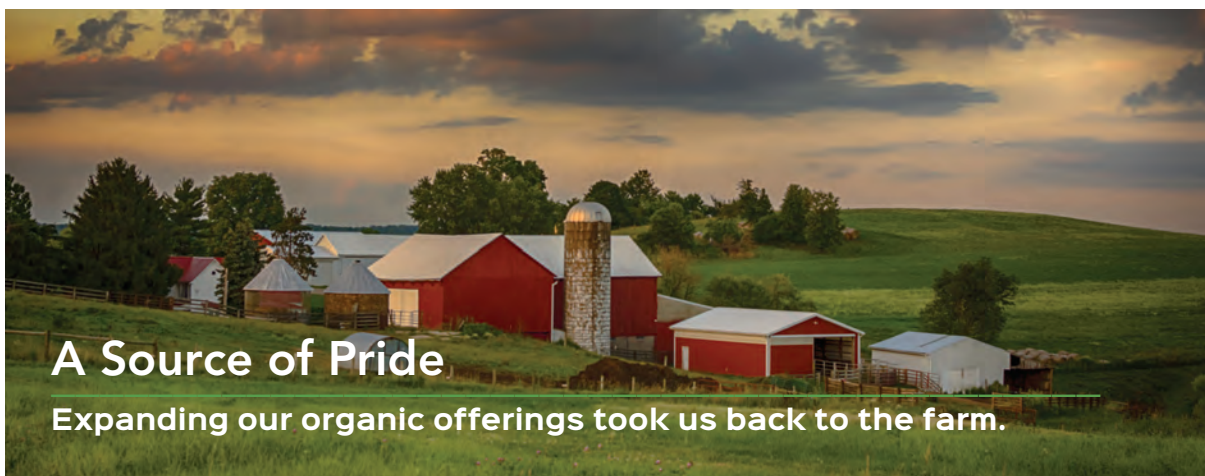




FIRST CHOICE INGREDIENTS

IN THE MIX



A Source of Pride

Expanding our organic offerings took us back to the farm.



“Going all the way back to the milk supplier gives us a huge advantage over our competition.”

Pam Gribou, Director of R&D



It all started with a verbalized thought a few years back when Senior VP and COO, Roger Mullins, made a simple statement, “We need to consider going

back to the dairies, to achieve the kind of transparency and consistency customers in the marketplace want to see.” With that simple statement, FCI’s journey to vertical integration for its organic dairy concentrates began.

Not too long ago, the demand for organic milk supply far outweighed the actual supply. “I remember telling one customer, if you can get me the supply we will make it for you,” said Mullins. “But the cost for raw organic milk, even two or three years ago was simply outrageous and almost cost-prohibitive to convert into concentrates.”

Now, some three years later, after many dairy farms retooled to meet the needs of a new breed of health-conscious, label-obsessed customers, the supply of organic milk is more plentiful. During this evolution, FCI reached out to a variety of regional dairies to begin investigating partnerships. These partnerships have driven the quality and consistency of FCI organic concentrates to new heights.

“Going all the way back to the milk supplier gives us a huge advantage over our competition,” said Pam Gribou, Director of R&D. “In many cases, we are directing the milk to our cheese suppliers and having the cheese made to our exact specs. No one is doing that. Customers love that we can get the Non-GMO project verified. This is truly farm-to-table.

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AROUND FCI

In July, look for a new series of videos on our website showcasing our commitment to quality, R&D and innovation. Here, Sally Derse, Quality Program Manager, is interviewed for one of the videos.



A Source of Pride . . .

(continued from page 1) While many suppliers and ingredient companies are still solely procuring cheeses through brokers on the open market, FCI believes pioneering service all the way back to the milk supply is truly the way of the future. “There is simply no better way to control consistency and product quality,” said Gribou. “Creating a real partnership and communicating critical benchmarks and specifications was key. Getting that kind of buy-in from the dairies, the cheesemakers and FCI is what really makes this process so special and unique.”



FCI’s commitment to the raw material supply is being rewarded as its organic, Non-GMO and kosher offerings in the sector continue to grow. From Parmesan to Blue cheese to aged Cheddars, specialized dairies all over the Midwest are now supplying artisan cheese to FCI with consistent, high-quality milk, which we evolve into our own renowned functional dairy powders, pastes and concentrates.



It Takes Teamwork to Make the Dream Work!

Pietrowski promoted to new production lead.

Providing a culture of trust, recognizing good performance, and encouraging advanced skill development are some of the key reasons that working at FCI is different. We believe our culture is the perfect incubator for developing top talent and products. Recently promoted Production Supervisor Jason Pietrowski is the perfect example.



Pietrowski started with FCI in 2010 as a production worker in our Wet Operations division, providing ingredient production, as well as delivery and packaging support. As he learned the production side of the business and gained new skills, he was promoted several times.

As Production Supervisor, Pietrowski will manage employees, establish performance standards and oversee daily production activities. Pietrowski credits his background as a finish carpenter for his heightened attention to detail.

“Whether it was creating a dream kitchen or a new dairy product, I have always been obsessed with precision, accuracy and doing things right the first time,” said Pietrowski. “My position at First Choice gives me the opportunity to feed my passion and help pass along these standards to others on our team.”



FROM THE FCI APPLICATIONS LAB

Butter Up Consumers with Our Natural Butter Concentrates

Nothing beats the taste of real butter! Natural Butter Concentrates from FCI all begin with 100% real butter. Using natural enzymes, our proprietary fermentation and reaction processes turn butter into a highly potent concentrate which is Non-GMO, all-natural and perfectly suited for your clean label recipes.

We recently mailed out Natural Butter Concentrate kits to select customers, featuring a variety of products made in the

FCI applications lab where we replaced raw butter with our Natural Butter Concentrates. The positive response to the great taste of the products was overwhelming. Here's what we sampled:

Shortbread Cookies

- We replaced 25% traditional butter with only 5% FCI Butter Concentrate

Caramels

- We replaced 25% traditional butter with only 5% FCI Butter Concentrate

Honey Butter Seasoned

- **Potato Chips**

We replaced all butter powder with the addition of 4% Butter Concentrates

Bottom line: With just a few adjustments, we were able to increase natural butter flavor and drastically cut raw material costs. Imagine what we can do for you!

To sample these amazing products and learn more, contact Sarah Newbauer at NewbauerS@fcingredients.com or 262.251.4322.



First Orders Ship from New Production Facility

With key personnel and county officials by their side, FCI partners Roger Mullins and Jim Pekar celebrated the shipping of the first orders from their a new facility with ribbon cutting event. The new plant, located in Menomonee Falls, WI, just a few miles from the Germantown main campus, doubles FCI's footprint and has the capacity to produce over 10 million pounds of dairy ingredients annually.



STOP GAMBLING WITH SUBPAR DAIRY INGREDIENTS!

Stop by and see us at IFT '17 – June 25-28 in Las Vegas

Make sure you visit First Choice Ingredients at Booth 2209 at this year's IFT Food Expo. We will be sampling new products and would love to talk to you about any new projects you have on the horizon. We would also like to share breaking news about our recently opened production facility and how it will be impacting customers in the future. Exciting things are happening at FCI – make sure to stop by!





Plan Your Visit to the Land of Cheese This Summer!

Tour FCI facilities, have some fun and get in a dairy state of mind.



Our facilities and people are among the best in the world – and we would love to share them with you. Sure, being close to so many local, artisan dairy farms and cheesemakers in the heart of Wisconsin is amazing, but it's our culture and operation that help us produce the finest dairy concentrates available anywhere.

Summer in Wisconsin is a great time for a site visit. We're happy to mix business and pleasure for a perfectly tailored experience. For golf lovers, let's combine a facility tour with an amazing 18-hole golf experience. We can get preferred tee times at the 117th U.S. Open course at Erin Hills in Erin, WI. For those looking to just have a great time and enjoy the best music acts in the country, we can head to downtown Milwaukee's renowned summer festivals, highlighted by Summerfest, the largest music festival in the world. Dinner, Major League Baseball, Potawatomi Casino, boating tours – we can arrange a great visit, no matter your interests.

We are up for any opportunity to learn more about your business and show you our operation. Contact Sarah Newbauer (NewbauerS@fcingredients.com) or your regional sales manager for more information.

UPCOMING TRADE SHOWS

To learn more about FCI, and meet us firsthand, make sure to check us out at the upcoming trade shows. To find out if we are exhibiting or attending, contact Sarah Newbauer at NewbauerS@fcingredients.com.



October 2017

Annual ADS Meeting

Nashville, TN - Saturday, October 7 – Monday, October 9

Annual Biscuit & Cracker Technical Conference

San Antonio, TX - Sunday, October 22 – Wednesday, October 25

Philadelphia Section Suppliers' Expo & Symposium

Location TBD - Tuesday, October 24

Minnesota Section IFT

Location TBD - Thursday, October 26



June 2017

IFT Food Expo

Las Vegas, NV - Monday, June 26 – Wednesday, June 28

July 2017

Southwest Meat Association Suppliers' Showcase

Bastrop, TX - Thursday, July 27 – Sunday, July 30

September 2017

Longhorn IFT Annual Suppliers' Night

Frisco, TX - Thursday, September 14

November 2017

Chicago Section IFT Annual Suppliers' Night

Rosemont, IL - Wednesday, November 1

Private Label Trade Show

Chicago, IL - Sunday, November 12 – Tuesday, November 14



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Germantown, Wisconsin

