



NEWS RELEASE

Contact: Gary Augustine, Executive Director of Marketing
Phone: (800) 323-9320 or (269) 349-9711
Email: gaugustine@kalsec.com

FOR IMMEDIATE RELEASE

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Kalsec® Adds Line of Specialty Pepper Flavors to Culinary Collection

KALAMAZOO, Mich. – Answering consumer desire for authentic regional flavors, Kalsec® adds a line of specialty pepper flavors to its Latin American Culinary Collection. Specialty pepper flavors in this portfolio now include Ancho, Chipotle, Guajillo, Habanero and Jalapeno, providing a variety of appealing authentic flavor and heat delivery profiles.

Mexican and Spanish are among two of the top five ethnic dishes Americans are “likely to order” when dining out, according to a recent Technomic survey. The consumer trend toward Spanish and Latin American cuisine includes a greater appreciation of the authentic flavors served in dishes of specific regions.

"We want to help our customers capitalize on this trend, and our new specialty pepper flavors combined with our current herb and spice extract portfolio offer additional opportunities to create authentic Latin American cuisine," said Gary Augustine, executive director of marketing for Kalsec®.

Available in a concentrated form, Kalsec® specialty pepper flavors provide more convenience and microbial stability than their puree counterparts. No refrigeration is necessary, and the consistency and delivery of these flavors in a concentrated form offers

superior performance and economic advantages. Demonstrations highlighting these attributes are available by contacting a regional Kalsec[®] account manager.

Kalsec[®] Inc. is a privately held producer and marketer of natural extracts for use in food, beverage and pharmaceutical applications. Selling and marketing in more than 70 countries worldwide, Kalsec[®] is dedicated to delivering the best products on time, and backed with unparalleled technical expertise. Founded in 1958, the company is headquartered in Kalamazoo, Michigan, with facilities in the Americas, Europe and Asia. For more information, visit www.kalsec.com.

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