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**MONIN FLAVOR CAFÉ IN DALLAS —
A WORLD-CLASS CENTER FOR BEVERAGE INNOVATION**

Dallas, Texas, July 8, 2008 – Inspiring ideation and delivering innovation, Monin Gourmet Flavorings brings beverage development to Dallas, TX with the recent grand opening of their second Flavor Café. An in-house, full-service commercial bar, coffeehouse and hi-tech conference center, the new Monin Flavor Café is designed to simulate every stage of beverage development – ideation, recipe creation, presentation and implementation.

Industry professionals representing over thirty top foodservice and coffee organizations gathered to rendezvous with flavor at a grand opening celebration of the new Monin Flavor Café on Thursday, June 19, 2008. The celebration brought Monin partners together to taste, tour and truly experience the facility that will serve as their new off-site beverage center.

The 3,400 square foot Monin Flavor Cafe in Dallas is fully equipped to accommodate the beverage development process for both foodservice and coffee partners. A large, centralized beverage demonstration area stocked with full front and back bar capabilities and customizable service station allow for on-site simulation of every beverage serving scenario. Also available for partners are a professionally equipped galley kitchen, photography studio, custom wood décor conference room and private office. The new Monin Flavor Café is wired with technology enabling live meetings through voice activated video conferencing, close circuit television, and hi-definition presentation video screens.

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Another valuable attribute of the Monin Flavor Cafe in Dallas is Jeff Ruth, a new addition to the Monin team as resident Culinary Director. Joining Lisa Ash and Angela Thompson to round out the Monin Culinary Team, Ruth brings over 20 years of experience in the beverage and hospitality industries to Monin. His passion, creativity and knowledge combine to bring partners exciting, profitable beverage initiatives at the new Monin Flavor Café.

Centrally located, the new Monin Flavor Café in Dallas provides ongoing beverage development geographically convenient for partners in the central and western United States. "The facility was built as a resource for our customers," said Joseph Smith, Sr. Vice President of Sales for Monin. "We needed to be even more accessible to our clients and provide them an environment to explore new and exciting beverage development ideas and conduct meetings."

The opening of the Monin Flavor Café in Dallas once again demonstrates the leadership of Monin Gourmet Flavorings in the beverage industry by bringing innovation, customer service and partnership capabilities to the forefront. At the U.S. Headquarters in Clearwater, FL or at the new location in Dallas, TX; the state-of-the-art Monin Flavor Cafés serve as ideal centers to explore the growing Monin portfolio of flavors and capabilities.

Founded in Bourges, France in 1912, Monin Gourmet Flavorings is driven by time-honored flavor traditions entrusted through three generations of the Monin family. Today, Monin is the world's leading provider of premium gourmet flavorings. With an uncompromising standard for quality and flavoring expertise, Monin Gourmet Flavorings is dedicated to producing premium products for creating a full range of customized and distinct beverages. Monin matches quality products with attentive, first-rate customer service and innovative recipe applications to give operators proven, successful beverage offerings.

Monin products are available through distributors nationwide, online at www.monin.com, and in over 100 countries around the world. To find a distributor near you, call 800-966-5225 or visit www.monin.com.

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