



## **Introducing... BriesSweet™ Brown Rice Syrup at the Chicago IFT Food Expo, Booth #4417**

For Immediate Release

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CHILTON, WISCONSIN-Briess Malt & Ingredients Company will introduce BriesSweet™ Brown Rice Syrup as the newest ingredient in its line of all-natural whole grain nutritive sweeteners at this year's IFT Food Expo in Chicago. BriesSweet™ Brown Rice Syrup is available in four conversion types—26 DE, 42 DE, 45 DE High Maltose, and 60 DE. It is also available as certified organic.

BriesSweet™ Brown Rice Syrup was developed and is being produced at the new, state-of-the-art plant in Chilton, Wisconsin. High quality, fully automated production and testing equipment assures consistent and repeatable product. Large plant capacity assures availability. While BriesSweet™ is new, the company has been making malt and malt extracts since the 1880s. Briess is the only vertically integrating malting company in North America. Its current lines of malt extracts are marketed under the brands CBW® and Maltoferm® and number more than a baker's dozen. The malt extract styles range from very light and mild flavored, to black and strong flavored.

The versatility and capabilities of the new plant enabled the development of BriesSweet™, a product the company had began researching more than a decade ago.

BriesSweet™ Brown Rice Syrup is a natural sweetener that enhances the wholesome appeal of bars, granola, baked goods, breakfast cereals, functional beverages, sauces and confections. Visit Briess Ingredients Booth #4417 where BriesSweet™ Brown Rice Syrup will be featured in a nutritional bar. "Briess Bars" will be given away as free samples throughout the show. "Briess Bar" was developed using BriesSweet™ Brown Rice Syrup plus several quick-cook grain ingredients from the company's Insta Grains® line, including brown rice flour, crunchy brown rice and barley flakes.

At the show, visit Briess Booth #4417 to sample a "Briess Bar" and discuss your needs and the Briess commitment to availability, quality and strict food safety controls. Or contact Rick Young, Vice President of Sales and Marketing, at (920) 849-7711 or [rick.young@briess.com](mailto:rick.young@briess.com). Corporate website is [briess.com](http://briess.com).

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