

Press Release



Crisp Sensation presents new crumb coating styles

Innovative coating technology allows for five delicious new crumb coatings

***Geneva (Switzerland), November 2016* – Full-service coated snacks technology provider**

Crisp Sensation is introducing five new variants of its breakthrough crumb coating. To meet customer demand in many regions of the world, snack manufacturers and large-scale caterers can now choose from a total of six premium crumb coatings, including a wholegrain option. Crisp Sensation enables innovative frozen or chilled crumb-coated foods to come to life, with excellent properties and outstanding crispiness that lasts for hours.

Alongside the classic Original Crisp Sensation crumb coating, the newly extended range of coating styles is now ready for market. Home Style, for example, is a mix of different crumb sizes that gives food a home-made feel. For health conscious consumers, the new Wholegrain crumb is perfect, as it combines convenience with improved nutritional value. Asian-style cuisine can be achieved with Tempura, a thin and light coating that gives snacks an exotic touch. The Southern Fried coating replicates the well-known US style that's famous for chicken drumsticks and nuggets, and for those who favour bigger and flatter crumbs, the Cornflakes coating is ideal. Adding even more choice and variety, Crisp Sensation's Home Style and Wholegrain crumbs are available in different grain sizes. This allows for tailor-made crumb coatings that make individual products stand out from the crowd.

What all Crisp Sensation crumb coatings have in common is their outstanding crispiness and crunch. They enable premium snacks to be prepared in all sorts of ways, without compromising on end results. Oven, microwave, grill, turbo-chef, deep fryer or frying pan – however they're prepared, they come out surprisingly crispy on the outside and succulent on the inside.

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The patented technology guarantees a juicy core and an outer coating that retains its crunch for up to 3 hours in regular holding units. And, depending on the formulation and preparation method, even reduced-fat products can be achieved.

Whichever coating style is used, Crisp Sensation coated foods are ideal not just for home snacking products, but also for restaurants, catering, convenience stores and food service providers. Crisp Sensation coatings are suitable for all kinds of products, including meat and fish nuggets, mozzarella sticks, onion rings, vegetable bites and even sweet treats.

For more information, please visit <http://www.crispsensation.com>.

About Crisp Sensation

Based in Switzerland, 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 improving existing product lines as well as 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, long-lasting, crispy bite and succulent core. Their unique technical properties enable quick, easy and safe preparation using various methods, and they deliver longer holding times. The company's ethos is to work in close partnership with its customers, offering both its 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 EMEA 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 has also been active in Asia, with a base in Singapore.

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

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