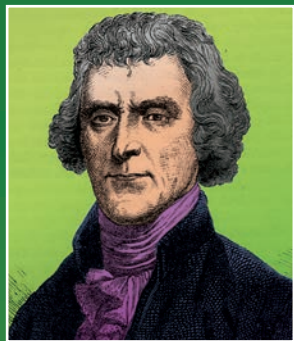




FIRST CHOICE INGREDIENTS IN THE MIX



DID YOU KNOW?

Thomas Jefferson sampled macaroni and cheese in Europe and enjoyed it so much that he attempted to design a macaroni-making machine. This didn't go to plan, so he settled for importing the Parmesan cheese and macaroni noodles, and then served the dish at a state dinner. Whether or not he introduced it, Jefferson's appreciation for the dish and its place on such an important table was an inspiration to scores of Americans. The love for mac and cheese was born.

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MAC 'N CHEESE MANIA

Creative chefs and a myriad of cheese options open a world of possibilities for one of America's iconic dishes.

Mac and cheese has been a staple in the American diet for generations. Generally known as a quick meal for kids, mac and cheese was a simple yet satisfying comfort food. How times have changed. Today's mac and cheeses are a far cry from the old blue boxes of yesterday.



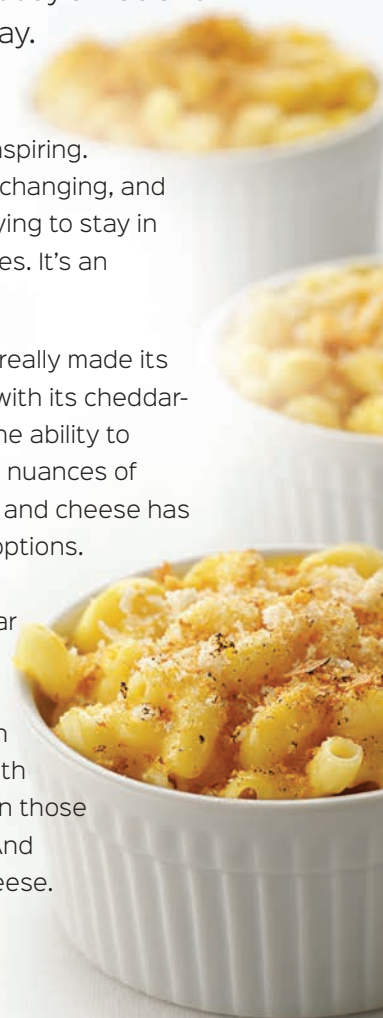
"In 1994, FCI offered two cheddar concentrate options. Today, there are over 500 cheddar options in a variety of formats."

With the multitude of cheese varieties available and the ever-changing palates of consumers, mac and cheese has become a way for research chefs to showcase their creativity – all in hopes of creating product development gold.

"We have seen quite a few different mac and cheese iterations come through First Choice in the last few years," said Senior Vice President of Research & Development Roger Mullins. "The

creative twists are both interesting and inspiring. Consumer palates are changing, and food companies are trying to stay in step with those changes. It's an exciting time."

While First Choice has really made its name in the business with its cheddar-based concentrates, the ability to adapt and work on the nuances of other cheeses for mac and cheese has opened up a world of options. For instance, in 1994 FCI offered two cheddar concentrate options. Today, there are over 500 cheddar options in a variety of formats, with the ability to build upon those with custom options. And that's just cheddar cheese.
(continued on back)



THE BEAUTY OF CUTTING A LITTLE CHEESE

Learn how to impact your bottom line without impacting taste.



There's no denying that dairy costs have skyrocketed in recent years. With so many factors at play, like lack of supply, increased regulation and emerging global demand, some would call the market extremely volatile. And that is certainly not a comforting thought for many food companies sourced with finding ways to keep products consistent and tasty, while also not pricing them out of the market.

While there are many reasons to partner with First Choice, they have built a global reputation for their results in replacing the high cost of raw materials with dairy concentrates without losing any flavor. With this unique talent and experience, FCI has emerged as one of the most important dairy partners in the market today.

"With the high costs of raw materials, customers are coming to us for product replacement in droves," said R&D Chief Roger Mullins. "It's unbelievable the kind of cost savings that can be achieved by simply cutting a small percentage of raw product like butter, for instance. We have a product that mimics the taste and structure that could cut butter use in half with virtually no effect other than cost. Customers love to hear that."

"For a company looking to stay competitive and not lose the integrity of their products, this is definitely something that needs a second look."

With such interest in the benefits of raw product replacement, First Choice developed an initial series of Cost Replacement Sheets, which show customers exactly how far their budget can be stretched with a few simple modifications.

"Even the slightest alterations can have a huge impact on the bottom line," said Mullins. "For a company looking to stay competitive and not lose the integrity of their products, this is definitely something that needs a second look."

The Cost Replacement Sheets are also symbolic of the impact FCI can bring to any product. "We are 'architects' – bring us any formulation, for any product, and we will put our experience to work in order to find savings opportunities," said Mullins. "It's what we do."

To inquire about cost savings opportunities, contact us at marketing@fcingredients.com or 262.251.4322.

PUT FIRST CHOICE BUTTER ACIDS AND ESTERS TO WORK FOR YOU

First Choice acids and esters will help you explore the depths of top, base and bottom notes. Our concentrated formula offers you the ability to achieve stimulating aromas, caramel-like tones, or complex dairy and fruit profiles.



Ingredient	Current Price	First Choice Price	Savings
Alfredo Sauce	1.10	0.87	0.23
Butter	2.00	1.50	0.50
Cheddar Cheese	1.50	1.00	0.50
Garlic	0.50	0.30	0.20
Parmesan Cheese	1.00	0.75	0.25
Black Pepper	0.50	0.30	0.20
Onion	0.50	0.30	0.20
Red Pepper	0.50	0.30	0.20
White Pepper	0.50	0.30	0.20
Yeast Extract	0.50	0.30	0.20
Monosodium Glutamate	0.50	0.30	0.20
Salt	0.50	0.30	0.20
Water	0.50	0.30	0.20
Butter	0.50	0.30	0.20
Cheddar Cheese	0.50	0.30	0.20
Garlic	0.50	0.30	0.20
Parmesan Cheese	0.50	0.30	0.20
Black Pepper	0.50	0.30	0.20
Onion	0.50	0.30	0.20
Red Pepper	0.50	0.30	0.20
White Pepper	0.50	0.30	0.20
Yeast Extract	0.50	0.30	0.20
Monosodium Glutamate	0.50	0.30	0.20
Salt	0.50	0.30	0.20
Water	0.50	0.30	0.20

FCI expands its rBST-free cheese pastes and powders line – your clean label solution is just a phone call away.

Everyone knows that rBST has long been used to help cows increase milk production. Although the Food & Drug Administration has ruled that rBST synthetic growth hormone is safe for human consumption, many consumers are still concerned about its effects. That “concern” is providing a unique market opportunity and growing segment of consumers searching for “clean” labels and non-GMO products.

Two years ago, First Choice began catering to this emerging market segment with six rBST-free cheese pastes including cheddar, sharp cheddar, blue, Parmesan, Romano and Swiss. Utilizing pure milk and cream, with no added growth hormones, First Choice found that customers loved the product for its great taste and purity. The demand for rBST-free cheese products has increased so dramatically in the last few years that First Choice has decided to expand their offerings to include many more options.

A comprehensive library of rBST-free cheese pastes will become available later this year. According to R&D Chief Roger Mullins, lead time to produce a custom rBST-free paste or powder is currently 3-4 weeks depending on the exact specifications. For more information on how rBST-free cheeses from FCI can impact your business, contact us at marketing@fcingredients.com or 262.251.4322.



MEET THE FCI TEAM



Tom Atkinson
Chief Financial Officer

Tom is a Certified Public Accountant and brings over 19 years of accounting experience to FCI. Aside from overseeing day-to-day accounting administration, Tom has a passion for implementing improvement initiatives which focus on efficiency and best practices. We are excited to put his experience with CMS systems, data analytics and improved process procedures to work for FCI.



Marco Balarezo
Sample Lab Assistant

Marco's strong work ethic and dependability has been rewarded as he has been promoted to a new position with our sample lab team. As Sample Lab Assistant, Marco will work with our customers and FCI salespeople to manage and fulfill product requests. As a former Shipping/Receiving Coordinator, Marco looks to build on his strong product knowledge and detail-oriented approach.



Roger Hughes
Quality Assurance Technician

Roger joins FCI as Quality Assurance Technician. Roger's key responsibilities include rigorous product testing and making sure FCI products leave our production facility to our customers' exact specifications. Roger comes to FCI with over a decade of experience in the QC department of a major chemical company.



BUTTER UP WITH STARTER DISTILLATES

When it comes to enhancing your products with natural butter flavors, First Choice makes a variety of starter distillate products in varying profiles, derived from selective lactic culture fermentation of milk and purified by steam distillation.

First Choice starter distillates are a must in the development of your bakery, snack or dressing application. Reach desired top notes with this concentrated powder and liquid that offers you unlimited potential.

CLEAN AS A WHISTLE

Natural fermentation – the way all FCI concentrates are created – is considered clean because it's done with Natural ingredients. There's no hard chemistry, nothing synthetic – we are simply using select organisms to produce our unique products.





ROGER MULLINS' TOP 5 MAC AND CHEESE CHEESES

Head of R&D comments on some of his favorites:

- 1. Sharp Cheddar –**
“love this classic when aged seven years to perfection”
- 2. Touch of Europe –**
“blend of Emmental, Gruyere and Brie”
- 3. Smoked Gouda –**
“the perfect partner of bacon”
- 4. New Orleans Style –**
“buttery cheddar with Cajun seasonings, a little soft and a little sassy”
- 5. Taste of Italy –**
“mascarpone, Parmesan and Asiago, a creamy blend that explodes with flavor”



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Germantown, Wisconsin



FIRST CHOICE INGREDIENTS HITS THE ROAD

New York Food Industry Expo
March 24, 2015 | Rochester, New York

New York IFT Suppliers' Night
April 14, 2015 | Somerset, New Jersey

Great Lakes Section IFT
April 22, 2015 | Battle Creek, Michigan

Ohio Valley Section IFT Suppliers' Expo
April 30, 2015 | West Chester, Ohio

Association for Dressing & Sauces Technical Meeting
May 3-5, 2015 | San Antonio, Texas

Biscuit & Cracker Technical Conference
May 3-6, 2015 | Tampa, Florida

Northern California IFT Suppliers' Night
May 5, 2015 | Pleasanton, California

Northeast IFT Food Expo
May 13-14, 2015 | Worcester, Massachusetts

Lake Erie IFT Suppliers' Night
May 19, 2015 | Solon, Ohio

IFT Annual Food Expo
June 11-14, 2015 | Chicago, Illinois



MAC 'N CHEESE MANIA



(continued) Mullins has assembled quite a team of resident experts in processed cheeses and sauces. They really know their mac and cheese, and it shows.

“When we meet with clients, we need to understand their needs from a cost and flavor profile perspective,” said Mullins. “We also take their processing and storage capabilities into consideration, whether it’s a dry sauce mix, frozen entrée, or processed cheese sauce pouch. What I find most fascinating is manipulating the flavor nuances of the product. With our broad range of flavors close at hand, we can really hone in on the flavor profile our customer is asking for.”

First Choice has a team of specialists that get involved in product development at various stages in order to bring fresh

perspectives and insights to the table. Mullins believes that the FCI process really makes a difference.

“As a veteran team of food scientists, we are perfectionists, but we always know that taste is subjective and we are not the ultimate judge,” said Mullins. “Our goal is to get it real close, but use client input to tweak the final product so that they have some ownership as well. That is what makes a great partnership and ultimately a successful product.”

First Choice is currently working on a variety of new mac and cheese developments. To learn more about how First Choice can impact your new product developments and get the ball rolling, contact us at marketing@fcingredients.com or 262.251.4322.