



Briess focuses on how to 'Put a better label on the table'

Date: March 28, 2008
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CHILTON, WISCONSIN—Specialty ingredients that help manufacturers “Put a better label on the table” will be the focus at this year’s IFT FoodExpo by Briess Malt & Ingredients Company. Technical staff from Briess will be available at Booth #518 throughout the show to help explain the varied applications and natural functionality that Briess ingredients deliver, and the label claims they help achieve including:

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

Two applications will be sampled at the Briess booth. **Organic Tapioca Caramels** made with Organic BriesSweet™ Tapioca Syrup demonstrate the effective 1:1 replacement of corn syrup in order to achieve both “natural” and “organic” claims on this popular candy. A variety of specialty grain ingredients will be featured in a **Granola Bar** that help achieve “natural” and “whole grain” label claims.

Briess processes an extensive portfolio of ingredients that deliver natural functionality including improved processing, flavor, color and texture. The company’s five product lines include:

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

“Put a better label on the table” cont’d

Briess minimally processes raw materials to assure the production of “natural” ingredients. All Briess ingredients are produced domestically. For more information visit www.briess.com or Booth #518 at the IFT FoodExpo in New Orleans

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