



Briess plans to ‘shake it up’ at the 2004 IFT FoodExpo...

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CHILTON, WISCONSIN— It’s hot in July in Vegas, so Briess Malt & Ingredients Company plans to “Shake it up baby!” at the 2004 IFT Food Expo by serving cold, refreshing samples of old-fashioned malted milk shakes at its booth #3426.

The samples feature Briess Malted Milk Powder, a natural, malty-flavored sweetener produced from Briess Malted Barley, Wheat, Milk, Bicarbonate of Soda and Salt. Often remembered for the malty flavor it gave old-fashioned malted milk shakes which were served by soda fountains throughout the United States in the 1950s, Malted Milk Powder is regaining favor with food and beverage manufacturers because of its a wide range of applications as a natural, healthy sweetener. Baked goods, bagels, sweet snacks, cappuccino, flavored milk drinks, confectionery, cereal, bars and more can be flavored and sweetened with Malted Milk Powder.

Briess produces malt, malt extracts, a wide variety of natural grain sweeteners, and malted milk at manufacturing facilities in Wisconsin, close to the birthplace of the original malted milk, Horlick’s Malted Milk, which was introduced in Racine, Wisconsin, in 1875. Briess is the only vertically integrated malting company in North America, which means it makes its malted milk and malt extracts from its own malt. For more information on Briess Malt & Ingredients Company, visit www.briess.com or contact Rick Young, Vice President of Sales & Marketing, at rick.young@briess.com.

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