

April, 2011



FIRST CHOICE INGREDIENTS InTheMix

▶▶▶ FCI EXPANSION



Expansion Allows Us to Better Serve New and Current Customers

First Choice Ingredients President Jim Pekar learned one of the keys to running a successful business early in life. As the son of a business owner, his dad had a simple mantra, "take care of the customer, and they will take care of you." As First Choice expands into their second facility, it's obvious Pekar listened to his dad's advice.

"Our expansion is a direct result of our team's ability to meet the needs of our customers," said Pekar. "Sure, we have the innovation and equipment. But it's our Midwestern work ethic and ability to do whatever it takes to keep our customers happy that has really driven our success. I preached responsible growth from day one, and today, this is the result."



MORE LABORATORIES AND ADDITIONAL SPACE FOR OUR RESEARCH AND APPLICATIONS GROUP.

After running out of available land due to a decade of expansions to its main manufacturing facility, First Choice Ingredients knew it was time to take the next step.

With their current facility running at top capacity, plans were made to expand in 2010. As of January 2011, the second facility is fully up and running.

With over 30,000 additional square feet, the new facility will house all dry ingredient production and warehousing. *"Customers love our dairy powders, and with our dry ingredient production steadily increasing over the years, we felt like it was the logical move to separate the wet and dry flavor systems at this time,"* said Pekar. (CONTINUED ON BACK)



Flavor Consultants Take It to the Next Level.



TIM WALLACE, PRESIDENT - FLAVOR CONSULTANTS

With a growing staff and steadily increasing sales, Flavor Consultants, based in Las Vegas, Nevada, has become one of the highest volume distributors of First Choice Ingredients flavors in the world.

Started in 1995 by industry veteran Tim Wallace, Flavor Consultants' initial focus was finding quality flavors and products that its international client base could not source on their own. With a growing stable of industry contacts acquired from 20 years in the business, Wallace reached out to fellow entrepreneur, First Choice President, Jim Pekar. After reaching a distribution agreement in 1994, Flavor Consultants quickly began to expand the international footprint of First Choice Ingredients.

With so much international experience, Wallace found the integrity of the First Choice organization to be

▶▶▶ FCI DEALER SPOTLIGHT

surprisingly refreshing. "The international food and ingredient industry is a lot like the wild west. You just never know and you become a little cynical," said Wallace. "Things like trust and integrity are truly valued. With Jim and First Choice, their ability to deliver is second to none. And I'm not just talking about samples or stock products. If you need a custom flavor to be fast tracked, there's no better source in the business."

Flavor Consultants has grown steadily over the years and now includes five international sales managers who serve 68 distributors throughout the world. First Choice dairy flavors can now be found in over 40 countries worldwide.

The future is bright for Flavor Consultants as they continue to explore additional markets and uncover new areas of opportunity throughout the world. "High quality dairy flavors from the United States are truly a prized possession," said Wallace. "Being able to team up with the dairy specialists at First Choice gives us huge advantages in terms of quality and delivery. This is the kind of leverage you need in the international market. And we're committed to taking full advantage of it today and well into the future."

First Choice Ingredients Receives 2011 AIB Rating of Excellence

Since 1919, AIB International has been the ultimate certification organization for protecting the safety of the global food supply chain. AIB's GMP inspections are globally recognized by food companies as the true measure of world-class programs.

For the seventh year in a row, First Choice Ingredients has received the AIB Certification of Excellence. According to Melissa Mortimer, Regulatory Compliance Specialist at First Choice, the certification is further proof of just how committed First Choice is to quality.

"Our products are shipped to 76 countries all over the world," said Mortimer. "We've always gone over and above in making sure the quality of our products is beyond reproach. The AIB Certification of Excellence provides our customers with another level of assurance."



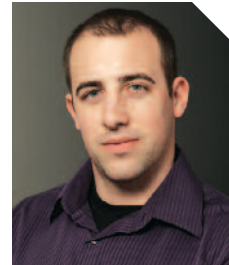
First Choice has been undergoing AIB audits since 2004, receiving a Rating of Excellence for 7 years in a row.

Where Flavor Begins

▶▶▶ FCI NEW EMPLOYEES & PROMOTIONS

JERRY WASIKOWSKI

Jerry Wasikowski joins the FC team as an Inside Sales Support Specialist. Jerry's primary role will be building relationships with customers and assisting them throughout the sales process, from order to final delivery. A former Purdue tight end, Jerry is the ultimate team member.



MELISSA MORTIMER

Melissa Mortimer joins FC as Regulatory Compliance Specialist. Her responsibilities include technical and regulatory work to ensure compliance with state and federal food laws and regulations.



She will also assist First Choice in third-party, vendor and customer audits. With over two decades of experience in the food industry, Melissa will become an integral part of our quality control team.

NATALIE MOORE

Natalie Moore is the new Southeast Sales Manager for First Choice Ingredients. Based out of Tampa, Florida, her territories will include Oklahoma, Texas, Louisiana, Mississippi, Tennessee, Georgia, Arkansas and Florida. Natalie's experience includes multiple sales positions within the food ingredient and flavor industry.



IGOR BOCHAROV

Igor Bocharov has been promoted to Site Manager - Dry Flavors & Ingredient Systems. Igor has been with First Choice for eight years including positions as supervisor in our dry blending area and pilot plant manager. Igor brings a wealth of experience, knowledge and enthusiasm to his new position.



FCI Teams Up With Chef Kevin Towles to Butter Up Customers

Over the years, First Choice has developed hundreds of natural dairy flavor systems. And each year, Roger Mullins and his development team of flavor specialists add to the portfolio with even more new and exciting options. Knowing that tasting through all of the First Choice offerings would be quite a challenge, we have developed a Natural Butter Kit featuring some of our most popular and unique flavors.

Developed under the direction of Chef Kevin Towles of Culinary Design Studio, our kits include 10 distinct sauces highlighting our Butter concentrates and flavor systems.

"Whether it's trade shows, on the phone or direct appointments, we talk to a lot of customers," said partner and head of R&D, Roger Mullins. "Many of our customers know what they want. But there are others who are looking for inspiration. They are looking to take a project to the next level of complexity. We developed these kits specifically for them."

Chef Towles was amazed that the First Choice flavor systems packed such a punch when he began formulating the butters. "To say a little goes a long way is a dramatic understatement," said Towles. "From a strictly financial standpoint, you're really getting your money's worth with these systems. But the best part is, you aren't sacrificing anything."

These butters taste like they were just churned, then taken straight from the family farm. In economic times like these, that's a slam dunk. The kits are meant for experimenting on a variety of foods and applications. Each butter is packaged in a 2-ounce jar with a shelf life of three months if kept refrigerated. Some favorite pairings from our employees include Jalapeño Cilantro Cream over pasta, Brown Butter Orange Peel with fresh croissants and White Truffle Butter over popcorn.

To reserve your Butter Kit, contact Pat Grocholski by e-mail at grocholskip@fcingredients.com or by phone at 262-251-4322.

FEATURED BUTTERS

- Brown Butter**
Brown Butter 10445 4.1%,
Concentrated Butter 5X 2.8%
- Brown Butter Orange Peel**
Concentrated Butter 5X 2.8%,
Brown Butter 10445 1.8%,
Cinnamon Streusel 29772 .03%
- Brown Butter Maple**
Concentrated Butter 5X 2.0%,
Brown Butter 10445 2.0%
- Meyer Lemon Butter**
Concentrated Butter 5X 3.7%,
Brown Butter 10445 1.9%
- White Truffle Butter**
Concentrated Butter 5X 3.1%,
Brown Butter 10446 4.7%
- Caramelized Bacon Butter**
Brown Butter 10445 7.3%, Natural
Bacon Flavor M70170D 1.7%
- Garlic Cream Sauce**
Concentrated Butter 5X 11.7%,
Natural Parmesan 4040 1.1 %,
Natural Butter Flavor 100 1.0%
- Horseradish Cream**
Concentrated Butter 5X 2.2%,
Brown Butter 10446 3.1%,
Natural Blue 2008 1%
- Jalapeño Cilantro Cream**
Concentrated Butter 5X 2.7%,
Brown Butter 10445 1.9%,
Natural Jalapeño 81811L .08%
- Sundried Tomato Chipotle Butter**
Concentrated Butter 5X 3.8%,
Brown Butter 10445 1.9%



NEW FACILITIES TO RAMP UP PRODUCTION IN 2011.

Creative Solutions Begin in Our New Innovative Tasting Center



JIM PEKAR, PRESIDENT

Another key component to the expansion was the creation of additional space for research and development, as four spacious new labs were developed. An innovative tasting center as well as additional clerical offices were also added.

"Collaboration between our food

scientists and our production team is critical in developing formulations that exceed expectations," said Pekar.

As far as personnel, Pekar says the workforce will increase by 10 to 20 percent in 2011. This will include additions to production, office personnel and food science positions.

▶▶▶ 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.

ST. LOUIS SECTION IFT SUPPLIERS' NIGHT

April 12, 2011 | St. Louis, Missouri

GREAT LAKES SECTION IFT SUPPLIERS' NIGHT

April 20, 2011 | Battle Creek, Michigan

OHIO VALLEY SECTION IFT SUPPLIERS' NIGHT

April 21, 2011 | West Chester, Ohio

NORTHERN CALIFORNIA SECTION IFT SUPPLIERS' NIGHT

May 3, 2011 | Pleasanton, California

LAKE ERIE SECTION IFT SUPPLIERS' NIGHT

May 17, 2011 | Solon, Ohio

IFT ANNUAL FOOD EXPO

June 11-14, 2011 | New Orleans, Louisiana



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