



CREATING AUTHENTIC HISPANIC FLAVORS

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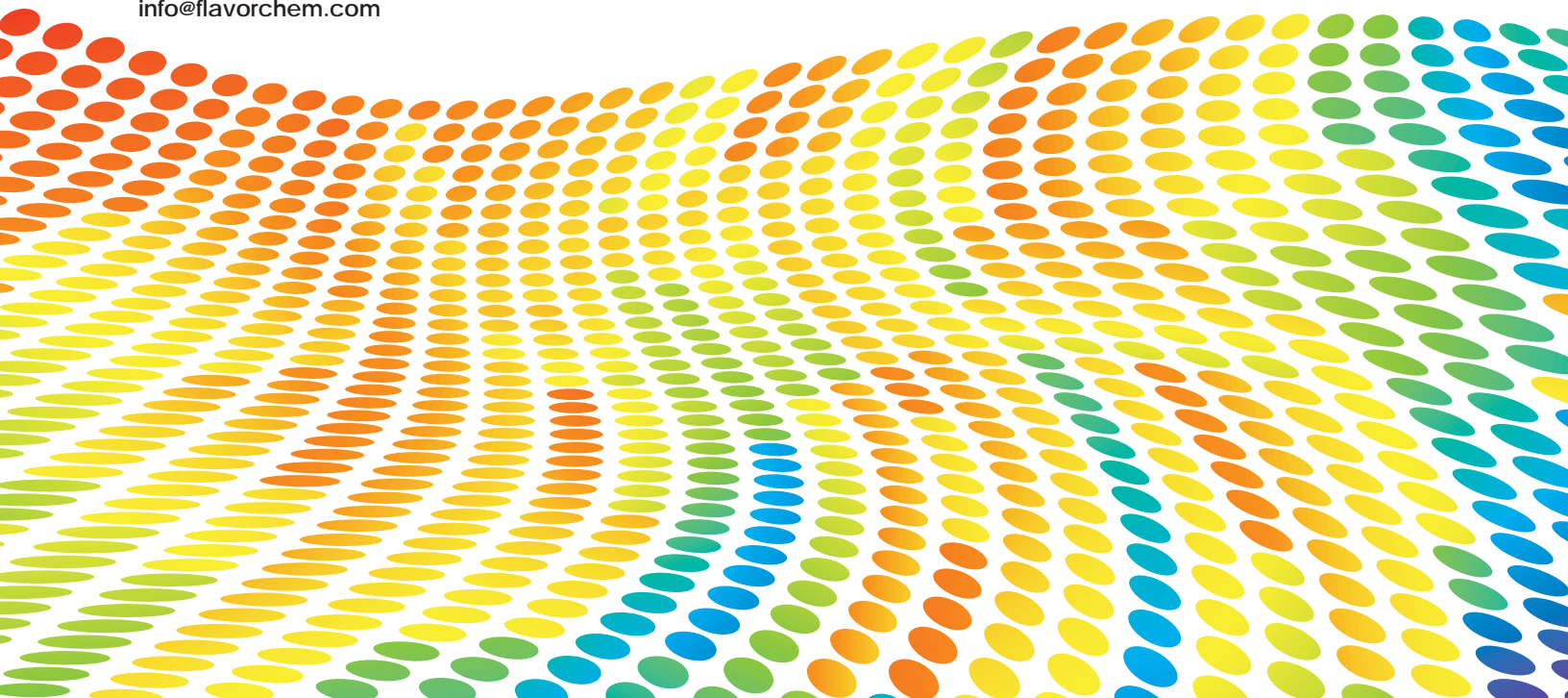
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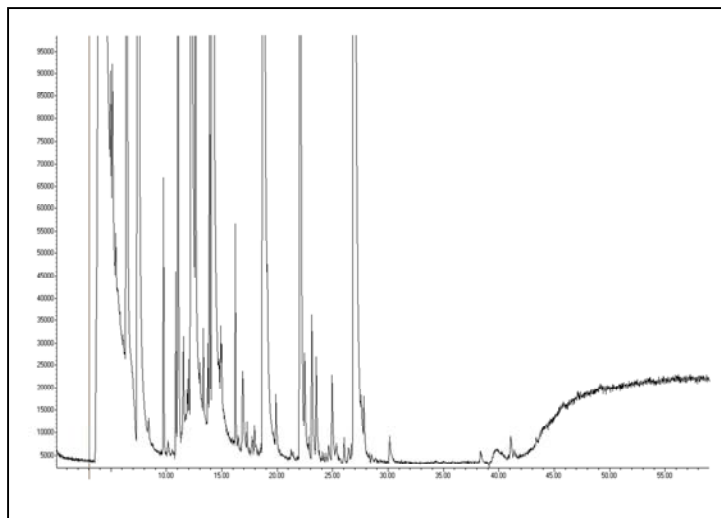
Flavorchem (www.flavorchem.com) specializes in developing and manufacturing flavor and color ingredients for all food and beverage segments. Founded in 1971, Flavorchem has locations in Downers Grove, Illinois and San Clemente, California and their products are used in well-recognized brands throughout the world.

The growth of the Hispanic population in the United States is driving the need for both traditional and innovative Hispanic flavors. These flavors have not typically been readily available on an industrial scale not only in the United States, but throughout the Americas.

Flavorchem routinely sends representatives to Latin America to scout recent trends in foods, beverages, and flavors. Street vendors are common source of inspiration for Flavorchem. Road-side vendors offering beverages such as horchata or those flavored with ingredients such as tamarindo (tamarind) and limosa (lime) have resulted in development of new flavors for Flavorchem. The company has also spotted flavors such as guava, mango, pina colada, and chocolate with cinnamon in a wide range of dairy products at shopping centers. The first-hand accounts documented by the representatives are coupled with market research (often supported by Mintel) to determine which Hispanic flavors will be developed by Flavorchem's Research and Development team. Recreating these flavors on an industrial scale, however, poses some technical challenges.

Processors cannot easily duplicate the homemade preparations and methods used by vendors to create the flavor nuances in foods and beverages found in many geographic locales. No two recipes are exactly the same and preparations aren't subject to the many variables associated with raw materials which need to be controlled for mass production.

The company's flavorist uses blends of essential oils, oleoresins, botanical distillates, extracts, and other flavor ingredients to achieve consistency and authenticity. Flavorchem utilizes advanced distillation techniques to create unique botanical distillates and essential oil fractions which are used by their flavorists to develop true to nature flavor notes.



Flavorchem utilizes the latest analytical technologies in flavor development

Flavorists use gas chromatography and mass spectroscopy in addition to their many years of experience and training to finalize the identification of individual flavor components of authentic Hispanic recipes.

Developing a mojito beverage mix, for example, might involve the flavorist macerating fresh mint leaves to release the oils and green top notes of the herb. This lends a freshly made aroma and flavor to the final mixed beverage that provides the authentic homemade taste consumers demand.

Flavors are then evaluated in various applications to determine recommended usage levels before product launch. The new line of Flavorchem Hispanic flavors has exceeded performance standards in dairy products, especially fluid milk, yogurt, and ice cream, which are popular with Hispanic audiences.

Finally, a well-established supply chain provides Flavorchem with raw materials that are readily available and of consistent quality to ensure end-product availability throughout the year.

Flavorchem's Hispanic-Inspired Flavors:

Baja Cacao Cake # 17.872

Yellow cake filled with fluffy strawberry whipped cream and drenched in chocolate

Cappuccino # 21.850

An aromatic blend of robust, roasted espresso and frothy, steamed milk

Chocolate-Cinnamon # 17.062

An indulgent pairing of smooth, velvety chocolate and rich, warm cinnamon

Flan # 12.070

Delicious and tempting dessert flavor with a heavy cream and sweet custard profile

Guava # 92.985

Tropical, mouthwatering guava fruit with sweet, jammy, and green characters

Horchata # 85.971

A traditional Mexican beverage made with fresh milk, rice, vanilla extract, and cinnamon

Mamey # 92.178

An exotic fruit, mamey is earthy and creamy - similar to a combination of sweet potato and pumpkin

Mango # 92.186

Fresh and juicy, this delicious flavor is bursting with the sweet taste of ripe mango fruit

Pina Colada # 19.137

A refreshing tropical fruit cocktail highlighted by creamy coconut and fresh pineapple

Tamarind # 33.171

The tamarind has a distinctive flavor with a unique dried sweet-tart raisin character