

PRESS RELEASE

Contact: Hans-Juergen Sachs
+49 421 64901 0

Sensient Flavors introduces new peach collection

Four natural flavorings designed for use in beverages offer the distinctive sensory properties of popular varieties of peach

BREMEN, GERMANY — August, 2014 — Sensient Flavors’ new *Peach Collection* captures the authentic profiles of four popular varieties of peach: Yellow Peach, the best-known form of the fruit in Europe is characterized by its fleshy and juicy notes and offers a harmonized taste profile with balanced sweetness and acidity. White Peaches, which have subtle floral notes, are particularly popular in Asia and their appeal is growing among European consumers. White Donut Peach and Yellow Nectarine flavors round off Sensient’s versatile new portfolio and offer. White Donut Peaches are getting more and more popular in European markets and consumers like the fruity and ripe flavor with a stony note. The new Sensient Yellow Nectarine variety offers a typical creamy and floral well-balanced juicy flavor with a slight candy note.

Targeting consumer demand for sophisticated taste experiences, each of the new peach flavors has its own unique sensory profile. They can be used in carbonated or non-carbonated drinks as well as in applications with or without alcohol.

“Peach is a consistent consumer favorite and ranks in the top ten most popular flavors across fruit juices, flavored waters and ice teas – indeed, it is the second most popular flavoring for iced tea after lemon”, explains Hans-Juergen Sachs, General Manager Sensient Flavors Beverage Europe. “With our new line of peach flavors, we have captured the authentic sensory properties of four popular varieties. In doing so, we are offering taste

sensations that go far beyond the ordinary. And that's exactly what today's consumers expect."

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

Company Contact

Sensient Flavors Beverage Europe
Hans-Juergen Sachs
Beim Struckenberge 1-9
D- 28239 Bremen
Phone: +49 421 64901 0
Fax: +49 421 64901 250
infobremen@sensient.com

Press Contact

akp public relations
Valeska Kirchner
Tannenstraße 1a
D- 69469 Weinheim
Phone: +49 6201 188 98 13
Fax: +49 6201 188 98 20
kirchner@akp-pr.de