



FIRST CHOICE INGREDIENTS IN THE MIX



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Brian Riesterer,
Manager of Dairy Innovation



The Pilot Project that Pioneered a Whole New Era of Quality

More Project-Verified Dairy Concentrates Coming

Since modern times, procuring raw dairy – cheese, butter, cream – on the open market has been the modus operandi for the thousands of food manufacturers. While product quality could and would vary just as quickly as supplier relationships and prices, no one really questioned the supply chain. For the most part, butter was butter and cheddar was cheddar.

In 2013, with organic products really starting to take off, FCI decided to take an entirely different look at quality. “We began to look at regional dairy farms and artisan cheese makers,” said Manager of Dairy Innovation, Brian Riesterer. “We marveled at their consistency year after year, and we wanted to bring that kind of detail to our concentrates because we knew our customers would really value it.”

First Choice's organic concentrates seemed to be the perfect training ground for this new farm-to-table approach. It would start with sourcing the raw milk from the same consistent supplier. Then, we would find the best cheesemaker for the specific variety – great cheddar producers aren't necessarily the best producers of Parmesan or blue.

FCI knew it would take years to perfect the supply chain and find the best resources for specific varieties, but as VP/COO Roger Mullins looked at it, it was a way to differentiate FCI from a quality standpoint.

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TOP REASON WHY FOOD SCIENTISTS LOVE FCI?



Speed at which
we get our samples
to them.



“The quality of these project-verified concentrates is simply unmatched in regards to taste and functionality.”

Roger Mullins, Vice President/COO

A Whole New Era of Quality . . .

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“No one was doing it back then, and really, no one is doing it now,” said Mullins. “We knew this approach would take time, but now we are coming to market with new organic offerings just about every month, and the quality of these project-verified concentrates is simply unmatched in regards to taste and functionality.”

Organic Cave-Aged Blue Cheese, Please

“Our newest organic blues to come to market are simply outstanding from a quality standpoint,” said Riesterer. “Plus, being GMO project-verifiable and organic is perfect for growing applications like snack mixes.”

With raw organic commodity typically being 2.5 times more expensive, the fact

that FCI can create a concentrate that is up to 10 times stronger and doesn’t make it proportionally more expensive, creates an opportunity for huge savings.

It all starts with the quality of the ingredients. Finding the right partner to make quality blue cheese didn’t take FCI too far from its Midwestern home. The blue cheeses created for FCI are made by an artisan cheesemaking boutique who cave-ages their cheeses in order to control humidity and temperature. This old-world commitment to quality can be seen in our new concentrates, which are also kosher and non-GMO.

To learn more about our growing list of Organic Dairy Concentrates, visit our website at fcingredients.com.

FCI Announces Memorial Scholarships for College Students Studying Food Science

Three \$1,000 Paul Steffes Scholarships Offered in 2018



Even in the twilight of his career, Paul Steffes loved coming to FCI each week to help out in the customer service department. The retired hospital administrator and U.S. Army veteran treated every day as a gift, and his sunny disposition put a smile on everyone’s face. When he passed away earlier this year, we knew we had to honor his legacy here at FCI.

Throughout his life, Paul had a passion for improving and learning new processes. With that in mind, we have developed three annual \$1,000 scholarships that will be available for college students studying food science beginning in the fall semester of 2018.

Applications for the scholarship, as well as criteria and rules, will be available on our website starting in January 2018. Scholarship winners will be announced in June 2018.





Baking Expertise Strengthened with the Hire of Annette Riese

With the addition of applications scientist and industry veteran Annette Riese, First Choice Ingredients continues its trend of expanding its baking footprint in the marketplace. With over a decade of experience at Wisconsin snack-maker Baptista's Bakery, Annette has been part of successful

product development teams. As an Applications Specialist at FCI, she will develop, direct and assist in the preparation of experiments, applications and demonstrations revolving around new product development, and ongoing product improvement.

Director, R&D and Applications, Pam Gribou is excited about the new addition.

"We are really committed to growing our bakery segment," said Gribou.

"Annette joins an accomplished applications group and we're excited to see the results. Her experience with biscuits, combined with the complexity of our dairy concentrates, seems to be the perfect match."



WHY CUSTOMERS ARE SWITCHING TO FCI BUTTER CONCENTRATES?

1. High cost of butter
2. Helps to reduce inventory
3. Inconsistent quality of raw product

Have Your Cake and Eat it Too!

Replacing AA Butter in Pound Cake Recipe Could Save \$525,000

That's right, by using our natural butter concentrates, made with real butter, a baking company could save .21 per pound and have a clean label product that tastes exactly the same, if not better! For a company that sells 2.5 million pounds of product that would be a savings of \$525,000 each year.

Until the end of the year, our sales managers are hitting the road to do Pound Cake demos to give customers a taste of the savings. We will show you exactly how the formulations break down, and share other Raw Dairy Replacement case histories with you. With the cost of butter continuing to rise, there has never been a better time to learn more.

To schedule your product demo, contact Abby Pekar at 262.251.4322 or PekarA@fcingredients.com.



WE'VE BAKED UP A WAY TO REPLACE EXPENSIVE AA BUTTER WITH OUR NATURAL BUTTER CONCENTRATES.

Whether it's replacing expensive AA butter altogether, or simply reducing its use, our Natural Butter Concentrates give you the flexibility to increase flavor and taste while reducing risk. Simply look at the numbers, and you'll see the impact. And with one line of our Pound Cake, you'll understand why so many food companies like yours are making the switch to our Natural Butter Concentrates. They're made with natural ingredients, including real butter, so what's not to love?

POUND CAKE	WH %	%	Pound Cake with 100% Butter		Pound Cake with Butter Concentrate 15572P	
			Cost in Use	%	Cost in Use	%
Ingredients						
White Granulated Sugar		28.57		28.57		
Butter, Salted*	2.42	28.43	\$0.64	5.29	\$0.13	
Whole Eggs		25.00		25.00		
Cake Flour		25.04		25.04		
Baking Powder		0.58		0.58		
Vanilla Extract		0.12		0.12		
Salt	0.15	0.00	\$0.00	0.29	\$0.0004	
Butter Concentrate 15572P*	5.33	0.00		4.24	\$0.23	
Palm Oil	0.52			12.45	\$0.06	
Vanilla Oil	0.45			1.76	\$0.01	
Water	0.00			2.50	\$0.00	
TOTALS			\$0.64		\$0.43	

COST SAVINGS OF \$0.21/lb

*Cost savings based on 2017 prices as of September 25, 2017. Market prices fluctuate.

First Choice
Ingredients
262.251.4322

The information contained herein is the best of our knowledge, based on the data submitted by the customer. We do not warrant the accuracy of the information. The information is provided for informational purposes only and is not intended to be used as a substitute for professional advice. The information is provided for informational purposes only and is not intended to be used as a substitute for professional advice.



Why Do We Do Dairy Better Than Anyone?

New Video Series Provides an Inside Look at FCI



UPCOMING TRADE SHOWS

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

February 2018

Southeastern IFT Food Expo

Tuesday, February 6, 2018
Cobb Galleria Center -
Smyrna, GA

Suppliers Night - Florida Section

Thursday, February 22, 2018
World Center Marriott - Orlando, FL

Oregon Section FIX

Monday, February 26, 2018
DoubleTree at Lloyd Center -
Portland, OR

BCFT Suppliers Night

Wednesday, February 28, 2018
Delta Burnaby Hotel & Conference
Centre - Burnaby, B.C

March 2018

SCIFTS Suppliers Night Expo

Wednesday, March 7, 2018
Disneyland Hotel Exhibition Center -
Anaheim, CA

Research Chefs Association (RCA)

March 26-28, 2018
Westin Savannah Harbor Golf Resort
& Spa - Savannah, GA.

Western NY IFT FIX

Tuesday, March 27, 2018
James A. Floreano Rochester
Riverside - Rochester, NY

April 2018

Cactus Section IFT Suppliers Night

Tuesday, April 17, 2018
El Zaribah Shrine Auditorium -
Phoenix, AZ

International Cheese Tech Expo

April 17 - 19, 2018
Wisconsin Center -
Milwaukee, WI



We recently completed a series of videos that really give you a sense of what First Choice Ingredients is all about. Featuring owners Jim Pekar and Roger Mullins, plus a host of other team members, you can see our operation and people, and learn about our philosophies and passion.

Visit our YouTube channel link on our website at fcingredients.com.



FCINGREDIENTS.COM | 262.251.4322

Germantown, Wisconsin

