

FOR IMMEDIATE RELEASE

Sensient's Food Colors Europe MD elected as new NATCOL President.

GEESTHACHT, GERMANY – May 21, 2014 –

At this year's Annual General Meeting of NATCOL, the Natural Food Colours Association, Dr. Roland Beck, Managing Director of Sensient Food Colors Europe, was elected to serve as President for the Association. The meeting, which took place in Barcelona on 15/16 May, saw Dr. Beck succeed NATCOL's long-serving president, Bruce Henry, who is retiring.

Dr. Beck commented, "I am very proud and honoured to accept this role and will seek to continue the excellent work of Bruce Henry and the team to support the further development of the natural colours industry."

Founded in 1979, NATCOL is an international body acting on behalf of the natural food colour industry. The association has the purpose of promoting the use of natural colours in food, feed, cosmetics and pharmaceutical products.

About Sensient Food Colors Europe

Sensient Colors brings life to products, adding colour and visual enjoyment to food and beverage applications worldwide. Offering unparalleled colour innovation and proprietary technologies, Sensient Food Colors applies industry-defining colour expertise, enhancing brand value through premium sensory appeal and performance.



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Sensient Food Colors Europe is a unit of Sensient Technologies Corporation, a leading global manufacturer and marketer of colours, flavours and fragrances. Sensient employs advanced technologies at facilities around the world to develop speciality food and beverage systems, cosmetic and pharmaceutical systems, inkjet and speciality inks and colours, and other speciality and fine chemicals. The company's customers include major international manufacturers representing many of the world's best-known brands.

<http://www.sensient-fce.com>