

Press Release



Crisp Sensation's breakthrough crumb-coating technology now available in Asia

Great success in Europe with award-winning crumb coated snacks / New Singapore-based lab facilities in cooperation with Food Innovation & Resource Centre (FIRC)

***Geneva (Switzerland), July 2016* – Crisp Sensation's successful crumb-coating technology is now available in Asia. This game-changer for crumb-coated foods guarantees crispiness for hours and enables manufacturers to create premium frozen or chilled snacks with excellent properties. The first products in Europe to use Crisp Sensation's innovative technology won several retail and consumer awards, and increased both profitability and turnover. Now, Asian manufacturers can use this cutting-edge solution to boost the performance of their crumb-coated foods and snacks.**

Earlier this year, Carlos van der Linden, CEO and member of Food Industry Asia (FIA), opened Crisp Sensation's Asian headquarters in Singapore and recruited local representatives in Japan and Korea. In June he signed a co-operation agreement with the Singapore-based Food Innovation & Resource Centre (FIRC) for regional R&D activities - to develop samples for Asian manufacturers who aim to use the technology. The speech of Dutch Ambassador Jacques Werner underlined the significance of the cooperation.

In Europe, the first products using the patented technology show excellent results in both retail and Food Service. Just recently, trade journalists from 28 countries chose the „Kwekkeboom Oven" range from manufacturer Royaan as best Dutch introduction to the food market, as part of the World Tour Election for the 2016 edition of the food fair „Salon International de l'alimentation" (SIAL).

Crisp Sensation already branched out effectively to the US, their office at Willis Tower in Chicago opened in 2014. With local sales offices now established on three major continents, Crisp Sensation are closer again to the worldwide market. The innovative crumb-coating experts offer their European, American and Asian customers a complete range of services,

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from product development and testing to scale-up. Manufacturers who want to develop new products or reformulate their existing range can alternatively use the Crisp Sensation technology under license at their own facilities or use the company's contract manufacturing services.

The patented coating process guarantees a succulent core while the coating remains crispy for up to 3 hours in regular holding units. And, depending on the formulation, even reduced-fat snacks can be coated — without compromising on taste. Crisp Sensation coated foods are not only ideal for home snacking products, but also for restaurants, catering, convenience stores and food service providers. Simple to prepare by baking, microwaving, grilling or (air)frying, periods of high and low demand can be handled just as easily, reducing both waste and expenditure. The technical process is suitable for all kind of crumb-coated products, including meat and fish nuggets, mozzarella sticks, onion rings, other vegetable bites and even sweet variants.

For more information and to keep up to date with Crisp Sensation developments, please visit www.crispsensation.com.

Photo: Signing of the Cooperation Agreement between Crisp Sensation and FIRC.

From left to right:

Mrs Georgina Phua, Senior Director Singapore Polytechnic

Mr Lim Peng Hun, Deputy Principal Singapore Polytechnic

Mr Robert Smees, Chairman Crisp Sensation Holding SA

Mr Jacques Werner, Ambassador of the Kingdom of the Netherlands in Singapore

Mr Carlos van der Linden, CEO Crisp Sensation / IFS Asia

About Crisp Sensation

Crisp Sensation Holding S.A. has developed an innovative manufacturing process for coated premium foods. Under license from the Swiss company, canteen and catering system suppliers, as well as manufacturers of chilled and frozen snacks, can use the globally patented technology. Crisp Sensation® coatings are suitable for both improving existing product lines and launching innovative new offerings – creating new positioning opportunities with attractive profit margins within the premium snack sector.

Crisp Sensation® coatings are distinguished by their authentic, longlasting crispy bite and succulent core. Their unique technical properties enable quick, easy and safe preparation using various methods and longer holding

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times. The company's ethos is to work in close partnership with its customers, offering both the processing technology and its ingredients, as well as support with production, product development and co-branding.

Crisp Sensation Holding S.A. offers these services around the globe: the AEMEA regions are looked after by the company's headquarters in Geneva, Switzerland, as well as the IFS (Intelligent Food Solutions) development center in the Netherlands. The North American market is serviced out of Chicago, USA. Since 2016, the company is also active in Asia, with a base in Singapore.

For more information, please visit: www.crispsensation.com

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