

## **PRESS RELEASE**

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### **Sensient Flavors: New melon flavors capture the taste of summer**

*Five new natural flavors deliver the authentic taste profiles of popular melon varieties*

BREMEN, GERMANY — May, 2014 — Sensient Flavors Europe has introduced a new range of natural melon flavors. The line includes five flavors in the most popular varieties of melon: Cantaloupe, Galia, Honeydew, Piel de Sapo and Watermelon. Using Sensient Natural Origins<sup>®</sup> extracts as a building block, the new flavors offer sophisticated and authentic sensory profiles and can be declared as natural flavourings. The new range is designed for the drinks market, and is suitable for use in alcoholic and non-alcoholic, carbonated and still beverages.

The versatile taste profiles of the different melon varieties allow for the creation of a wide array of product concepts. For example, the Watermelon variant offers a perfect addition to carbonated soft drinks due to its refreshing watery and fruity notes, while the Cantaloupe flavor will add a tempting touch of sweetness to an alcoholic base. Depending on the desired product concept, Sensient's experts can create tailored solutions for any beverage application.

“Melons are synonymous with summertime,” explains Hans-Juergen Sachs, General Manager Sensient Flavors Beverage Europe. “While watermelon and honeydew melon have been popular for a long time, consumers have recently discovered that melons come in a much wider range of varieties, each with its own distinctive flavor spectrum. Our sophisticated technology has enabled us to deliver these profiles authentically so that

manufacturers can satisfy consumer thirst for outstanding taste experiences in beverages of all kinds.”

### **ABOUT SENSIENT FLAVORS**

Sensient Flavors uses proprietary technologies to create value-added flavor systems and customized solutions for customers in the beverage, sweet and savory segments. Sensient Flavors is a business 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 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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