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## **FOR IMMEDIATE RELEASE**

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### **Sensient® Colors Launches AccuPak™ Color Delivery System – Delivers Exact Amount of Color Pre-Packaged into a Dissolvable Bag**

ST. LOUIS, MISSOURI—May 16, 2013—Sensient® Colors LLC, a business unit of Sensient Technologies Corporation (NYSE:SXT), announces new AccuPak™, the first dissolvable bag in the food color industry. The water soluble bags are a convenient packaging alternative that delivers the proper dose of color and eliminates dust and cross-contamination issues. The custom pack sizes are pre-weighed to ensure accuracy and to provide batch-to-batch color consistency. AccuPak quick dissolve bags eliminate messy clean-up and are a sustainable solution by reducing packaging waste. AccuPak bags can be used in a variety of color applications, including beverage, dairy, baked and processed foods.

“AccuPak dissolvable color bags are Sensient’s latest sustainable color solution for our customers. Working with traditional powders generates dust. Sensient’s completely dissolvable bags eliminate dust issues. The bags dissolve quickly and there is no more measuring, no more spilling and no more dusty clean-up. Just toss in a pack of color and you’re done. It’s that easy. AccuPak bags can be filled with natural or certified colors, illustrating how Sensient continues to pioneer innovative solutions to advance the technology of the color market.” says Steve Morris, General Manager, Sensient U.S. Food Colors.

Contact Sensient today at 800-325-8110 to learn more about AccuPak dissolvable bags or our full range of innovative color solutions.

## ABOUT SENSIENT COLORS LLC

Sensient Colors brings life to products, adding color and visual enjoyment to food and beverage applications worldwide. Offering unparalleled color innovation and proprietary technologies for over 100 years, Sensient Food Colors applies industry defining color expertise, enhancing brand value through premium sensory appeal and performance.

Sensient Colors LLC is a unit 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 and fine chemicals. The company's customers include major international manufacturers representing many of the world's best-known brands.

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