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MEDIA CONTACT:

Roxana K. Janka

Southard L.A.

917-683-2605, cell

roxana@southardinc.com

Blue Pacific Flavors Unveils New Flavors under Its Proprietary hortRealfruit™ True-to-Fruit Technology Platform

Adding to its true-fruit flavor portfolio the company launches six new flavors

CITY OF INDUSTRY, CA (June 8, 2009) – Blue Pacific Flavors Inc, a leading innovator of natural and organic-compliant fruit flavors launches six new flavors under its hortRealfruit™ true-fruit flavor technology at this year's IFT Show in Anaheim, CA (Booth #765). The company will feature finished beverages demonstrating new Pomegranate, Raspberry, Blueberry, Black Currant, Strawberry and Karaka Blackberry flavors. The new flavors join Oceania Pacifica Apple™ and South Pacific Gold Kiwifruit™, which were introduced at last year's IFT Show.

The hortRealfruit™ flavors are based on a partnership formed between Plant & Food Research NZ (formerly HortResearch) and Blue Pacific Flavors. Through an exclusive license agreement, Blue Pacific Flavors is the only flavor company with ongoing access to Plant & Food Research's entire database of volatiles and aromas from fruits from all over the world. Through the co-branded technology, Blue Pacific Flavors will develop and commercialize new fruit flavors that are true to the taste of the original whole fruit.

Blue Pacific will showcase an array of finished beverage formulations including:

- **hortRealfruit™ Berry Energy Shot**, an energy shot of 25% juice fortified with taurine, caffeine and vitamins;
- **Sparkling Oceania Pacifica Apple™ Juice Drink**, a sparkling beverage featuring a unique apple varietal that combines sweet gala apple top notes with Braeburn's tart pear-like acidity;
- **Mandarin Sanguino Granita™**, a 10% blended juice drink with Sanguino Blood Orange flavor;
- **Starfruit Orange Lemonade™**, A 10% blended juice drink featuring natural Starfruit WONF, Sun-Ripened Orange and Lemon flavors;
- **Superfruit Mocha Granita™**, Espresso coffee with cream featuring hortRealfruit™ blackberry karaka, fortified with Acai powder, Black Currant P.E. and Rubired Grape Juice concentrate;
- **New Zealand Lemon Zest C-200™**, a 200% Vitamin C drink containing 10% juice;
- **New Zealand Blueberry Yogurt Drink™** featuring a new hortRealfruit™ blueberry varietal; and
- **Havana Espresso Con Leche™**, a frozen granita beverage made with proprietary espresso coffee concentrates.

Blue Pacific's new A-liminate™ flavor modifier technology for Reb-A Stevia-sweetened beverages will be featured in many of these drinks as well.

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“We’re looking forward to a great show this year where we will present some innovative new drink concepts formulated with our proprietary hortRealfruit™ authentic fruit flavoring that we believe is a major breakthrough in flavor technology,” said Blue Pacific Flavors CEO Donald Wilkes. “We also expect our A-liminate™ flavor modifier to be a big hit for manufacturers using the popular Reb-A Stevia sweeteners.”

Blue Pacific is a leader in creative natural and organic compliant fruit flavors and sweet flavor delivery to a wide range of food applications including beverages, fruit preparations, dairy (yogurt and milk), soymilk, ice cream, frozen desserts, bakery and nutritional foods and confectionery products.

About Blue Pacific Flavors

Since 1993, Blue Pacific Flavors, Inc. has been a leader in technology driven flavor creation combined with food and beverage application intellectual property solutions. The company’s flavor capabilities range from innovative creative development to new product development and duplication. Blue Pacific provides its customers an international spectrum of innovation, expertise and tradition for quality, service and value. Industries served include the food, beverage, dairy, bakery, confectionery, prepared food, pharmaceutical, cosmetic and chemical specialties sectors. Blue Pacific uses only the finest natural and synthetic raw materials available and manufactures all products under Kosher and Halal supervision, as well as GRAS and FEMA guidelines. It also follows GMP and AIB guidelines and certification. For more information, visit www.bluepacificflavors.com.

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