FOR IMMEDIATE RELEASE

Activ International Announces Availability of New High Impact Grill Flavors

Somerset, N.J., (March 10, 2016) – Activ International, a leader in food ingredient technology, announced today the availability of a wide range of new high impact grill flavors. Headquartered in Bienne, Switzerland, Activ has been a key global player since 1984, and the company’s new high impact culinary grill flavors provide the most authentic flavor impact versus commodity grill flavors.

These high impact grill flavors provide customers with benefits such as a clear label and clean flavor profile. They are low temperature and slow cooking and are the best cost-in-use for grill flavor. The range includes "Natural Flavor" Slow Cooked BBQ, (New Chef's Grill, organic available) or "Natural Flavor, Natural Smoke" Slow Cooked Southern BBQ (New Hickory Grill and New Mesquite Grill). All flavors are available in liquid or powder.

"Our flavors are the closest thing to a whole food in the flavor industry because we start with the highest levels of the characterizing raw materials such as meat, vegetables, and seafood. Clean flavors and clear labels are what the consumers demand, and we've been in the business for decades delivering just that," stated Peter Gollmer, Vice President for North America and General Manager.

Activ International has built its business on patented ingredient technology, delivering optimal flavor solutions, serving the most discerning customers worldwide. Activ International North America has been the industry leader manufacturing natural flavor keys, culinary flavors, and enhanced savory flavors. Many of Activ's new high impact culinary grill flavors are:

- GMO Project Compliant
- Organic
- Kosher and Halal
- Liquid and Spray Dry
- PHO Free
Activ International holds an FSSC 22000 Food Safety Management System certification. The certification provides a framework for effectively managing the organization's food safety responsibilities and is fully recognized by the Global Food Safety Initiative and is based on existing ISO Standards. In addition to the certification, Activ North America and its worldwide affiliates in Ariquipa, Peru; Melaka, Malasia; and Mitry Mory, France will be linked by a new ERP system.

For more information, visit http://www.activ-international.com

About Activ International
Activ International, celebrating 30 years in the food industry, is a global supplier of broths, extracts, flavors and colors, derived from meat, seafood and vegetables. Our taste technology focuses on simple labels, patented grill technology, and USDA Organic Certification since 2002. Activ International holds an FSSC 22000 Food Safety Management System certification.

Contact: Melissa DeVincenzo
O.N. Marketing
914.935.9541
melissa@onmarketingny.com