



FOR IMMEDIATE RELEASE
 French Technology Press Office Ref #: Z205
 Contact: Kimberly Elsham
 Tel: (312) 327-5260
 E-mail: contact.ftpo@ubifrance.fr

FRENCH FLAVORS AND FRAGRANCES COMPANY JEAN NIEL RELEASES NEW FOOD AND BEVERAGE FLAVORINGS LINE 'NIELAROMES' IN THE U.S.

Please click the thumbnails below to open high-resolution images.



Photo 1: Flavors & Flowers final product



Photo 2: Flavors & Flowers promo visual



Photo 2: Jean Niel headquarters in France



Photo 4: Marie-Christine Voynnet - Aromas Division Director

Chicago, January xx, 2010 (word count: xxx)
After more than two centuries' in Grasse, France, the world capital of perfumery, Jean Niel Aromatic Products expanded its international presence to the United States. It currently has a production unit and development labs in Odessa, Fla., and it is actively strengthening its sales and technical teams to better serve the market. At the end of 2009, the division launched the Nielarômes Flavors & Flowers collection: a range of eight flavorings that includes subtle blends of floral notes and fruit, sweet or savory profiles perfect for a broad range of food and beverage applications.

All of Nielarôme's creations are made from raw materials selected with the greatest care and controlled according to the highest industry standards. The new Flavors & Flowers range is the result of bold and creative development surfing on the worldwide trend towards healthier nutrition, with an eye toward a more "natural" approach. Highlights include:

- Grapefruit & Hibiscus: A fresh, snappy taste to awaken the senses; ideal for blending in smooth, fresh yogurt.
- Mango & Rose: The elegance of a rose combined with the tropical freshness of a mango; a great flavor for cookie filling.
- Raspberry Violet: The delicacy of slightly ripened raspberry and the fragility of freshly picked violet; a unique aromatic duet for soft drinks.
- Strawberry Milkshake Jasmine: Unique flavor of a creamy and smooth strawberry milkshake paired with the pleasant scent of jasmine flower; perfectly suited for popsicles.

Having served its U.S. customers from France for many years, the company decided to further consolidate its presence through a strategic investment. When the operation began in 2005, its first priority was to meet the needs of existing accounts, primarily major European customers. The goal was to provide better service to their U.S. subsidiaries and to become more competitive in the market. Having met the early objectives, the company is now focused on bringing its strong capabilities in creating

unique, natural flavors to expand its market presence and customer base.

Successfully leading the family enterprise for the past 30 years, Antoine and Christophe de Boutiny have maintained total financial and industrial independence. Jean Niel has revenues of more than \$22 million (€16 million) including over 40% in exports, employs 75 people, and boasts a worldwide sales agent network.

For more information, please contact:

JEAN NIEL INC. (UNITED STATES)

Kathy Oglesby
VP, Business Development
2444 Merchant Avenue, Suites 105 & 106
Odessa, Florida 33556
Tel: (404) 536-0076
E-mail: koglesby@nielaromes.com
Web: www.jeannel.com/aromes_accueil_en.php

or:

JEAN NIEL SA (FRANCE)

Fabienne Sire Thomas
Marketing & Communication
179 Boulevard Emmanuel Rouquier
06130 Grasse - France
Tel.: +33 6 21 96 69 49 / +33 4 93 70 05 43
E-mail: fsire@nielaromes.com / fabienne.sire@yahoo.fr

or:

FRENCH TECHNOLOGY PRESS OFFICE

205 North Michigan Avenue, Suite 3740
Chicago, IL 60601
Fax: (312) 327-5261
E-mail: contact.ftpo@ubifrance.fr

Note to Editors:

*Please advise us of publication of this press release and continue to send reader responses to FTPO.
This is the only way we can ensure the follow-up is done efficiently.*