



FIRST CHOICE INGREDIENTS InTheMix

▶▶▶ FCI NAMES DIRECTOR OF SALES



Industry Veteran Gutjahr tabbed to lead sales.

Frank Gutjahr has joined FCI as Director of Sales. Frank brings with him over 28 years of experience in the flavors and ingredients market, serving in a variety of executive sales positions, including Director of Sales, Senior Account Manager and Director of New Business Development. Frank will be charged with managing the sales team, growing sales and expanding global markets.

Gutjahr's experience and strategic focus definitely made an impression with FCI's ownership team. "Frank's proven track record of success in the flavors and ingredients market impressed us," said president Jim Pekar. "But his ability

to develop long-term customer relationships is what convinced us that he would be the ideal person to lead our sales efforts. We are excited to have Frank on board."

To learn more about Frank, his experience and plans for First Choice, you can contact him directly at 914-564-6725 or via e-mail at gutjahr@fcingredients.com.



JIM PEKAR / ROGER MULLINS, Owners

▶▶▶ WELCOME TO IN THE MIX

So much work. So many expansions. So many flavors.

Welcome to the First Choice world. It's been such a whirlwind of activity over the last few years that we decided to develop our In The Mix newsletter to keep you, well . . . in the mix of all things First Choice. New products, new directions, new employees -- we'll include it all to keep you well informed. Thanks for being part of the First Choice family.





▶▶▶ FCI 20,000 SQUARE FOOT EXPANSION UNDERWAY



JIM PEKAR, President

Behind the Expansion - Jim Pekar

With another record year, First Choice embarked on an aggressive growth strategy, which included a new building to the east of the current facility. First Choice Ingredients President Jim Pekar shares his insights on the new 20,000 square foot expansion.

Why expand, why now?

It was time to expand beyond our current facility, which we built twice as large as we ever thought we would need. The reason is simple: demand. Our sales team and distributors are putting our flavors out there and customers are loving the service, science and final product they're receiving.

Are your customers different?

I really think they are. First and foremost, they value quality. We provide the science and experience to deliver that quality. From evaluating concentration levels to determining the ideal product form, our customers know that there's no substitute for quality. There's no cutting corners. They see the direct result of investing in quality flavors. And that result is better tasting, efficiently produced products. Products that customers want. And the best way for our customers to create revenue is to develop products that will fly off the shelf. We're happy to be a part of that equation.

Everyone talks about quality; what makes FCI different?

First, it starts with the mentality that Roger and I try to foster. We don't have any plans to be the biggest flavor company in the country. Our goal is simple, we want to be the go-to guys when it comes to producing unmatched dairy flavors. We're in the middle of the dairyland with the finest raw ingredients literally at our doorstep, so it just makes sense. With no grand plans for global domination, we can focus on all the principles we started with in 1994 and still stand behind today. Finding the freshest raw ingredients, building a veteran staff of scientists and technicians, and working our tails off to blow customers away with our Midwestern work ethic and friendly customer service.

What are the plans for the new building?

First and foremost, we're building a new lab for the R&D team. They've been operating in close quarters for some time. While we have over 300 stock flavors, custom flavor requests have really grown over the last few years, and our new labs will really provide a better work space for those projects. Roger's staff really looks forward to the creative process of the custom flavor projects because they enable the scientists to interact with the customer. Aside from the R&D labs, we are also looking forward to having more warehouse and administrative space. It's truly an exciting time.

▶▶▶ IFT ANNUAL MEETING & FOOD EXPO

Cheeseheads take Chicago at IFT Annual Meeting & Food Expo.



Partner Roger Mullins talks with an interested attendee

It was an exciting week of welcoming clients, prospects and partners to a variety of First Choice Ingredients functions. It all started with the Annual Broker Breakfast where First Choice owners Jim Pekar and Roger Mullins delivered a state-of-the-company address, talking about growth strategies, trends and recent innovations. Distributors were also acknowledged for their hard work.

Sunday night took a more casual approach as more than 200 guests enjoyed the FC Cocktail Party at Chicago's Redhead Piano Bar. A good time was had by all, as the FC team belted out classics like "Sweet Caroline" and "Piano Man."

On the floor of the IFT Annual Meeting & Food Expo, the FC team was able to meet with a large number of prospective and current customers. The hot topic of the show was the unveiling of the new building plans and how they impact FC customers.



It's all business and strategy at the Broker Breakfast.



FC Demos a New Twist on an Old Favorite — Smokey Mac & Cheese

Visitors gave rave reviews all week about the intensity and velvety texture of the Smokey Mac & Cheese that was sampled at the FC booth. Prepared by Chef Jacob Alvey, the dish featured Cheese Intensifier 1221, Mac & Cheese Mix BL-093 and Cheddar 3000 flavors.

▶▶▶ PRODUCT SELL SHEETS ONLINE: FCINGREDIENTS.COM

Looking for a dry cheddar flavor with Umami type notes?



Whether you're looking for specifications or inspiration for developing a new product, we have a collection of our most popular product sell sheets now available online at fcingredients.com. Download sell sheets, brochures or ads under our Documents to Download button in the lower right corner of the home page.

If you can't find what you're looking for, remember that we stock over 300 flavor profiles and are developing new, custom flavors on a daily basis. For more information on stock flavors, contact Tammy Roddy at 262-251-4322 or by e-mail at roddy@fcingredients.com. For custom flavors, contact Pat Grocholski by e-mail at grocholskip@fcingredients.com.



▶▶▶ FCI INGREDIENTS A PHONE CALL AWAY



Free First Choice Ingredient samples.

We know our products can play a key role in the success of your final product, so we offer samples of up to 10 lbs. absolutely free. If you are interested in receiving samples of First Choice products, you can request them on our web site or contact Pat Grocholski at 262-251-4322 or via e-mail at grocholskip@fcingredients.com. In most cases, we can ship your request out the same day.

Where Flavor Begins

▶▶▶ FIRST CHOICE INGREDIENTS 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.

The First Choice Customer Service Team: Pat Grocholski, Tammy Roddy, and Sarah Pekar.

PHILADELPHIA SECTION IFT SUPPLIERS' NIGHT
Cinnaminson, New Jersey
October 26, 2010

MINNESOTA SECTION IFT SUPPLIERS' EXPO
Minneapolis, Minnesota
October 28, 2010

MARYLAND SECTION IFT SUPPLIERS' NIGHT
Maryland - November 4, 2010

AMERICA'S PREMIER FOOD INDUSTRY EXPOSITION
Chicago, Illinois - November 10, 2010

TORONTO SECTION IFT SUPPLIERS' NIGHT
Toronto, Canada - November 16, 2010

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