

## Press Release



### New appointments at Crisp Sensation point to global growth

**Geneva (Switzerland), January 2017 – Crumb coating innovator and full service provider Crisp Sensation is delighted to announce several key appointments that signal the company's successful growth and expansion plans for markets around the world.**

#### **Kees van Doorn**

As Crisp Sensation's R&D Director since the beginning, Kees van Doorn has been deeply involved in the development of the company's unique technology. In his new post as **Director Supply Chain**, he will shift his attention to the global supply chain and provide support and guidance for the increasing numbers of Crisp Sensation licensees preparing for market launches.

#### **Christien van Beusekom**

will succeed Kees van Doorn as Crisp Sensation's **Chief Technical Officer**. She holds a PhD in Pharmacy and has a wealth of R&D experience gained at FrieslandCampina, a major player in global dairy products industry. In her new position, Christien van Beusekom will help foster further technological improvements at Crisp Sensation to meet the requirements of today's marketplace as well as the company's licensees.

#### **Henk Spoon**

With vast food industry experience gained in senior management roles at companies including P&G and Findus, Henk Spoon has been appointed as Crisp Sensation's new **Chief Marketing Officer**. Henk Spoon's expertise in marketing and consultancy will provide new consumer insights that will enable Crisp Sensation and its licensees to realise exciting new market opportunities that respond to the needs of consumers around the world.

#### **Andries Raven**

Crisp Sensation's final new appointment will see Andries Raven become the company's **Director of Sales for Europe & the Americas**. Having previously been CEO of Vleems Food BV, one of Crisp Sensation's licensees, Andries Raven has first-hand knowledge of the brand's possibilities. He will now use his extensive commercial and international food industry experience to oversee collaborations with Crisp Sensation licensees across Europe and the Americas.

All appointments are effective as of January 1st, 2017.

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

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## 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](http://www.crispsensation.com)

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