



**Putting innovation
to work with
concentrated dairy
ingredients since
1994.**

OUR STORY

The dream began in April 1994, when a young Jim Pekar decided he wanted to bet on himself. With five years of experience in the dairy industry, Jim wanted to put his talents to work and create a dairy ingredient company like no other. As a former Iowa Hawkeye defensive tackle, Jim was always known for his tenacity and ability to lead, so he immediately put his strengths to work and began to assemble a specialized team. From the basement of his South Milwaukee, Wisconsin home, the group's hard work and focus on product integrity paid off as First Choice Ingredients quickly built a name for itself.

By 2002, FCI had outgrown a series of spaces and broke ground on its current Germantown, Wisconsin facility, home to all product development, manufacturing and distribution.

Today, First Choice Ingredients is known as the premier manufacturer of concentrated dairy ingredients derived through fermentation and reaction technologies. Our line of concentrates includes a wide variety of dairy pastes, powders and liquids. Our sole focus on dairy concentrates means you are tapping into expertise and experience that is literally second to none. Day in and day out, dairy is what we do. From our R&D staff's ability to develop new products to our customer service and distribution teams' abilities to hit tight deadlines, you will appreciate our commitment to you and your end customer.

**First Choice Ingredients . . .
Where flavor begins.**



REVVED-UP SERVICE SINCE THE BEGINNING

Everyone knows FCI for our legendary customer service and whatever-it-takes attitude. The legend was born back in 1995 when a potential client called at the end of the day in dire need of product. The prospect said, "If you can deliver this by tomorrow, we will be a customer for life." Since the last UPS truck had departed hours earlier, President Jim Pekar loaded his Chevy Silverado and was off to Minneapolis, MN, arriving at 5:00 am the next morning. Saying you'll do whatever it takes is easy. At First Choice Ingredients, it's not simply a slogan — it's exactly how we roll.



THE FCI MAGIC

Our manufacturing process begins with high quality dairy raw materials. Through fermentation and enzyme reaction, the strong natural flavor components of cheese, butter, and cream are intensified and then concentrated. The end result is a natural, clean label, rBST Free cheese or dairy concentrate that has 10-15X the flavor strength of the original commodity.



The benefits of our products are two-fold: our concentrates replace expensive dairy commodities like butter, cream, and cheese, while adding richness, mouthfeel and functionality in a variety of applications.

Kosher, Halal, Organic and Non-GMO Project Verifiable options available. Product forms include paste, powder, or liquid.

252



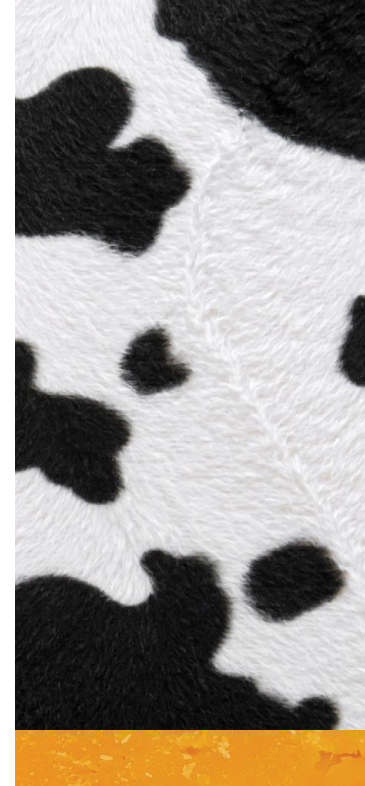
Did you know we have 252 stock dairy flavors in varying strengths and profiles? From cultured cream and mild Cheddar to cave-aged Gorgonzola, we have a concentrate that will take your application to the next level.

"You truly have to experience First Choice to understand our difference." - Jim Pekar



38 X 10

We not only have loyal customers, we have employees that are just as committed. FCI has 38 full-time employees who have been with us over 10 years - **that's roughly 1/3 of our team!**



TIMELINE

- 1994** Jim Pekar establishes First Choice Ingredients
- 1996** FCI moves into Howell Avenue business park in Milwaukee
- 1997** R&D leader and eventual partner Roger Mullins joins FCI
- 1998** FCI moves into Bender Road manufacturing facility in Glendale
- 2002** FCI outgrows Glendale location, moves into new Germantown facility
- 2005** FCI expands production space and warehousing
- 2010** Second manufacturing building is constructed on site
- 2013** Five labs and tasting room are added
- 2014** FCI commissions new processing room and six new processing vessels for total of 40
- 2016** Third manufacturing facility, located in Menomonee Falls, WI, adds 83,000 sq. ft.
- 2019** Celebrate 25th year
- 2019** Recognized as Future 50 company by Metro Milwaukee Assoc. of Commerce

As we continue to grow, stay tuned...

First Choice Ingredients... Where flavor begins

www.firstchoiceingredients.com