



Breakthrough Technology Uses Sense of Taste to Cut Through Advertising Clutter

A New Tool that Marketers and their Consumers Can Love

Bala Cynwyd, PA, September 22, 2006 --(PR.com)-- First Flavor, Inc. announces the introduction of Peel 'n Taste™, an easy-to-use, versatile, cost-effective marketing system that uses strips of edible film to allow consumers to taste-sample products. Peel n' Taste™ employs the most advanced flavor matching science, ensuring a faithful match to a product's flavor profile. When consumers place the edible film strip in their mouth, they get a burst of the flavor of the product.

Jay Minkoff, President and CEO, said “Peel 'n Taste™ is easy for marketers to deliver and fun for consumers to use. It will drive sales and differentiation for food, beverage and oral care brands by turning a one-dimensional advertising message into an interactive and entertaining taste experience.”

Peel n' Taste™ is presented to the consumer in a compact, easy-to-open, tamper-evident sachet designed to be easily deployed via:

- Print Advertisements
- Direct Mail
- Product-on-Product
- In-Store Point-of-Sale
- Product-in-Product Cross Promotions
- Promotional Events

Barry Gesserman, VP Sales & Marketing, commented “Consumers will spend more time with an advertising message that incorporates Peel 'n Taste™ because it is fun and drives involvement via very cool technology. I wish I had a tool like this when launching new products and line extensions during my years at The Campbell Soup Company (CPB).”

About First Flavor

In an age of communication and advertising saturation, First Flavor uses the sense of taste to enable marketers of flavor differentiated food, beverage and health care products to delight consumers and improve the productivity of their marketing spend. The Company's first product, Peel 'n Taste™, is an advanced taste marketing system that works seamlessly within existing promotional vehicles while exponentially increasing their value. First Flavor will continue to push the limits of flavor matching technology through innovation and creativity to excite consumers and build brands.

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