



***‘Put a Better Label on the Table’  
with natural ingredients from Briess***

Date: February 27, 2008  
Contact: Bernadette Wasdovitch, Marketing Communications Manager  
Phone: 920.849.7711  
Email: [bwasdovitch@briess.com](mailto:bwasdovitch@briess.com)

CHILTON, WISCONSIN— Briess Malt & Ingredients Company will launch a ‘Put a Better Label on the Table’ campaign at Natural Products Expo West in Anaheim, March 14-16, 2008. The campaign highlights the natural functionality of its specialty ingredients plus their ability to help achieve clean labels as well as specific label claims including:

Natural | Organic | Non-GMO | Kosher | Whole Grain | Gluten-Free

Briess will feature five product lines in Booth #4574:

- Natural sweeteners
- Insta Grains® reduced cook-time grains
- Briess® Roasted Grains
- Malt Ingredients
- Sprouted-Toasted Wheat Flours

This extensive ingredients portfolio greatly increases the ability of food and beverage manufacturers to formulate for specific label claims.

Each product line delivers a unique set of functionality ranging from processing aids to bulking agents to unique flavors, colors and textures. Minimal processing employed by Briess develops natural functionality while preserving the original healthy, wholesome character of the raw materials. All Briess ingredients are made in the U.S.A. For more information visit Booth #4574 at Natural Products West Expo or call 920.849.7711

- end -