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## **PRESS RELEASE**

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### **Natural flavors from the “king and queen” of mangoes**

*Sensient Flavors offers a new range of mango flavors that provide the authentic characteristics of the most popular Indian mango varieties*

BREMEN, GERMANY — January, 2014 — Having analyzed the unique sensory attributes of the three most prized varieties of Indian mango – Alphonso, Kesar and Badami – Sensient Flavors has produced a range of natural mango flavorings. The base for these flavors is Sensient’s natural extracts, which are derived using proprietary technology. By applying classic flavor creation expertise, the company has recreated the authentic characteristics of the three different mango varieties. Sensient’s novel product line has been developed for use in beverages.

The new range captures the unique attributes that define the signature flavor profile of each of the mango varieties: Alphonso, known as the “King of mangoes”, is characterized by its aromatic, rich and very sweet flavor. Kesar, as the “Queen” amongst mangoes, provides intensely fruity and citrusy notes, while the Badami variety is recognized for its distinctive tropical fruit notes. The three signature flavors can be labeled as “Natural Mango Flavorings with other natural flavorings”. Also available is a 95/5 variant based on Alphonso extract, which can be declared as “Natural mango flavor”.

Hans-Juergen Sachs, General Manager Sensient Flavors Bremen, Germany, explains, “The sensory spectrum of mangoes is huge – ranging from rich and very sweet through fruity and

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fresh to tropical. With our expertise and creative skills, we can develop unique taste experiences tailored to any beverage application and the according product or marketing concept. Throughout the development process, we always collaborate closely with our customers to offer added-value solutions because only if the whole concept works in harmony will it attract the consumers it is targetting.”

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## **ABOUT SENSIENT FLAVORS**

Sensient Flavors Europe creates sensory appeal for food, beverage and pharmaceutical applications across Europe, Africa and the Near East. Customers appreciate the company’s value-added flavor systems and customized solutions, such as beverage compounds and emulsions, fruit and chocolate sauces as well as inclusions for confectionery and dairy applications. The base for these sophisticated preparations is the use of proprietary technologies. A particular company milestone in this respect is its development of natural extracts with authentic tastes.

Sensient Flavors is part of Sensient Technologies Corporation, a leading global manufacturer and marketer of colors, flavors and fragrances. Sensient employs advanced technologies at facilities around the world to develop specialty food and beverage systems, cosmetic and pharmaceutical systems, inkjet and specialty inks and colors, and other specialty chemicals. The company’s customers include major international manufacturers representing most of the world’s best-known brands.

[www.sensientflavors.com](http://www.sensientflavors.com)

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