



## 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 ingredient industry, Jim wanted to put his talents to work and create a flavor 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 focus.

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 client 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 was designed to provide the richness and flavor of butter, cream and cheese flavors in a healthy and economical form. The strong natural flavor components of cheese, butter and cream are concentrated into a paste or spray dried to form a water soluble powder. The result is a natural, concentrated form of milk, yogurt, butter, cream and cheese with flavor strength up to 100 times stronger than its original form.

# 234



Did you know we have 234 stock dairy flavors in varying concentrates, pastes, powders and liquids? We also have one of the largest dairy-only R&D teams to create any kind of product you can dream up.



## 19 X 10

We not only have loyal customers, we have employees that are just as committed. FCI has 19 full-time employees who have been with us over 10 years.

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

## 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 21

As we continue to grow, stay tuned...

First Choice Ingredients... Where flavor begins