

FOR IMMEDIATE RELEASE

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**SENSIENT FLAVORS INTRODUCES AUTHENTIC FLAVORS OF
AUTUMN-HARVESTED FRUITS**

*New range of natural flavors responds to the trend for comfort food and enables
manufacturers to create beverages with a seasonal twist*

BREMEN, GERMANY — November, 2014 — Autumn is a time when a great variety of fruits are at their best – Sensient’s Seasonal Selection captures the authentic taste profiles of many popular Autumn-harvested fruits. The new range is ideal for creating seasonal and limited editions that target consumers during the colder months. Thanks to their deliciously comforting appeal, the flavors will also provide authentic fruit pleasures throughout the year. With the “forgotten fruit” flavors of rosehip, quince and sloeberry, for example, manufacturers can tap into the trend for nostalgic indulgence.

To address this interest, Sensient has created seven natural flavors for beverage applications: blackberry, elderberry, pear, plum, quince, rosehip and sloeberry share the typical flavors of autumn. The rosehip flavoring, for example, is characterized by its aromatic, woody and herbal notes while the plum variant scores with its rich, sweet and juicy flavor profile.

“It has been scientifically proven that smells trigger the areas of the brain that control our emotions and our memories. This is why it only takes the smell of a ripe plum to catapult us back into our childhood, sitting at our grandma’s table and eating her delicious plum pie,” explains Hans-Juergen Sachs, General Manager Sensient Flavors Beverage Europe. “Our new range will fuel the growing trend for comfort food by offering flavors that have a powerful effect on consumers at a deeper level than they may realize.”

The natural flavorings are suitable for use in iced teas, carbonated soft drinks as well as still drinks.

ABOUT SENSIENT FLAVORS LLC:

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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