

# FOOD and DRINK

SEPTEMBER/OCTOBER 2007  
\$4.95

24  
Ubiquity Brands

36  
Mastronardi Produce Ltd.

104  
Whitey's Ice Cream  
AND MORE ...

## Taste of Success

Chairman, CEO and President  
Kenneth P. Manning says new  
products are a high priority.

Sensient Technologies Corp., Page 22

**PLUS**

Why more food tech companies are 'going Dutch' ● National Safety Month reminds us to reevaluate practices ● Step up to better delegation skills ● Diners with food allergies – nothing to sneeze at ● Set traceability processes in real time

● **SENSIENT TECHNOLOGIES CORP.**

[WWW.SENSIENT-TECH.COM](http://WWW.SENSIENT-TECH.COM)

2006 SALES: \$1.1 BILLION

HEADQUARTERS: MILWAUKEE

EMPLOYEES: 3,600

PRODUCTS: COLORS, FLAVORS AND FRAGRANCES

KENNETH P. MANNING: "NEW PRODUCT DEVELOPMENT IS ONE OF OUR HIGHEST PRIORITIES."



Sensient Technologies is a leading global manufacturer and marketer of colors, flavors and fragrances for a number of markets.

# Taste of Success

Sensient Technologies Corp. is leading the food and beverage industry with its innovative microencapsulation technology and other flavor developments. **BY HANNA ARONOVICH**

**WHEN IT COMES TO THE FOOD AND BEVERAGE INDUSTRY,** Sensient Technologies Corp. touches the all-important senses of sight, taste and smell. The Milwaukee-based company was founded in 1882 and today is a leading global manufacturer and marketer of colors, flavors and fragrances. Its products are used in a variety of applications in food and beverages, as well as in pharmaceuticals, cosmetics, home and personal care products, and printing and imaging.

To the food and beverage industry, Sensient offers a full spectrum of dyes, pigments and natural colors; custom-designed flavors and flavoring systems; dehydrated vegetable products and flavored systems; and high-quality bionutrients. Its products are used in the confectionery, beverage, processed foods, bakery, dairy and pet food industries.

Sensient Chairman, CEO and President Kenneth P. Manning has an extensive background in business, engineering and the military. He retired from the U.S. Naval Reserve with the rank of Rear Admiral.

Prior to joining Sensient in 1987, Manning was president and CEO of Ambrosia Chocolate Co.

Manning says that today, consumers are trending toward healthier food items and nutrition is a top priority. "Natural colors and flavors and organic products are growing in popularity because people are concerned about their health and well-being," he says, "and new product development reflects the consumer interest in health matters."

One of Sensient's new technologies involves microencapsulation of omega-3 oils and other nutritional for use in food and beverage products, as well as cosmetics. The microencapsulated products lend themselves to myriad product development opportunities, including for fortifying food products.

## **SUPPORT AND SERVICE**

One of the major changes in the way Sensient does business involves its product development process. "We do far more work for the customer today than we did 10 years ago," ▶

Health and nutrition is a top priority for Sensient Technologies, whose products are used in a variety of food and beverage applications.



Manning explains. "Many of our customers have downsized their R&D departments, so they look to us for not only product development, but also support and service.

"We are encouraging our customers to take advantage of our expertise and resources. When we get in on the ground floor of product development, we can be sure our clients get the right products."

Service is key, and Manning says customers are looking for a quick response. "They call and ask for a sample color or flavor, and we need to have that sample ready in a day or so," he states. "We can't wait two or three days. It's much faster paced than in the past."

Customers also appreciate seeing the color or flavor demonstrated in a finished product, so Sensient must also create a sample product for customers in a short amount of time.

"It's critical to be reliable with service levels," Manning says. "The days of service levels under 90 percent on-time are over. Now, we need to be above 95 percent."

### WORLD LEADER

Sensient's 3,600 employees work in more than 70 locations – including 30 R&D centers – across 31 countries. About 58 percent of Sensient's business is international. With such global reach, Sensient works hard to remain in tune with local markets. "It is important to have not only a presence, but also an understanding of local markets," Manning explains. "We must take into account regional tastes and preferences when developing products for our customers."

Sensient operates not only international sales centers, but also overseas research facilities and production plants to remain connected to all its markets. Manning says the company sees exciting opportunities in Eastern Europe and China.

"The food industry in Eastern Europe is growing faster than in the United States," Manning says. "We are grass-rooting operations in Eastern Europe and China rather than making acquisitions."

Last year, Sensient commercialized more than 150 new products, with even more in the pipeline this year. New products are the life of new business, and essential to Sensient's growth, Manning says.

Sensient is using its expertise in micro-emulsions to produce clear beta-carotene extracts for beverages. The company is also exploring delivery of the healthy benefits of nutraceuticals, such as anthocyanins, to foods.

Sensient promotes sharing technologies and developments internally among its locations. For example, the company has developed extraction technology for flavors in England and is bringing that technology to Germany, Manning notes.

The company plans to grow through building new plants and developing new products. Acquisitions are not a priority; however, licensing technology from other firms is a possibility, Manning says. "As a corporate strategy, new product development is one of our highest priorities," he states.

"The Sensient name is becoming very well known throughout the world," he continues, "and we have a great reputation. Many people try to imitate us, which I suppose is the highest form of flattery." 🍷



Sensient Technologies Corporation  
777 East Wisconsin Avenue  
Milwaukee, WI 53202-5304  
[www.sensient-tech.com](http://www.sensient-tech.com)  
1-800-558-9892