

Qarôma, Inc.

Press Release

Date: November 10, 2005

New Liquid Sensate Blend for Cooling Sensation or for Flavor & Saltiness Enhancement

Qarôma has announced the development of a new liquid cooling sensate called ICE 1500 (patents pending). This cooling sensate is a Eutectic mixture of ICE 1000 (WS-23) and ICE 3000 (WS-3), both of which are GRAS cooling compounds. The ICE 1500 remains liquid even at temperatures below -20° C. Further, ICE 1500 combines the instant cooling sensations of ICE 1000 with the gradual and smooth cooling sensation of ICE 3000. It also eliminates the dust problem associated with the handling of both the ICE 1000 and ICE 3000.

In flavor applications, ICE1500 provides saltiness and/or flavor enhancement of about 20-30% in a wide variety of foodstuffs such as salsas, salad dressings and marinades, margarine, soups & bouillons, as well as alcoholic beverages, when used at levels where the cooling sensation is imperceptible or barely perceptible.

For information or samples, contact Tina Goetschius at tmq@qaroma.com or Deanna Wallace at custserv@chemicalsinc.com. Qarôma is a division of Chemicals Incorporated, a leading manufacture of cooling sensates.

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