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## **Blue Mountain Flavors Launches New Website**

**KINSTON, NC, September 23, 2005** – Looking for a flavor solution to make your signature entrée taste “meatier”? How about a way to cut costs and save time, without sacrificing taste? And wouldn’t it be great if you could find a single authentic roasted chicken flavor that could be used in a variety of dishes – all of them kosher?

You’ll find all this – and more – at [www.bluemountainflavors.com](http://www.bluemountainflavors.com), the new web address for Blue Mountain Flavors, an international flavor development company headquartered in Kinston, North Carolina.

The industry-leading company, founded in 1988, is known for its unique, savory flavors created through advanced reaction technology, yielding authentic meat-like tastes and aromas. Blue Mountain specializes in product formulation, flavor matching, proprietary blending, contract manufacturing and custom packaging. And if you’re looking for a wide range of kosher/vegetarian flavors, Blue Mountain is the company to call.

Since Blue Mountain’s clients are proprietary, you don’t see the Blue Mountain Flavors name on the grocery shelf or on a restaurant menu. But Blue Mountain has become “a quiet giant” as the flavor partner of choice for many regional, national and international food manufacturing and flavor development companies. The new website is the latest tool to put flavor facts directly at the fingertips of customers globally.

“We have a genuine passion for what we do here at Blue Mountain,” said Bill Baugher, Ph.D., president. “We’re excited about the new website because it will make it even easier for our customers to get the information – and the flavor products – that they need quickly.”

The comprehensive website details kosher capabilities, product applications, operations and quality control, and flavor solutions. Customers can also request a customized product sample, in a variety of sizes. Future enhancements to the site will allow customers to place product orders online.

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**ABOUT BLUE MOUNTAIN FLAVORS**

Headquartered in Kinston, North Carolina, Blue Mountain Flavors is an industry-leading international flavor development company specializing in product formulation, flavor matching, proprietary blending, contract manufacturing and custom packaging. The company is known for its unique, savory flavors created through advanced reaction technology, yielding authentic meat-like tastes and aromas. Blue Mountain also develops distinct proprietary flavors that are incorporated into consumer food products, in addition to selling its products directly to other flavoring and food processing companies. Blue Mountain operates two distinct production facilities for kosher/vegetarian and non-kosher products. For more information, please visit [www.bluemountainflavors.com](http://www.bluemountainflavors.com) or call 252-522-1544.

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