

IFT 2010 in Chicago!



Attendees loved the gumball machine!



Good vs. Evil at the TIC Gums Booth.



The Gum Guru was loved by all.



That's right Gum Guru- show us some muscle!

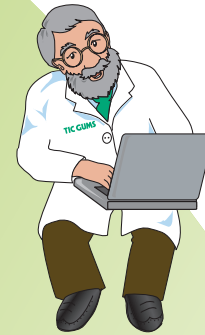
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Texture 101: TIC Gums to offer texture workshops

Texture is a key component of food product development, particularly because texture is often linked to consumer acceptance of a certain food or beverage. To help manufacturers learn more about this important topic, TIC Gums sponsors texture design workshops with customers around the country and is also holding a special workshop at the upcoming Prepared Foods R&D Applications Seminar 2010 in Chicago.

For its one-on-one workshops with customers, typically held on site, the Gum Gurus® of TIC Gums will not only share tips on texture design, but will use its various gum systems in a company's actual products. "We start off by introducing simple systems that

you can feel with your hands, then move on to model beverages or foods that are more complicated," explains Matt Patrick, vice president of research and development for TIC Gums. "Then we finish up with a variety of different texture profiles in a finished food product that is relevant for the customer we're working for." A limited number of spaces are still available for the October workshop at the Prepared Foods Applications Seminar and customers also can schedule a customized texture workshop at their company. Simply contact your TIC Gums sales representative, who will put you in touch with Patrick.



The TIC Times

FALL 2010 NEWS & INFORMATION FROM TIC GUMS

No Beans About It

If there were ever any off flavor notes due to the sometimes grassy-taste of guar, manufacturers can now get all the right notes thanks to GuarNT® Flavor Free.

First commercialized in 2007, GuarNT Flavor Free was designed to improve the sensory qualities of products such as beverages, sauces, gravies, soups, pie fillings, dairy products, and baked goods by providing less "beany" or grassy off-notes in comparison with traditional guar. Available on its own or as part of TIC Gums' popular blended gum systems, GuarNT Flavor Free also has a low pigment.

GuarNT Flavor Free can be used as a direct substitution for traditional gums in delicate flavor systems, added at a higher level than traditional guar or used as a replacement for more costly gums like konjac or locust bean gum, according to TIC Gums food scientist Grace Wang. "Also, in cases where clarity is not critical, but thickening is

required, it can also be an alternative to xanthan or CMC," adds Wang.

While available at a higher price point on a pound-for-pound basis than traditional guar, the difference in product improvement and usefulness as a gum substitution outweigh the additional cost and provide a solid return on investment, notes Wang. Particularly in this economic climate, achieving the best and most consistent sensory quality with easily sourced, reliable ingredients is more important than ever.

For more information or to receive a sample of GuarNT Flavor Free, call TIC Gums technical hotline at (800) 899-3953 or email gumguru@ticgums.com.

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Building on Our Strengths



TicaPAN™
Replaces gum arabic in panned confections



Dairyblend IC EZ
Makes premium creamy ice cream without iciness



FASTir®
The next generation hydration process



Saladizer® Max
Stabilizes emulsions and replaces costly PGA



GuarNT® Flavor Free
All the benefits of guar without the beany and grassy odor

To learn more, visit ticgums.com or call our Gum Gurus® at (800) 899-3953 to order samples.



President's Letter

Customers often ask us a very simple, but surprisingly difficult question to answer, "Is this ingredient natural?"

The question is surprisingly difficult because unlike other distinctions such as Organic, Kosher, Halal, USP, non-GMO, etc...there is no universally agreed upon definition for what makes a product natural. Nor is there a way to test a product to certify that it's "natural." This can lead to awkward discussions around what the customer's definition of natural is and we find customers most often do not have their own working definition.

At times, the Whole Foods list of unacceptable ingredients is referenced as a best practice example. When you examine their list, you will find it has some contradictions to other industry standards and contains, in some cases, ingredients that we would not reasonably believe could fit a natural definition.

So, TIC Gums was at a crossroads on this issue, whether we could reasonably tell customers anything is natural without having a standard to judge by. Since our customers turn to us as a leader, it didn't feel right to shy away from the problem. We decided to be proactive and face the issue head on. We organized an internal team made up of scientists and regulatory personnel to tackle "natural" with the goal of creating the most honest and accurate definition...therefore being able to answer the natural question objectively and with integrity.

That team came up with the following definition, "A finished product that is derived from naturally occurring raw materials that were processed without adding or removing functional groups to the native structure."

Simple though it may be, we now have a standard to apply to all of our products. We found that in a few cases,

products we described as natural in the past were now with this new definition not and vice versa. The status of those products in our internal systems and published data sheets is being updated and customers are being notified.

We want to be as open and clear as possible about why we are saying a product is natural or is not, and therefore are printing our definition on each and every one of our product specifications. In doing so, we believe our customers will respect the thought and leadership we have put into an otherwise confusing and challenging topic.

Greg Andon, President

"Crunch" time at IFT, as TIC Gums showcases coating systems and time-saving, quick-dissolving gums

Recognizing that seeing is believing, TIC Gums provided a high-tech, yet fun, show-and-tell at this year's IFT (Institute of Food Technologists) Annual Meeting and Food Expo, held in Chicago from July 18-20.

For example, visitors to the TIC Gums booth got a chance to see food-grade xanthan gum FAS'ir® Xanthan EC dissolves in water under minimal agitation, through demonstrations on bench-top mixers. TIC Gums team

members also dispensed colorful gum-balls to highlight the effectiveness of TicaPAN™ Quick Crunch, a system for sugar and sugar alcohol syrups used in confectionery coatings and hard panning. Attendees learned about the plentiful supply and cost and production time savings associated with these and other TIC Gums products -- particularly important considerations in today's budget-conscious operating environments.

Throughout this year's Food Expo, the Gum Guru® was on hand, while TIC Gums' food scientists provided up-close-and-personal consultations on formulation challenges ranging from texture to stabilization.



Have You Met...Connie Harris?

Chances are, if you've talked with someone in customer service at TIC Gums, you've dealt directly or indirectly with Connie Harris. As Customer Service Supervisor, Harris works tirelessly to understand and meet customers' needs and requirements, while ensuring little to no downtime in their respective operations.

Harris has put customers first for nearly 20 years at TIC Gums. Indeed, if you speak with her for a while, you'll learn quickly how often she mentions customers and how strongly she believes that the role of helping companies best utilize gum products in their operations is a true collaboration. "I sometimes tell my co-workers that it's not just my customer -- it's OUR customer," she says of the camaraderie that exists in the customer service group. "The energy we have is amazing. We are a family here and everyone feels that way."

Going above and beyond for customers is a continual role for Harris, who also handles international accounts. "I'm often speaking to them after our normal business hour which helps the communication line in time zone differences," she remarks. Given the breadth and scope of working with clients, there is no "typical" day for Harris -- and that's the way she likes it, she says of always-evolving challenges.

By going the extra mile, Harris has earned very loyal customers who appreciate all she does. As one customer recently said, "In regards to customer service, there is no comparison to all of the suppliers that we have. Connie will keep you up-to-date of any issue. I'm going to try to give her as many kudos as I can. I've never had a customer service representative represent their company in that manner."



In addition to her 19-plus years at TIC Gums, Harris has an extensive background in customer relations. Before joining TIC Gums, she worked in customer service positions for several companies in the Baltimore area, including Jiffy Lube's corporate office, and she taught business relations classes at a local computer business school. "I've always been on the front lines of the telephone and office," she declares.

Harris enjoys spending her free time scouring local markets for antiques and unique furnishings and jewelry. She also collects owl-themed pieces -- and has even received some from TIC Gums customers. A native of King and Queen County in Virginia, Harris travels back to her hometown often to see her large family.



Getting to know Laurretta-Lyn Katsriku

"I am a gum guru," Laurretta-Lyn Katsriku proudly declares, when asked to describe her role at TIC Gums. A technical

service representative who joined the TIC Gums team in January 2009, Katsriku is, in fact, an embodiment of the company's all-gum-knowing guru.

In her guru-inspired position, Katsriku constantly interacts with customers, providing technical recommendations and guidance on how to use TIC Gums products in a wide range of applications. With her strong

technical knowledge of the food industry and commitment to meeting customers' needs, she also provides input on how to improve customers' existing products and ways to develop new ones. "I enjoy my job most especially because it allows me to utilize all of my skills and gives me the chance to work with customers from a wide variety of industries that will benefit from our cutting-edge technologies," she comments.

Prior to joining TIC Gums, Katsriku supervised the quality program for seafood companies on the eastern shore of Maryland and served as a product development consultant to small and

regional seafood companies to help add value to their product lines. She received her Master of Science degree in food science from the University of Maryland, Eastern Shore, and earned a Bachelor of Science in Agricultural/Mechanical Engineering from the University of Science and Technology in Ghana.

Katsriku puts her soccer skills to good use during her off time from TIC Gums. Other hobbies include reading, Latin dancing, and applying her food industry knowledge in another way, cooking.

TIC Gums' Employees Continue their Community Involvement by Helping Ready2Learn

Employees at TIC Gums locations in Belcamp and White Marsh, MD are pitching in to help school children in Harford County by collecting school supplies for Ready2Learn.

This program, facilitated by Mason-Dixon Community Services, collects and distributes school supplies to income eligible students throughout all of Harford County. It provides a place where teachers "shop," at no charge, for school supplies when their students are lacking. In the 2009-2010 school year, Ready2Learn saw an unprecedented demand for school supplies, serving more than 4000 students. An increase in need is expected for the 2010-2011 school year.

TIC Gums is currently taking donations for markers, an item that needs to be replaced many times throughout the school year. To learn more about Ready2Learn visit <http://www.mason-dixon.org> and click on Special Programs.

To see all of the community services events TIC Gums participates in, visit ticgums.com/community.