



**FOR IMMEDIATE RELEASE**

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**SENSIENT FLAVORS LAUNCHES 6 NEW PEACH VARIETALS**

Long considered a hallmark of the South, food and beverage items containing peach flavors are seeing 20 percent growth on menus around the United States. Peach season peaks in August and September, but Sensient can help you create products that consumers will reach for all year long.

To address this interest, Sensient created six natural and true-to-type peach flavors for beverage applications:

- Redhaven Peach: This fresh, ripe peach flavor takes on a slightly juicy profile, highlighting both the flesh and the skin of the fruit.
- Arctic Supreme Peach: This light, fruity variety showcases the peach's sweet and juicy depth.
- Dixon: A flavor profile that is all about the peach's syrupy and aromatic tastes.
- Baby Crawford: A slightly green taste accompanies this freshly ripened peach flavor profile.
- Loring: A dynamic whole-fruit approach to the peach flavor profile.
- Belle of Georgia: Sweet and juicy, this flavor offers a bold and harmonious taste profile.

To learn more about Sensient's custom-designed flavors and flavoring systems, market insights, and resources, please call 800-445-0073.

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