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Contact:

Kevin Gavin
WILD Flavors, Inc.
Chief Operating Officer
859.342.3534
kgavin@wildflavors.com

Donna Hansee
WILD Flavors, Inc.
Senior Director of Marketing
859.342.3526
dhensee@wildflavors.com

WILD Flavors, Inc. Develops Naturally-Derived, Acid-Stable Blue Color WILD's New Blue Color Additive Revolutionizes the Color Spectrum for Foods and Beverages

Erlanger, KY (April 21, 2009) - WILD Flavors, Inc. (WILD) – one of the largest, privately-owned manufacturers of natural and health-enhancing ingredients, flavors, colors, and innovative product concepts to the food and beverage industry – has developed an acid-stable, naturally-derived blue color additive for use in food and beverage applications. This revolutionary product complements WILD's full line of Colors from Nature® with a brilliant blue color.

WILD continues to research and develop technologies and innovations that benefit the manufacturers of consumer packaged goods. Long considered a "Holy Grail" of the color industry, there has been consistent demand for an acid stable blue color additive for food and beverages. With its strong technical expertise to create and deliver unique solutions, WILD will be the first in the United States to provide a naturally-derived blue color additive that is fully suitable across most food and beverage applications. As a global leader for natural colors, WILD's development involves natural ingredients for a blue color additive that is acid-stable with a pH range of 2.5-8.0. The current FDA-compliant blue color additives offered within the industry are only stable when applied in neutral pH products (pH 5.5-7.0).

Chief Operating Officer, Kevin Gavin states, "Unlike previous attempts to achieve blue colors for applications by leveraging the stabilization of red cabbage or other anthocyanin based colors at a neutral pH, WILD's new blue color additive is unique in that it is truly acid-stable. This patent-pending, proprietary technology will revolutionize the industry with beautiful "hues of blue" suitable for a wide range of food and beverage applications. The color technology will also enable us to create an excellent spectrum of other colors, ranging from light blue-to-forest green, as well as blue-to-purple shades."



WILD's naturally-derived blue color additive is manufactured completely with fresh fruit, and therefore, exempt from certification under Section 21 CFR 73.250. It is:

- Liquid
- Heat, light, and acid-stable
- Kosher
- Water-soluble
- GMO-free
- Clean taste and smell
- Brilliant blue color
- Easy-to-blend with other natural colors for a wide variety of color choices
- Easy to use

Combining natural color technology and innovation with WILD's proven product development expertise ensures customers the flexibility, ingenuity, and customized solutions and concepts that not only shorten development time but also look and taste great.

About WILD Flavors, Inc.

WILD Flavors, Inc., based in Erlanger, Kentucky, is one of the world's leading privately-owned manufacturers of natural ingredients for the food and beverage industry. WILD Flavors provides specific flavors, colors, and ingredients as well as innovative and great tasting concepts through application expertise and technological advancements. For more information about WILD Flavors, please visit: www.wildflavors.com.