

Press Release



Crisp Sensation appoints Doug Hasselo as new US Manager

***Geneva (Switzerland), November 2014* – Crisp Sensation Holding S.A., owner of a worldwide patented food coating system, is pleased to announce that Doug Hasselo has joined the company as manager of its US business.**

Doug Hasselo has enjoyed many successful years in the US convenience food sector, holding among other positions at Kentucky Fried Chicken and the McDonald's Corporation. During this time, he has built up a comprehensive network of contacts as well as in-depth expert knowledge.

To his new appointment, he says: "I'm looking forward to working in this fast-growing company. Its philosophy and technology are a perfect fit for the US market, where convenience foods are hugely popular and consumers are open to innovative concepts. Crisp Sensation offers something really new and unique – premium products that taste great and can be surprisingly low in fat. Furthermore, they can be cooked quickly without bursting or discoloring and will hold for hours. It's my aim to help American companies put our patented technology to great use and to lead Crisp Sensation into a successful future."

During his time at the McDonald's Corporation, Doug Hasselo held various positions: As Senior Director Food Innovation and Development, he created new products as well as restaurant concepts. He acquired extensive international experience as Director of International Quality Assurance, while being responsible for oversight and compliance of core menu product standards in 110 countries. Additionally, as Director of International Purchasing he established regional supply strategies throughout EMEA, APAC and the Americas for production, logistics and distribution of food and packaging.

Welcoming Doug to Crisp Sensation Holding S.A., Jan van Deursen said: "With his wealth of experience, Doug is an incredible asset to our company. We look forward to

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working with him and to developing Crisp Sensation into an outstanding brand that American consumers and manufacturers know and love.”

Crisp Sensation would like to thank Jan van Deursen for his contributions to starting the US activities. Jan will hand over his responsibilities to Doug in the fourth quarter.

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