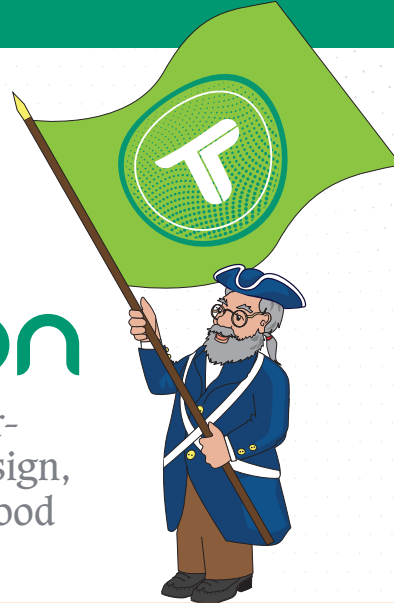


Welcome to the TEXTUREEVOLUTION

Texture has long been an afterthought, an under-leveraged, overlooked aspect of food product design, yet texture can mean the difference between a good product and a great one.



Ironically, other than formulating to a target viscosity, the deliberate design of texture is nearly always absent. Product developers too often are handicapped by the lack of an agreed-upon language to describe texture, and developers are challenged by the fact that texture cannot be “added” at the end of the design process.

For consumers, however, food is all about texture – its crunch, its thickness, its chewiness, etc. Texture can make or break a food experience, yet few developers have the tools and the expertise to improve their products.

Enter the Gum Gurus® at TIC Gums, who understand that texture must be integrated into the development of a new product from the start. TIC Gums has developed a texture lexicon that offers product developers a starting point for

describing their texture requirements which in turn will make defining texture more quantifiable.

TIC Gums continues to pioneer breakthrough technology in texture and stabilization. We work closely with customers to create success stories no matter the product. TIC Gums understands that texture is more than manipulating viscosity – it is a key product differentiator.

Many products benefit from improved texture. Tortillas must be soft and flexible, yet strong enough to contain juicy meats, tangy sauces, eggs, stir-fry veggies, and more. Creating a sturdy wrap that stays moist is possible, thanks to Ticaloid® Tortilla, which gives tortillas strength and flexibility with the desired texture.

Creams and sauces, especially those subjected to the rigors of baking, freezing and reheating, also rely on a smooth texture. Ticaloid® Saucier helps the most delicate of sauces stand up to extreme temperatures and remain creamy and appealing.

The TIC Gums Texture Innovation Center™ symbolizes the spirit of collaboration with customers and

the company's expertise in the areas of texturizers and stabilizers. The company's renewed focus on innovation in food texture is even spotlighted in a new company brochure, titled “Texture Solutions – The Intersection of Stabilizer Science and The Sensory Experience.”

Says TIC Gums President Gregory C. Andon, “We believe texture is the next frontier in food product development and our advanced texture and stabilization solutions have long been the differentiators for our food and beverage customers.”

Our legendary customer service, high quality standards and the unrivaled knowledge of our Gum Gurus® have made TIC Gums the industry leader for more than 100 years. As for the future, TIC Gums systems create textures that not only improve today's products, but that will give birth to new products and change the lexicon of food science.

It's no wonder that TIC Gums remains the global leader in advanced texture and stabilization solutions for the food industry.

Visit www.texturerevolution.com today to find the tools that help meet the most complex texture requirements.

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I'm often asked why we refer to TIC Gums as a texture and stabilization company instead of a gum company. The answer reveals a key strength for TIC Gums. That strength is a focus on the functionality our products bring to our customers in lieu of a spotlight on the products themselves.

Most companies in the hydrocolloid world supply a product line or two...xanthan or guar or gum arabic, etc...whereas at TIC Gums our product line is much more diverse. As a result, we don't have an inherent interest or bias to sell one particular solution. At TIC Gums, motivation to sell a particular ingredient is replaced by a drive to sell the correct, technical solution. We have the freedom to focus on what is best for the customer, no matter what textural or stabilization solution that may be. Of course, often the most functional and cost-effective solution is actually a combination of ingredients and not a single gum or starch. In most cases, food product development has multiple functional needs, such as suspension, emulsification, and a unique and specific texture map. Trying to force a single ingredient to serve all three purposes usually involves compromising in at least one area. In many cases, it is texture that suffers.

In volatile supply times, this strength becomes even more important. An example is what's occurring today in the guar market. With unprecedented demand from the oil and natural gas industries for hydraulic fracturing, availability and pricing are a major challenge for the food industry. We are protecting our guar customers through our conservative inventory positions and forward planning. We are also able to help customers move to other technologies with similar end application functionality. This expertise provides a means to guard against supply shortages and contain costs. With the supply chain and business model flexibility to move significant volumes of guar gum to functional blends based on cellulose gum, xanthan, tara gum, konjac and others, we are able to work in our customers' best interest and provide a technical resource to help move from one technology to another. This strategy doesn't make sense as a guar supplier, but it does as a texture and stabilization supplier. That's why we prefer not to be known for our products, but rather the functionality they provide and the expertise we possess.

Gregory C. (Greg) Andon
President

A Doubly Sweet Deal

Gum arabic is an exudate of the exotic African acacia tree. This gum is one of the most difficult to source.

That very challenge prompted the development of TIC Gums' TicaPAN® line of patent-pending coating systems, a family of low-cost, non-gum arabic based product that exhibit the same or even superior functionality over gum arabic in panned confections.

That's a very sweet deal, considering that the TicaPAN line is the ideal technology for sugar and sugar alcohol syrups used in confectionery coating and hard panning.

"Our long history in the gum arabic industry has given us insights into some of the needs of confection manufacturers," says Maureen Akins, applications manager at TIC Gums. "One need was freedom from the fluctuating cost and supply of gum arabic. This was the motivation behind our development of the TicaPAN line."

The TicaPAN Line Includes TicaPAN 311 and TicaPAN Quick Crunch.

TicaPAN 311 Coating System is a binder for sugar and sugar alcohol syrups used in confection coating and panning. TicaPAN 311 has comparable crystallization, binding, and drying properties to gum arabic, yet imparts superior strength to the shell coating during the panning process and lends a crunchier texture to the finished product.

TicaPAN Quick Crunch is a binder for sugar and sugar alcohol syrups used in confection coating and panning. TicaPAN Quick Crunch has comparable binding and viscosity properties to gum arabic, but dries faster and lends a crunchier texture to the finished shell.

Consider the benefits:

- Cost savings - at least 20% compared to gum arabic
- Potential for shorter drying times - up to 20% with TicaPAN Quick Crunch
- Secure supply - reliable and cost-effective with raw materials grown, manufactured, and shipped from the U.S.
 - Better results - harder, crunchier shell, and whiter color
 - Sugar-free and non-cariogenic

For more information and to order a sample visit www.ticgums.com/ticapan.

TicaPAN. For a better consumer experience.



Giving Animals a Home

A group of TIC Gums' employees recently spent a very long, yet rewarding Saturday helping create a new home for an area animal humane group.

Luna's House, a non-profit organization run by local residents Lisa and Nevin Randal, previously consisted of a network of foster homes and volunteer animal guardians. But with the purchase of a building and land along Pulaski Highway in Edgewood, MD, Luna's House will finally have a home of its own.

Thanks to Debbie Krueger and Cindy Dean, TIC Gums' customer service representatives, and more than a dozen other TIC Gums volunteers, family, and friends, the new home got a much-needed cleaning. According to Debbie, the new location was an abandoned car dealership that had become a local dumping ground. The building was full of debris and dirt and the land surrounding the building was dotted with old furniture, trash, and other throwaways.

The TIC Gums' team spent many hours scouring the building inside and out, tossing waste into a large dumpster, and helping the Randals and other volunteers prepare the building for the first phase of renovations.

The volunteerism is part of TIC Gums' mission to become involved in the local community and have a positive impact on the quality of life and the lives of its residents. Debbie, an animal lover with two dogs and one very old rabbit at home, says there is a critical need for organizations like Luna's House.



Giving Luna's House a well-deserved new home.

"They get a lot of the animals from high kill shelters, and I'm told that some of these shelters only keep the animals up to five days. If they are not adopted, they are put to sleep, so Lisa and Nevin try to save as many as possible," said Kruger.

This new site has three acres, with a 14,900 square-foot building. The future Luna's House Animal Care and Education Center will include animal housing, a surgical suite, treatment and consultation rooms, boarding facilities, a retail store, and space for educational workshops.

To learn more about Luna's House, visit www.lunashouse.org. For more information about TIC Gums' community service activities, visit www.ticgums.com/service.

Do You Know Dan Grazaitis?



Food scientist Dan Grazaitis likes to see things through, whether it's planning and completing a home renovation, overhauling a car engine, or exploring area hiking trails with his dog, Lacey-Jane.

On the job, seeing things through means not only leading the research and development of a new product, but also evaluating its potential applications with clients.

"As much as I enjoy lab work, it's nice to get out and see how our products are used by food manufacturers," says Grazaitis, who in the past few years has traveled to China, the Philippines, Japan, and the Netherlands for customer trials and promotions.

"TIC Gums encourages researchers and developers to do customer visits, to see the products we help develop used by clients. These visits are beneficial to both us and our customers."

It is this emphasis on customer service that has made TIC Gums an industry leader, as the company continues to provide its clients much-needed, hands-on support from food scientists like Dan.

In his more than five years at TIC Gums, Dan's responsibility has increased along with his knowledge of the products and their applications. "I like to be challenged and stay busy. So, I enjoy working on new projects that are out of the norm, since it gives me a chance to learn new material. I also like

to see a product evolve from an idea to an ingredient in a client's product."

Dan earned his degree in biology, with a minor in chemistry from Towson University. After graduation, he found himself choosing between the food industry or a lab job in public health. Looking back, he knows his decision to join TIC Gums was the right one.

"I really do enjoy the food industry. The more I learn about it, the more I realize it is constantly changing and challenging," he explains. Development of a new gum system, for example, may be impacted by physical challenges, like drought conditions, or political considerations, such as instability in a specific region.

Getting to Know Dave DiVirgilio



Mid-Atlantic regional account manager Dave DiVirgilio's career in food science may have been less a personal choice and more a foregone conclusion.

The Rochester, NY native comes from a large Italian family, "and you couldn't NOT cook," he jokes. He recalls spending Sundays making pasta with his grandmother, and still has family in Italy, considered by many to be the gastronomic center of the universe.

His job at TIC Gums represents a coming together of his personal passion about food and his fascination with the science behind it.

As regional account manager, Dave visits client companies, offering help with new projects, suggesting formulations and gum replacements "and basically offering whatever else they might need." Think of it as detective work, as Dave works with clients to resolve any and all food development issues, large and small.

His work is just one more example of TIC Gums' commitment to customer service. With a wide range of gum systems, and the expertise that comes from the lab and the field, TIC Gums works directly with clients to create product success stories.

Dave graduated in 2009 from the University of Delaware with a Bachelor's degree in Food Science, an area of study that made perfect sense given his interest in the culinary arts, yet he started out as a biology major. "I didn't know then that food science even existed," Dave says, "But once I knew the field, I wasted no time changing majors."

His first job post-graduation was at the Hershey Company, working in "product and process excellence." The lab work was interesting, and the time he spent there was a great learning experience, but Dave's interest became direct customer interaction.

For that reason, the TIC Gums account manager position was too hard to pass up. His college studies included an internship at TIC Gums, so, as he explains, "I knew the company, the people, and the work. The account manager job appealed to me because of the travel and the face-to-face time with our clients."



A Smooth Operator

Clumpy cheese on your mac and cheese? Alfredo sauce not clinging to your pasta? Hot filling boiling out of that baked good? Do your sauces have too many clumps, lumps, and bumps?

When cooking for a houseful of guests, food catastrophes like these impact your reputation as a host. When you're a food manufacturer your reputation as a brand takes the hit.

Save face (and your bottom line) by talking to the Gum Gurus® at TIC Gums about Ticaloid® Heat N Smooth. This innovative gum system provides texture and binding characteristics in sauce-type applications. Ticaloid Heat N Smooth stabilizes sauces that are served warm, such as cheese sauces, providing viscosity at elevated temperatures while maintaining a smooth, uniform consistency.

The Gum Gurus understand that creating the perfect sauce requires just the right texture. Ticaloid Heat N Smooth enhances sauce texture, and achieves the right thickness, cling, mouth clearing, and mouth coating. It also prevents boil out in baked fillings and regulates viscosity during processing stages.

Learn more at www.ticgums.com.