

PRESS RELEASE

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Sensient Flavors presents new line of natural cherry flavors

Five flavors allow manufacturers to create drinks with multiple cherry profiles

BREMEN, GERMANY — June, 2014 — Sensient Flavors has developed a new line of natural cherry flavors. With Black Cherry, Sweet Attika, Wild Amarena, Sour Morello and Spicy Cherry, the company’s flavorists have created five outstanding cherry flavors. The new flavoring range enables manufacturers to meet consumer demand for more sophistication in their beverages.

Designed for use in soft drinks, spirits and other beverages, Sensient’s novel product line covers sweet and sour cherry varieties, with each one capturing the authentic characteristic profile. The true-to-type natural Morello cherry flavoring delivers the distinctive, acidic flavor profile the sour cherry variety is known for. The Sweet Attika for example, offers a delicious hint of almond, while the Black Cherry has a sweet and very light floral flavor profile.

“The health and wellness mega trend continues to influence consumers, and this is fueling demand for fruit flavors in all of their facets”, explains Hans-Juergen Sachs, General Manager Sensient Flavors Beverage Europe. “Increasing numbers of consumers are looking to explore and indulge in new taste experiences, and they are drawn to sophisticated fruit varieties and the flavor nuances they offer. With our new range of natural cherry flavors, we have taken the familiar and refined it by adding varieties that will help our clients capture the attention of consumers.”

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.

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