



FOR IMMEDIATE RELEASE

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**SENSIENT FLAVORS LAUNCHES HISPANIC-INSPIRED
BEVERAGE FLAVORS**

Global trend network, presence leveraged for launch of ethnic-based flavor trends

HOFFMAN ESTATES, Illinois —The U.S. Hispanic population is expected to reach 61.1 million by 2017, according to the U.S. Census Bureau. Rich in diversity, this group has growing potential to influence and inspire flavor trends in the U.S.

In order to collaborate with beverage manufacturers to create unique, in-demand and flavorful beverage products, Sensient Flavors' industry experts have launched the following Hispanic-inspired flavors:

- **Strawberry Guava** – Bright, fresh, sweet
- **Ginger Lime** – Tart, fresh, warm spice
- **Chili Mango** – Slight heat, juicy, sweet
- **Hibiscus** – Lemony-tart, berry
- **Lemon Cherimoya** – Tropical, citrus notes
- **Tangerine** – Sour, juicy flesh
- **Horchata** – Almond, cinnamon, cream
- **Pineapple Tamarind** – Sweet, tart, juicy

“Our customers look to us for on-trend consumer behavior, both on a regional and global basis,” said Bridget Schigoda, consumer insights manager at Sensient Flavors. “Sensient’s presence in Mexico and Latin America, along with

our ongoing consumer research, provide invaluable insight into the growing and diverse U.S. Hispanic population and their taste preferences.”

For more information, please contact Bridget Schigoda at (847) 645-7004 or bridget.schigoda@sensient.com.

About Sensient Flavors LLC:

Sensient Flavors LLC is a unit of Sensient Technologies Corporation and is one of the world’s leading flavor companies, operating in 30 countries. Sensient Flavors’ innovative technologies offer the optimal choice for complete flavor system development.

Sensient Technologies Corporation is a leading global manufacturer and marketer of flavors, colors and fragrances, employing advanced technologies to develop specialty food and beverage systems, cosmetic and pharmaceutical systems, inkjet and specialty inks and colors, and other specialty and fine chemicals.

www.sensientflavors.com

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Editor’s note: The brochure for the Hispanic-Inspired Flavors is available for download at:

https://www.dropbox.com/s/0hvsh4wlbjxcpmj/Sensient_Hispanic_Flavors_TriBro_FINA_L_R2.pdf