

October 2013



# FIRST CHOICE INGREDIENTS InTheMix

▶▶▶ rBST-FREE CHEESE PASTES



## For a clean label, start with rBST-Free Cheese Pastes from First Choice

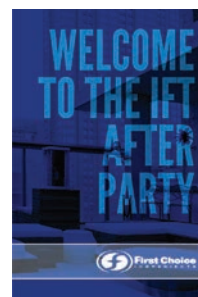
Even though the Food & Drug Administration has ruled that the synthetic growth hormone rBST is safe for human consumption, many consumers are still concerned about its effects. While rBST has long been used to help cows increase milk production, there is a growing market segment that is searching for "clean" labels and non-GMO products.

The growing demand means that companies who can adapt and quickly cater products to this lucrative market will be rewarded. Fortunately, First Choice has created a wide selection of rBST-free cheese pastes so that food companies can give these highly discriminating customers exactly what they want. Utilizing butter, cream and cheese with no added growth hormones, First Choice is producing cheese pastes with great taste and purity. Currently, First Choice offers several rBST-free pastes including cheddar, sharp cheddar, Parmesan, Romano and Swiss. A full library of rBST-free cheese pastes will become available in the coming months. According to R&D Chief Roger Mullins, lead time to produce the new pastes is currently 3-4 weeks depending on the exact specifications.



## We took the party to the next level!

Thanks to all who attended our IFT After Party at the Vertigo Sky Lounge. It was great to meet with customers and enjoy a perfect night under the stars.



## Dairy flavors shine with the perfect amount of cowbell!

The powders featured in our Dairy Demo kits have proved to be a favorite with the R&D crowd. Not only do the powders pack a punch, they are the perfect building blocks to creating cost-efficient and great-tasting final products. Isn't it time you added more cowbell and First Choice into your products? Check out these amazing dairy powders:

### NATURAL CREAM CHEESE FLAVOR 86842

Label Statement: Cream Cheese (Pasteurized Cream, Cheese, Cheese Culture, Salt Carob Bean Gum and Guar Gum), Natural Flavors, Maltodextrin, Soybean Oil.

### NATURAL SOUR CREAM FLAVOR 12025D

Label Statement: Sour Cream (Pasteurized Milk, Cream and Cultures), Whey, Natural Flavors Maltodextrin, Salt, Yeast Extract.

### NATURAL DEHYDRATED BUTTERMILK FLAVOR 10086

Label Statement: Buttermilk Solids, Acid Whey, Natural Flavors, Maltodextrin, Citric Acid.

### NATURAL YOGURT FLAVOR 28057

Label Statement: Whey Solids, Maltodextrin, Natural Yogurt Flavor.

### NATURAL FERMENTED MILK 28095

Label Statement: Fermented Milk, Skim Milk Solids.

### NATURAL GREEK TYPE YOGURT CONCENTRATE 28125D

Label Statement: Cultured Milk, Dried Whey, Natural Flavors, Maltodextrin.

### NATURAL DAIRY FLAVOR 29663

Label Statement: Cultured Whey, Protein Concentrate, Maltodextrin.



FCI President Jim Pekar, Chef Kevin Towles and Sales Manager Guy Niemiec



Chef Kevin Towles and Chef Rob Phillip

## First Choice out and about

The First Choice Ingredients team has been all over the country meeting with customers and providing amazing food creations highlighting FCI dairy flavors, pastes and concentrates.



Guy Long, Chef Mark Susz and Chef Forrest Waldo



### SUZY BRUNER

Suzy Bruner joins First Choice Ingredients as Sales Manager. She brings extensive dairy industry experience including 14 years at Dairy Farmers of America. She has held positions in logistics, inside sales, outside sales and sales management. At First Choice, her U.S. sales territories include Indiana, Ohio, Arkansas, Tennessee, Kentucky and Missouri. Being proficient in Spanish, Suzy will also use her bilingual skills to expand the FCI footprint into Mexico.



### DAVID CROMAR

David Cromar joins First Choice Ingredients as Sales Manager. David brings a wealth of sales management experience, both international and domestic. As Global Account Director for a major flavor supplier, David managed the account of one of the largest beverage producers in the world. He specializes in uncovering opportunities and creating solutions to grow business. His U.S. sales territories include Alabama, Alaska, Florida, Louisiana, Mississippi and Montana. He will also serve customers throughout Canada.



## We let the dogs out!

Armed with an amazing selection of sauces created with FC compounds, our Chicago-style hot dogs flew out of our booth at IFT13. We served hundreds of samples over the exhibitions as visitors lined up to taste our flavors in action. The hands-down favorite was our Beer Cheese Smear which featured five FC components.

### VIENNA BEEF FRANKS

Check out all of our amazing sauces and FC ingredients:

- **WASABI KETCHUP**  
Natural Wasabi Flavor 81813L
- **HORSEY MUSTARD**  
Natural Horseradish Flavor 81620L
- **BEER CHEESE SMEAR**  
Natural Beer Flavor 81845D  
Goat Cheese Paste 7216  
Cheddar Cheese Paste 3000  
Cream Cheese Paste 8000  
Natural Bacon Flavor M70170D
- **SWEET GREEN RELISH**  
Dill Pickle Flavor 81989D  
Sweet Onion Flavor 81841D
- **HOT DOG CHEESE**  
Butter Concentrate 3X  
American Cheese Paste 7550  
Cheddar Cheese Paste 3000  
Maytag Blue Cheese Paste 2008





## FCI ON THE ROAD

Visit First Choice at one of the trade shows or seminars listed below and find out how we can help impact your business.

**Ontario IFT Suppliers' Night**  
November 12, 2013 | Mississauga, ON

**Chicago IFT Suppliers' Night**  
November 13, 2013 | Chicago, IL

**Oregon IFT Suppliers' Night**  
February 24, 2014 | Portland, OR

**Washington IFT Suppliers' Night**  
February 25, 2014 | Seattle, WA

**British Columbia IFT Suppliers' Night**  
February 26, 2014 | Burnaby, BC

**Snaxpo Annual Exhibition & Conference**  
March 1-4, 2014 | Dallas, TX

**RCA Annual Conference & Culinology Expo**  
March 11-14, 2014 | Portland, OR



The FCI Applications Team: (left to right) Cory Hanrahan, Ginessa Gerlock, Juliette Mignot and Susan Munkwitz

## A touch of France at FCI

We recently welcomed intern Juliette Mignot from Bourg-Les-Valence, France into the FCI family. Juliette worked with our product development team in a variety of capacities. After a few weeks in the applications labs, it became clear that her "bread and butter" was clearly her work with FCI butter flavors. She worked to create rubrics for recommending butter flavors for applications like cornbread muffins, cupcakes, dinner rolls and baking powder biscuits. Juliette's work with creating different dinner roll formulas — cinnamon brown butter, garlic-parsley Parmesan and chipotle cheddar — has served as a foundation for the final formulas in our recent demos for a few of the major baking companies in the U.S. Merci, Juliette!



### FIRST CHOICE INGREDIENTS

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