

Press Release



Lucas Hendrikse is new CEO at Crisp Sensation

***Geneva (Switzerland), April 2017* – With a strong background in food industry strategic management, new Chief Executive Officer Lucas Hendrikse, formerly Senior Vice President Food Ingredients at DSM, will lead the next phase of Crisp Sensation’s development plans, driving global commercialisation of the company’s innovative crispy coating technology.**

Lucas Hendrikse has vast experience in the global food industry, having held various senior executive positions at Royal DSM, a global food and nutritional ingredients market leader, over a period of 27 years. With a proven track record of turning innovative concepts into successful partnerships with a broad spectrum of customers around the world, as well as building strong global teams, Lucas Hendrikse will lead the next phase of Crisp Sensation’s global commercialisation.

This new appointment, together with the restructured management team announced in January, is a logical step in the further development of Crisp Sensation. Thus far, the crispy coating innovator has largely concentrated on building and optimizing its technology position, including securing a strong and broad patents base for its coating systems. With these in place, the company is now ready to satisfy the global demand for chilled and frozen foods with superior crispiness.

Commenting on the appointment, Crisp Sensation explains: “His wealth of experience, combined with his entrepreneurial attitude and open personality make Lucas the perfect CEO for Crisp Sensation. And with his passion for international business, he is experienced in complex deal making. We are excited to be working with him on the next phase of our journey.”

As well as enjoying a variety of leadership roles at Royal DSM, where he was appointed Senior Vice President Food Ingredients in 2013, Lucas Hendrikse has also been a member of the supervisory board at the van Eeghen Group, a 350-year old, family-run Dutch food ingredients distribution business. He began his career at Dutch biochemical producer Gist-brocades, which was acquired by DSM in 1998.

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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 its globally-patented crumb coating systems 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, while 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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