors and colors of natural cocoas
  - Ability to mill cocoa cakes and blend cocoa powders with other ingredients to make functional chocolate systems

- **Custom Powder Blending**
  - Custom blend room with 2 large blenders capable of holding up to 4,000 lbs. at a time
  - Kosher Pareve capabilities

- **Spray Drying**
  - Dry powders made from liquid solutions containing various flavors and ingredients

PACKAGING CAPABILITIES

- **Dry**
  - Variable pack sizes from 20 lb. bags to one ton supersacks

- **Liquid**
  - Six filling systems can accommodate drums, totes, pails, bag-in-a-box, jerricans, 1/2 or 1-gallon jugs and #10 cans
CHOCOLATE DAIRY POWDER

HIGH QUALITY CHOCOLATE MILKS

FEATURES AND BENEFITS

• High quality cocoa from various origins
• Skilled at developing new concepts
• Able to match flavor and color characteristics of "control" samples to regional taste preferences
• Low calorie formulations available at 110-150 calories/8oz serving
• Quality supplier in any market condition
  - Large volumes and strong relationships with cocoa processors worldwide allows us to secure needed volumes of cocoa at competitive prices, even during times of shortages.
• Various types and price points available for school, retail and premium markets
• Focused on quality and functionality at every step from bench prototypes through customer production
MILK FLAVOR BASES

NOT JUST CHOCOLATE

FEATURES AND BENEFITS

• **Standard and custom flavors available**
  - Broad range of taste profiles with various fat levels and sweetener systems
  - Available in lower calorie versions for school lunch programs

• **Meeting today’s nutrition and flavor needs**
  - Numerous “kid-tested” flavor profiles in both dry and liquid flavor systems
  - Formulated to meet today’s school nutrition requirements
  - Great tasting 110-150 calorie formulas per 8 oz in a wide variety of flavors

OUR POPULAR FLAVORS

• Strawberry
• Vanilla
• Caramel Cappuccino
• Caramel Apple: 2014 IDFA AWARD-WINNING CONCEPT!
• Orange Cream
• Mocha
• Mixed Berry
• Banana
...and more!
EGGNOG BASES

WE ARE THE EGGNOG EXPERTS

FEATURES AND BENEFITS

- Standard and custom blends available
- Superior liquid and dry flavor systems

FLAVOR PROFILES

- **Traditional Holiday Eggnog**
  - Medium level of rum flavor and a light touch of nutmeg for a creamy, balanced flavor

- **Creamy Spiced Eggnog**
  - Well-rounded with subtle hints of rum and a slightly more prominent level of nutmeg

- **Spiced Rum Eggnog**
  - High level of rum flavor combined with nutmeg, ginger, cinnamon and other spices to deliver a full-bodied, robust eggnog

- **Fruit ‘N Rum Eggnog**
  - High level of rum and mildly sweet fruit notes come together to create a bold yet balanced eggnog

- **Boiled Custard**
  - Mild flavor profile featuring a sweet, creamy egg taste

- **Dulce de Leche**
  - Drenched with caramel

- **Sugar Cookie, Pumpkin Spice and Gingerbread Eggnog**
  - Seasonal favorites
EGGNOG POWDER TECHNOLOGY

ALL-IN-ONE DRY FLAVOR SYSTEM

✅ EASY TO HANDLE AND STORE

• Eliminates handling of multiple products
• No time-consuming scraping of pails
• Less agitation required versus thick, heavy liquids
• Can be stored for up to one year from date of manufacture

💰 EASY ON THE BUDGET

• Labor Savings
  – Less labor time needed to handle and mix dry products vs. liquid pails
• Less Waste
  – Pours smoothly from the bag allowing for 100% usage
• Freight & Storage
  – 60% fewer pounds to ship and store
SMOOTHIE BASES

FAST-GROWING CATEGORY

FEATURES AND BENEFITS
- Bases are made with real fruit and/or fruit juice
- Optimum level of fruit-show demonstrates freshness
- Formulated for both dairy and non-dairy based smoothie beverages
- Variety of sweetener systems available

OUR POPULAR FLAVORS
- **Most Popular Fruit Flavor Blends**
  - Orange Vanilla
  - Strawberry Banana
  - Raspberry Pomegranate
  - Blueberry Acai Berry
  - Mango Passion Fruit
  - Pomegranate Mixed Berry
  - Orange Pineapple
  - Tropical Blend
  - Lemon Lime
- **Most Popular Single Fruit Flavors**
  - Peach
  - Banana
  - Passion Fruit
  - Pomegranate
  - Raspberry
  - Mango
  - Lime
  - Lemon
  - Strawberry
  - Orange
SHAKE SYRUPS

A COMFORT CLASSIC

FEATURES AND BENEFITS

• Superb flavor syrups in a variety of flavor profiles
• Fruit flavors made with real fruit for fresh taste and visual appeal
• In-house cocoa expertise ensures high quality chocolate profiles
• Optimum viscosity for in-store preparation at foodservice locations

OUR POPULAR FLAVORS

• Mint
• Classic Vanilla
• Orange Cream
• Homemade Vanilla
• Dark Chocolate
• Milk Chocolate
• Strawberry
• Mocha
• Banana
• Cherry Vanilla
• Caramel Cappuccino
• Chocolate Marshmallow
• Mango Passion Fruit
• Dulce de Leche
• Chocolate Mint
• Blackberry
• And many more!
JUICE FLAVOR BASES

QUALITY & VARIETY

FEATURES AND BENEFITS

• Wide range of fruit drink flavor profiles and price points
• Brand matching products for leading store brands or private label
• Juice content from 0-100%
• 100% fortified juice program for school lunches
• Strong flavor impact at various liquid strengths
• Flexibility in sweetener usage to optimize cost and flavor
• Functional ingredient fortification available including vitamins, minerals, omega-3s and fiber

FRUIT AND VEGGIE BLENDS

• Mixed Berry Beet
• Orange Carrot
• Sweet Potato Peach
• Garden Punch
• Purple Beet Raspberry
• Spinach
• Mangosteen
• Brainberry
• Raspberry Green Veggie

OUR POPULAR JUICE FLAVORS

• Blue Raspberry
• Fruit Punch
• Grape
• Lemonade
• Lemon Lime
• Orange
• Pink Lemonade
• Pomegranate
• Raspberry
• Strawberry

Ask about our Muice (Juice + Milk) flavors!
FLAVORED TEA BASES

A GREAT GROWTH OPPORTUNITY

FEATURES AND BENEFITS

- Standard and custom flavors available
- Can match current leading brand tea products or develop entirely new flavor profiles
- Complete with tea, citric acid and flavor already added for quick and easy mixing
- Economical powdered blend options with freshly brewed flavor available

OUR POPULAR FLAVORS

- Lemon
- Peach
- Raspberry
- Sweetened
- Unsweetened
- Blueberry
- Ginseng
- Brewed Flavor Sweetened
- Brewed Flavor Unsweetened
- Green Tea with Honey

Customizable, trending flavors available!
VARIEGATES & BASES

ICE CREAM CONCEPTS

FEATURES AND BENEFITS

• Wide variety of great tasting ice cream bases and variegates
• Formulations available for full-fat, low-fat, non-fat and no-sugar-added (NSA) ice cream, frozen yogurt and Greek yogurt, sherbet, sorbet, gelato and even non-standardized products
• Versatility in variegate viscosity with both standard and textured variegates
• Bases available in different concentrations and usage rates

AWARD-WINNING FLAVORS

“Most Innovative Prototype Flavor” for our Salted Caramel Chocolate Pretzel at the 2011 Ice Cream Technology Conference

• Rich caramel custard ice cream loaded with dark chocolate flakes and ribbons of salty, crunchy pretzel variegate

“Most Innovative Prototype Flavor” for our Lemon Poppy Pound Cake at the 2014 Ice Cream Technology Conference

• Featuring a water-based, textured lemon poppyseed variegate and a lemon cake flavor base
TEXTURED VARIEGATES

SWIRL IN SOME TEXTURE

Looking for a unique look and texture for your ice cream with a simplified approach? SensoryEffects Flavor Systems offers a full line of textured variegates that provides both.

**Fat-Based System**
These specialty variegates are fat-based systems which allow crispy and crunchy particulates (i.e. cookies, crackers, pretzels, etc.) to be added and still retain their original texture; our system keeps the moisture of the ice cream from reaching the particulates and thus making them soggy.

**Two-Component Approach**
By using a two-component approach combining a base flavor and a textured variegate, as opposed to the standard three-component approach which includes an inclusion of some sort, you can still obtain a more upscale ice cream with an efficient two-component system.

**Unique Processing**
The overall processing requirements are different because inclusions don’t need to be added via a fruit feeder or other approach; since the inclusions are in essence delivered by the variegate, the texture is contained within the swirl of the ice cream. This process results in a very unique appearance and texture flavor experience.

**OUR POPULAR FLAVORS**

**Water-Based**
- Lemon Poppyseed
- Brownie Batter
- Praline Pecan
- Caramel Coconut
- Caramel Coconut Pecan
- Marshmallow
- Donut Crumb

**Fat-Based**
- Salted Pretzel
- Fudge Crisp
- Sea Salt Cookie Fudge
- White Mint Crackle
- Hazelnut Crisp
- Gingerbread
- Graham Cracker
LOW MELT INCLUSIONS

FOR FROZEN DESSERTS

At SensoryEffects, we are the leader in fat-based inclusion technology and highly functional delivery systems.

Low Melt Point Inclusions are designed for use in ice creams and as mixes and toppings for frozen desserts. These products have been designed to melt at around 80°F so they are optimized for superior mouthfeel and flavor release in frozen dessert systems.

We offer custom flavors as well as the basic three chocolate flavor profiles: milk, dark and white, but true to our position as a flexible innovator, we can also make other custom flavors to offer a signature stamp for your products. With our low minimums, adding new flavor twists is not as risky or expensive.

FEATURES AND BENEFITS

- Easy handling and use
- Improved texture and melt
- Enhanced flavor release
- Crunchy textures available

AVAILABLE FLAVORS

- Lemon Crunch
- Birthday Cake
- Butter Vanilla
- Cinnamon Churro
- Green Apple
- Caramel
- Cherry Sour
- Grape
- Lemon Sour
- Pumpkin
SensoryEffects’ flavor delivery systems also include toppings, syrups and bases with a wide range of different viscosities, textures and concentration levels (1+5, 1+10 or 1+15) available. These products are very similar to variegates and flavor bases used in the frozen dessert market, but instead these are used as a topical ingredient or as a base to make a finished product like a shake, smoothie, sauce, or as an ingredient in a ready-to-eat dessert item.

We pride ourselves in developing customized flavor delivery systems with an unlimited range of flavors possible. We can deliver these customized solutions as a top-note addition to a concentrated base or as a turn-key system that requires very little additional preparation from your end.

SELECT FLAVORS

- Banana
- Bubble Gum
- Butter Pecan
- Cherry
- Chocolate (all types)
- Coconut
- Espresso
- Key Lime
- Lime
- Orange
- Peach
- Piña Colada
- Strawberry Banana
- Tropical

...and more!
SensoryEffects Flavor Systems are experts in fat-based technologies, including coatings, variegates and inclusions. With our market leading brand, Kalva® Dip Coatings for ice cream cones, we have a wide range of capabilities and flavors to choose from. Our coatings are particle sized reduced so you get a nice smooth and texture and a natural mouthfeel. We can also customize a system to meet your particular requirements.

These compound coatings are easier to temper and use and provide resilience as well as ease of use versus real chocolate, with an unlimited number of flavors and texture combinations available. Typically, they are less expensive to use as well.

**FEATURES AND BENEFITS**

- Fully customizable
- Different melt & set points
- Wide range of flavors & colors
- Excellent body & mouthfeel
- Optional particulates & textures
- Various packaging options
- Low minimum runs
- Full applications support

**APPLICATIONS**

- Soft serve ice cream
- Frozen custard
- Ice cream bars
- Yogurt
- Drizzle on sundaes
- Hand-dipped cheesecakes
- Other specialty desserts
- Liquid chips
## COATINGS

### Candy Crown™

<table>
<thead>
<tr>
<th>Item #</th>
<th>Flavor</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 1301   | Chocolate     | Dipping temperature: 95°F – 105°F  
The soft serve should be dispensed at 17°F and the Candy Crown coating should be 98°F for the ideal dipping temperature.  
Do NOT heat the Candy Crowns over 105°F. The product will become too thin and will melt the soft serve too much; extreme overheating can destroy the coating.  
Always use a thermometer to double-check temperatures of both the soft serve and dip coating to assure proper temperatures. |
| 1302   | Butterscotch  |       |
| 1303   | Cherry        |       |
| 1306   | Peanut Butter |       |
| 1310   | Toasted Coconut |       |
| 1311   | Strawberry    |       |
| 1313   | Blue Raspberry|       |
| 1327   | Bittersweet Chocolate |       |
| 1365   | White Bliss   |       |

### Candy Cone™

<table>
<thead>
<tr>
<th>Item #</th>
<th>Flavor</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 2000   | Chocolate     | Dipping temperature: 71°F – 85°F  
Do NOT heat the Cool Cones in a conventional warmer. Simply place the sealed or covered cans in a hot water bath to bring up to temperature.  
The ideal dipping range is 71-85°F. Do NOT exceed 85°F with Cool Cone otherwise the product will become too thin and will not coat well. |
| 2004   | Blue Rasbperry|       |
| 2005   | Cherry        |       |
| 2006   | Caramel       |       |
| 2048   | Cotton Candy  |       |
| 2050   | Cake Batter   |       |
| 2051   | Peanut Butter |       |
ICE CREAM COCOAS

OPTIMIZE YOUR CHOCOLATE QUALITY

Let SensoryEffects optimize the quality of your chocolate ice cream flavor mix. Being one of the largest chocolate dairy powder providers and having the ability to process our cocoa blends in-house as well as offering lower minimum requirements on custom blended cocoas, makes us the natural choice for cocoa powder blends for ice cream.

Our branded cocoas and blends serve as the base and building blocks for our proprietary products:

**Branded Cocoas**
- Chasewood™
- Grand Prix™
- SuperRed™

**Branded Blends**
- Cocoa Type R
- Royal Glen™

FEATURES AND BENEFITS

We can match or upgrade your current products as well as customize your cocoa blend to meet your exact color, flavor, price and form needs.
SensoryEffects Flavor Systems provides everything you need to capitalize on and succeed in the growing category of Frozen Fruit Bars.

**Our Popular Flavors**
- Banana
- Blood Orange
- Blueberry
- Lemon
- Lime
- Coconut
- Mango
- Piña Colada
- Raspberry
- Strawberry

**Fruit Bar Mix Systems**
- Reduced sugar and no-sugar-added formulas available
- Natural and artificial high intensity sweetener systems available
- Premium, high fruit content bases to economical fruit juice based formulas
- Natural flavor and color systems
- Bases customized to meet your manufacturing capabilities and product needs
- Optional fortification can be added such as:
  - Vitamin C
  - Calcium & Vitamin D
  - Antioxidants Vitamins A, C & E
VITA-RITE® VITAMINS

For over 20 years, SensoryEffects has provided the nation’s dairies with a broad range of Vitamin A Palmitate and VitaminD₃ products to meet their every application. Like all SensoryEffects products, our Vita-Rite® vitamins are made by following strict quality guidelines. Make vitamin supplementation easy, convenient, and hassle-free with SensoryEffects as your reliable, go-to source.

### Standard Vitamins

<table>
<thead>
<tr>
<th>Sales #</th>
<th>Description</th>
<th>Application</th>
<th>Usage</th>
<th>Potency / 1 ml</th>
<th>Shelf Life</th>
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</thead>
<tbody>
<tr>
<td>608385</td>
<td>Vita-Rite A W 20</td>
<td>Lowfat or skim milk</td>
<td>1 ml/10 quarts milk</td>
<td>20,000 IU Vitamin A</td>
<td>6 months</td>
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<tr>
<td>671266</td>
<td>Vita-Rite A W 80</td>
<td>Lowfat or skim milk</td>
<td>1 ml/40 quarts milk</td>
<td>80,000 IU Vitamin A</td>
<td>6 months</td>
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<tr>
<td>S192610</td>
<td>Vita-Rite A 100</td>
<td>Lowfat or skim milk</td>
<td>1 ml/50 quarts milk</td>
<td>100,000 IU Vitamin A</td>
<td>12 months</td>
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<tr>
<td>S192620</td>
<td>Vita-Rite A 200</td>
<td>Lowfat or skim milk</td>
<td>1 ml/100 quarts milk</td>
<td>200,000 IU Vitamin A</td>
<td>12 months</td>
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<tr>
<td>14865</td>
<td>Vita-Rite A 200 Non-GM</td>
<td>Lowfat or skim milk</td>
<td>1 ml/100 quarts milk</td>
<td>200,000 IU Vitamin A</td>
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<tr>
<td>695873*</td>
<td>Vita-Rite A 200 OS</td>
<td>Lowfat or skim milk</td>
<td>1 ml/100 quarts milk</td>
<td>200,000 IU Vitamin A</td>
<td>12 months</td>
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<tbody>
<tr>
<td>619041</td>
<td>Vita-Rite A&amp;D W 20/4</td>
<td>Lowfat or skim milk</td>
<td>1 ml/10 quarts milk</td>
<td>20,000 IU Vitamin A 4,000 IU Vitamin D₃</td>
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<tr>
<td>608391</td>
<td>Vita-Rite A&amp;D W 80/16</td>
<td>Lowfat or skim milk</td>
<td>1 ml/40 quarts milk</td>
<td>80,000 IU Vitamin A 16,000 IU Vitamin D₃</td>
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<tr>
<td>695905*</td>
<td>Vita-Rite A&amp;D 200/40 OS</td>
<td>Lowfat or skim milk</td>
<td>1 ml/50 quarts milk</td>
<td>100,000 IU Vitamin A 40,000 IU Vitamin D₃</td>
<td>12 months</td>
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<tr>
<td>S192600</td>
<td>Vita-Rite A&amp;D 200/40</td>
<td>Lowfat or skim milk</td>
<td>1 ml/100 quarts milk</td>
<td>200,000 IU Vitamin A 40,000 IU Vitamin D₃</td>
<td>6 months</td>
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<td>14862</td>
<td>Vita-Rite A&amp;D 200/40 Non-GM</td>
<td>Lowfat or skim milk</td>
<td>1 ml/100 quarts milk</td>
<td>200,000 IU Vitamin A 40,000 IU Vitamin D₃</td>
<td>12 months</td>
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<tbody>
<tr>
<td>608387</td>
<td>Vita-Rite D W 40 PG</td>
<td>Whole milk</td>
<td>1 ml/100 quarts milk</td>
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<td>3006548*</td>
<td>Vita-Rite D 40 OS</td>
<td>Whole milk</td>
<td>1 ml/100 quarts milk</td>
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<td>608397</td>
<td>Vita-Rite D W 80</td>
<td>Whole milk</td>
<td>1 ml/200 quarts milk</td>
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<td>608388</td>
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<td>695911*</td>
<td>Vita-Rite D 200 OS</td>
<td>Whole milk</td>
<td>1 ml/100 quarts milk</td>
<td>200,000 IU Vitamin D₃</td>
<td>12 months</td>
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</table>

*Organic suitable
## Kosher For Passover

### Vitamin A

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<th>Sales #</th>
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</thead>
<tbody>
<tr>
<td>608386</td>
<td>Vita-Rite A-W KP</td>
<td>Lowfat or skim milk</td>
<td>2,000 IU Vitamin A/quart</td>
<td>20,000 IU Vitamin A</td>
<td>6 months</td>
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<tr>
<td>14865</td>
<td>Vita-Rite A 200 Non-GM</td>
<td>Lowfat or skim milk</td>
<td>1 ml/40 quarts milk</td>
<td>80,000 IU Vitamin A</td>
<td>6 months</td>
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<tr>
<td>S192740</td>
<td>Vita-Rite A-2 KP</td>
<td>Lowfat or skim milk</td>
<td>1 ml/100 quarts milk</td>
<td>200,000 IU Vitamin A</td>
<td>12 months</td>
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### Vitamin A & D

<table>
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<tr>
<th>Sales #</th>
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<tbody>
<tr>
<td>619041</td>
<td>Vita-Rite A&amp;D W 20/4</td>
<td>Lowfat or skim milk</td>
<td>2,000 IU Vitamin A/quart</td>
<td>80,000 IU Vitamin A</td>
<td>6 months</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>400 IU Vitamin D3/quart</td>
<td>16,000 IU Vitamin D₃</td>
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<tr>
<td>S192710</td>
<td>Vita-Rite A&amp;D KP</td>
<td>Lowfat or skim milk</td>
<td>2,000 IU Vitamin A</td>
<td>200,000 IU Vitamin A</td>
<td>12 months</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>400 IU Vitamin D3/quart</td>
<td>40,000 IU Vitamin D₃</td>
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</table>

### Vitamin D

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<th>Sales #</th>
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<tbody>
<tr>
<td>618730</td>
<td>Vita-Rite D₃ &quot;L&quot; KP</td>
<td>Whole milk</td>
<td>400 IU Vitamin D₃/quart</td>
<td>40,000 IU Vitamin D₃</td>
<td>12 months</td>
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<tr>
<td>608390</td>
<td>Vita-Rite D₃ KP</td>
<td>Whole milk</td>
<td>400 IU Vitamin D₃/quart</td>
<td>200,000 IU Vitamin D₃</td>
<td>12 months</td>
</tr>
</tbody>
</table>

### Usage Instructions For Vita-Rite Vitamins

- Add vitamin to milk prior to pasteurization, preferably after separation. Because Vitamins A&D are fat-soluble, they will be removed along with the milk fat if run through a separator. However, for those processing situations that require vitamin addition prior to separation, Vita-Rite products with a “W” designation have been specially formulated for addition to milk before separation.
- Normal agitation will ensure proper dispersion.
- Do not over-fortify. FDA fortification requirements are as follows:

<table>
<thead>
<tr>
<th></th>
<th>Minimum/quart of milk</th>
<th>Maximum/quart of milk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin A</td>
<td>2,000 IU</td>
<td>3,000 IU</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>400 IU</td>
<td>600 IU</td>
</tr>
</tbody>
</table>
- Avoid exposure of fortified milk to excessive light or aeration.
- All SensoryEffects vitamins are bottled in tamper-evident containers. Inspect all bottles upon receipt.
- Any package showing evidence of tampering should not be used.
- All SensoryEffects vitamins are certified Kosher. Designated vitamins are certified Kosher for Passover.

### Storage

All vitamins should be stored in a cool, dry and dark location.

### Package

1-gallon bottles packed 4 per case. Products are color-coded on labels to avoid confusion in the plants.