

FOR IMMEDIATE RELEASE

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DRINKS CONCEPTS FOR EMOTIONAL WELLBEING

Sensient Flavors presents a holistic approach to enhancing emotional states in a gentle way
Uplifting, Energizing, Relaxing and Calming

BREMEN, GERMANY — February, 2015 — Sensient Flavors has developed new beverage concepts that respond to the rising demand for products that influence and balance our emotional state in a gentle, natural way. Health and wellness benefits are no longer simply a matter of physical nourishment; the emotional influence of foods and drinks is also an important consideration. With that in mind, these new products support manufacturers as they strive to create successful “emotion drinks”.

Sensient is enabling its customers to capitalize on this trend by taking a “soft” approach. Their holistic concepts tap into the power of berries and are based on findings of how color psychology can influence our moods. The results of which are drinks that deliver a range of harmonious color-flavor combinations and correspond to a variety of emotional states.

The four basic concept lines are Relaxing-green, Calming-blue, Uplifting-yellow and Energizing-red. For example, Sensient’s Calming concept combines the juicy, ripe flavor of blueberry with a hop extract, whereas the Relaxing version features gooseberry and hop. Fruity sea buckthorn and ripe apricot notes give the Uplifting drink its distinct taste and

Energizing benefits from hints of redcurrant, strawberry and ginger to boost both body and soul. These four base concepts can be adjusted individually to create bespoke products with additional functional ingredients. In addition, Sensient’s flavoring experts can help to mask undesirable off-notes while maintaining a highly desirable overall flavor impact.

Hans-Juergen Sachs, General Manager, Sensient Flavors Beverage Europe, comments: “In our stressful lives, the need for mood balancing food and drinks has steadily increased, to calm us down or to give us an emotional boost. Especially the tea sector currently demonstrates the potential this ‘mood market’ offers. With our holistic concepts for mood drinks, we can help customers to capitalize on this exciting opportunity for versatile beverages.”

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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