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Sensient® Technologies Announces 2021 Color of the Year

“Rising Orange” represents consumer desire for renewal after tough 2020

MILWAUKEE, WI – December 14, 2020

Sensient Technologies (NYSE: SXT) Color Group today announced its 2021 Color of the Year. “Rising Orange” is an optimistic shade that symbolizes the global consumer desire to recharge their bodies, minds, and spirits.

It is nearly impossible to construct any 2021 trend, including color trends, without looking through the prism of 2020. In the past year, the COVID-19 global pandemic disrupted life everywhere. As the number of COVID-19 cases increased daily across the globe, so did consumers’ levels of stress and feelings of social isolation. The ensuing chaos that erupted affected businesses, medical institutions, and government affairs—not one element of life went untouched. From cheering on our everyday heroes to mourning lost loved ones and friends, the problems of 2020 have consumers anxiously awaiting a new dawn.

“Evocative of the colors of a new dawn, “Rising Orange” is a hue, weathered by the unprecedented times of the pandemic, but optimistically bright for restoration in the New Year. It’s a joyful, enthusiastic orange full of hope, to awaken consumers’ energy for renewal,” explained Mike Geraghty, President of Sensient Colors LLC.

There is a collective desire from consumers and brands alike to progress forward with unity. While consumers seek comfort, they are also in pursuit of renewal and newness, which are the components of the “Rising Orange” taste profile created by Sensient Flavors & Extracts; a combination of bright citrus and refreshing orange blossoms, with a comforting fruity profile offering that delivers a burst reminiscent of a childhood-favorite candy.

Our ability to manage our wellbeing is being challenged more than ever in 2020. “Sensient’s 2021 Color of the Year, “Rising Orange” symbolizes consumer desire to move forward” added Paul Manning, Chairman and Chief Executive Officer of Sensient Technologies. “I am extremely proud of the international collaboration among the Sensient Technologies global

marketing teams. The ability to harness and synthesize collective insights to bring forth a powerful trend on a topic that we are so passionate about—color,” noted Manning.

Sensient’s “Rising Orange” Color and Flavor formulations are available across a range of food, beverage, pharmaceutical and personal care applications, notably color cosmetics, beverages, vitamin gummies, and other confections.

ABOUT SENSIENT TECHNOLOGIES

Sensient Technologies Corporation is a leading global manufacturer and marketer of colors, flavors, and extracts. Sensient employs advanced technologies at facilities around the world to develop specialty food and beverage systems, cosmetic and pharmaceutical systems, and other specialty and fine chemicals. The Company’s customers include major international manufacturers representing most of the world’s best-known brands. Sensient is headquartered in Milwaukee, Wisconsin.

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