



FIRST CHOICE INGREDIENTS IN THE MIX

FIVE ADDITIONAL LABS, EXPANDED PILOT PLANT CAPABILITIES

With the addition of almost 10,000 sq. ft. in laboratories and pilot plant space, our industry-leading ability to create and scale up innovations has been significantly strengthened.



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262.251.4322

First Choice Makes Single Biggest Investment in Company History

New 83,000 Sq. Ft. Production Facility Added



Jim Pekar, FCI President

We are extremely excited to announce that we have added a new production facility in Menomonee Falls, WI, just a few miles from our

corporate headquarters in Germantown, Wisconsin. The newly acquired space becomes FCI's third production facility, providing an additional 83,000 sq. ft. for production and R&D.

Recognized as the market leader in concentrated dairy ingredients derived through fermentation and reaction technologies, the acquisition is a huge step for FCI.

"We have experienced double-digit growth every year for the last decade," said Jim Pekar, President of FCI. "This new, world-class facility will enable us to grow responsibly, to meet the needs of our customers and take advantage of new opportunities. We have customers all over the world, and they all know the best dairy products come from Wisconsin."

The purchase of the new plant, which was formerly owned by Avoca BioProcessing, will also include much of the production equipment and machinery. The new plant has the capacity to produce over 10 million pounds of dairy ingredients annually.



SAY CHEESE!

National Cheese Lovers Day – January 20

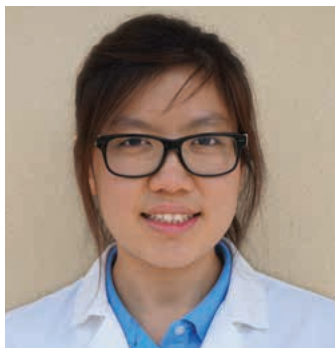
National Cheese Day – June 4

FCI Adds to Our Team of Talented Professionals



Andy Newbauer
Supply Chain Manager

With previous production experience at FCI, plus four years with supply chain management in the private sector, Andy rejoins FCI as Supply Chain Manager. Along with sourcing, planning and purchasing of raw materials, Andy works with key suppliers to develop relationships and evolve our growing product line.



Stella Winarto
R&D Application Technologist

A graduate from the prestigious UW-Madison Food Science program, Stella is a rising star in our Research & Development department. From using FCI concentrates in real world applications and conducting studies in cost-efficiency to performing pilot experiments, Stella is focused on improving both existing and new products.



Danielle Anton
Regulatory Compliance Specialist

Building on her QC experience, Danielle brings a great combination of insight and work ethic to her position as Regulatory Compliance Specialist. Danielle monitors all raw materials and suppliers, implements quality and food safety systems, and oversees customer, regulatory and supplier audits. She is also an expert in organic labeling and compliance.



WHAT DOES THE EXPANSION MEAN TO CLIENTS?

As one of the few large-scale, dairy-only concentrate specialists, this expansion solidifies FCI as the unquestioned market leader in the United States. By increasing our scale, you can expect even faster lead times (who would have thought possible?) and expanded R&D initiatives. Just a quick 10 minutes from our original Germantown, Wisconsin campus, the new facility will also offer large customers an emergency solution in the case of a fire or natural disaster.

First Choice Partners with Respected Wisconsin Center for Dairy Research

When it comes to supporting the dairy industry with research, technical support and education, there is no better resource than the Wisconsin Center for Dairy Research (CDR), on the campus of the University of Wisconsin-Madison.

Just down the road from FCI's Germantown, Wisconsin corporate headquarters, CDR is actually located in a licensed, operating dairy plant with a staff of more than 30 researchers and scientists involved in conducting a variety of basic and applied dairy research.

As FCI continues to evolve and grow, its partnership with CDR will become more important than ever before.

“Collaboration leads to innovation,” said Brian Riesterer, FCI Manager of Dairy Innovation. “Fostering a strategic alliance like this, with such a respected group of thought leaders, just confirms our commitment to remaining nimble and open-minded when it comes to dairy innovation.”

In addition to taking advantage of CDR resources like laboratory analysis, new product R&D, sensory testing and access to cutting-edge equipment, FCI believes one of the most valuable tools is access to their training.

“CDR offers educational short courses and seminars that will provide our team with unmatched opportunities to meet other industry experts and learn, collaborate and strategize together,” said Riesterer. “This will be especially important as we expand our research staff at our new facility.”





Organic Concentrates
from First Choice Ingredients

First Wave of Organic Concentrates Now Available

With the U.S. organic milk supply now stable and growing, First Choice Ingredients is able to expand our organic offerings year-round. That means organic Cheddar, Parmesan, Romano, and Monterey Jack cheese concentrates, plus Butter, Cream and Sour Cream organic options are now available and ready to order.

As organic product offerings continue to grow nationwide, FCI Organic Concentrates provide the perfect blend of meeting customer demand and being a great economical alternative to raw cheeses.

While lead times for specific products will vary, current production schedules look to be about four weeks for delivery.

FIRST CHOICE BUTTER CONCENTRATES WILL SAVE YOU MONEY AND LET YOU KEEP YOUR CLEAN LABEL DECLARATION

The recent instability of the butter market provides you with a great opportunity!

Butter Concentrates from FCI provide a natural butter ingredient that gives you 2x, 3x, or 5x the flavor intensity of butter, while maintaining a clean label declaration. With the rising costs of raw butter, which is indexed to the market, you can always achieve savings by replacing even small amounts of butter with our natural concentrates.

Take a look at the kind of savings you can expect to achieve:

Description:	2x	3x	5x
Suggested Labels:	Butter or Butter, Natural Flavor	Butter or Butter, Natural Flavor	Butter or Butter, Natural Flavor
Replacement Ratio: Concentrate: Butter	1:2	1:3	1:5
Pricing Multiplier: (Butter Market x Multiplier)	1.6	1.9	2.2
Approximate Savings:	20%	37%	56%



The actual feasibility of this project will depend on a variety of factors, including the amount of regular butter in the final formulation.



SAVING COSTS WITH FARM-TO-TABLE FLAVORS?

Yes, it's possible.

What better way to provide your customers with natural, clean label dairy flavors than with FCI's full library of Dairy Concentrates? From the heart of Dairyland, we source only the finest raw materials and ingredients, and then let our R&D and production teams go to work. The results are amazingly complex flavor profiles available in varying concentration levels.

Replacing even a small amount of expensive raw dairy with our concentrates can really make an impact. With the continued escalation of prices for raw dairy ingredients, maybe it's time to learn how to put our concentrates to work for you.



To learn more about Natural Butter Concentrates, contact pekara@fcingredients.com or 262.251.4322.



UPCOMING TRADE SHOWS

See us exhibiting or attending these upcoming shows:

ADS Annual Meeting

Saturday, October 8 -
Monday, October 10

IBIE

Saturday, October 8 -
Tuesday, October 11

Minnesota IFT Supplier's Expo

Tuesday, October 25

Philadelphia Section Suppliers' Night

Tuesday, November 1

Ontario CIFST Supplier's Night

Tuesday, November 8

Chicago Section Suppliers' Night

Wednesday, November 9

PLMA's Private Label Trade Show

Sunday, November 13 -
Tuesday, November 15



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Germantown, Wisconsin



Taking IFT to New Heights

First Choice kicked off IFT16 in Chicago with a bang as our annual rooftop party (this year at the Godfrey Hotel's IO Lounge) was attended by hundreds of customers, partners and guests.

An expanded booth and increased footprint this year really made an impact. With an on-site conference room and new products to taste, the FCI booth was busy during the entire show. Customers loved the Pimento Cheese Spread as well as the Shortbread Cookies featuring our Clean Label Dairy Concentrates.



SALES TEAM GRILLS OUT FOR ALL

The FCI sales team knows it takes teamwork to make the dream work. As a show of appreciation, they fired up the grills to feed the entire company. Wisconsin brats and aged cheddar burgers were enjoyed by all.

