



**2017 IFT Broker Breakfast**  
Las Vegas, NV  
June 26<sup>th</sup>, 2017

# Today's Discussion

- RIBUS Team Updates
- Growth & Expansion
- Innovation in Clean Labels
- Re-Introduction
- Clean Label Alliance



**Note:** Please ask questions any time!

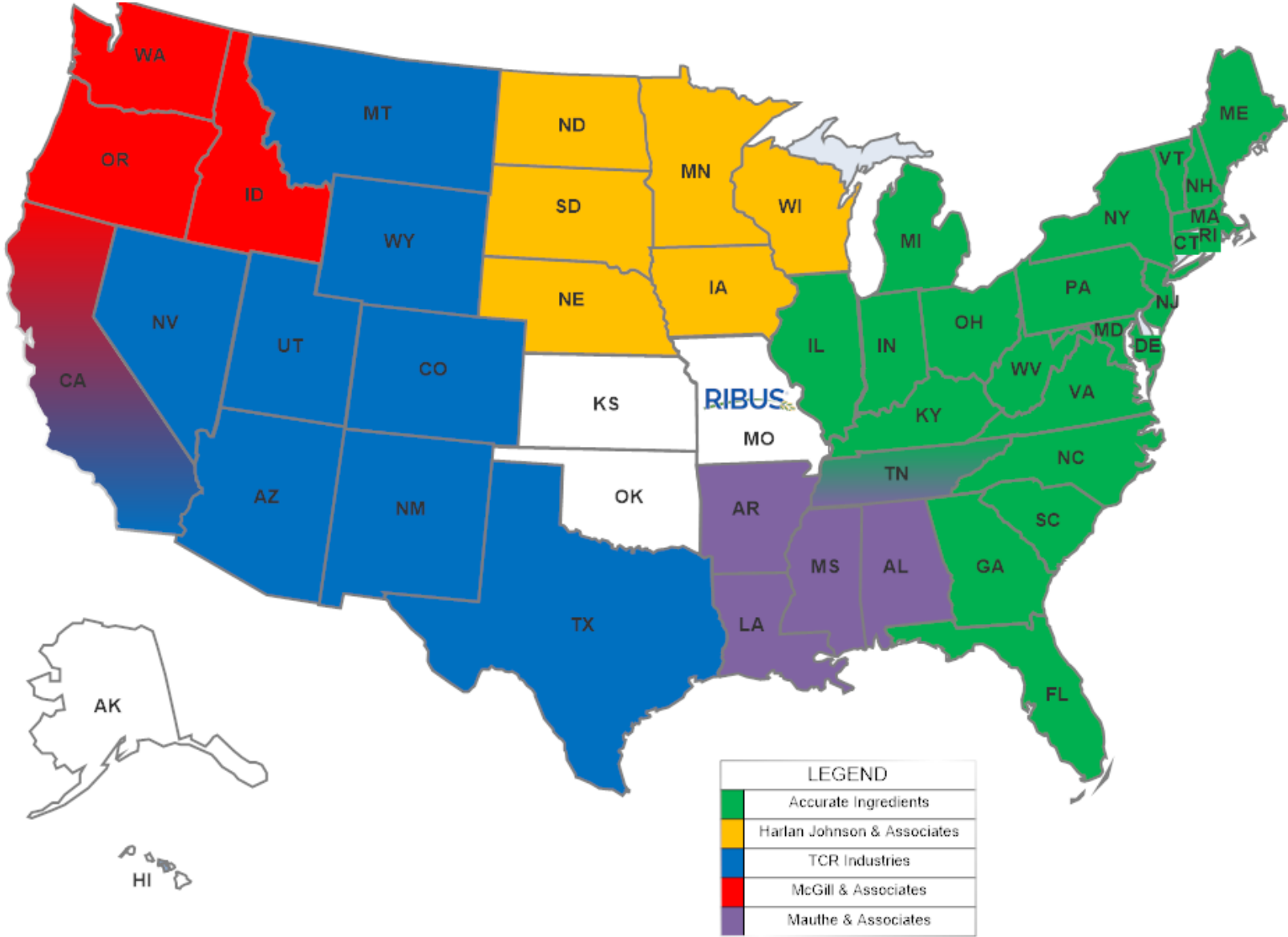


# Organizational Structure



- 20+ year banking manager with experience in customer service.
- **Focus: Order fulfilment and customer service**
- 15+ year dietary supplement experience in production, formulations and operations management.
- **Focus: Production and technical support on supplements**
- Journalism degree in Strategic Communication with corporate and agency brand experience concepting, strategizing, growing and nurturing brands.
- **Focus: Creating company and brand awareness to drive sales**
- Journalism degree in Strategic Communication with corporate and agency experience, with a focus on account and project management.
- **Focus: Support, manage brokers and distributors to grow sales**
- 20+ year food experience as a formulator, production testing and new product development in natural and organic products.
- **Focus: Complete customer and regulatory documentation**
- 30+ years of food experience as a nutritionist, formulator and technical problem solver.
- **Focus: Development of new technology**
- 25+ year food experience in sales, tech support and management at RIBUS.
- **Focus: Building relationships and bringing on new technology**

# U.S. Broker Territory Map

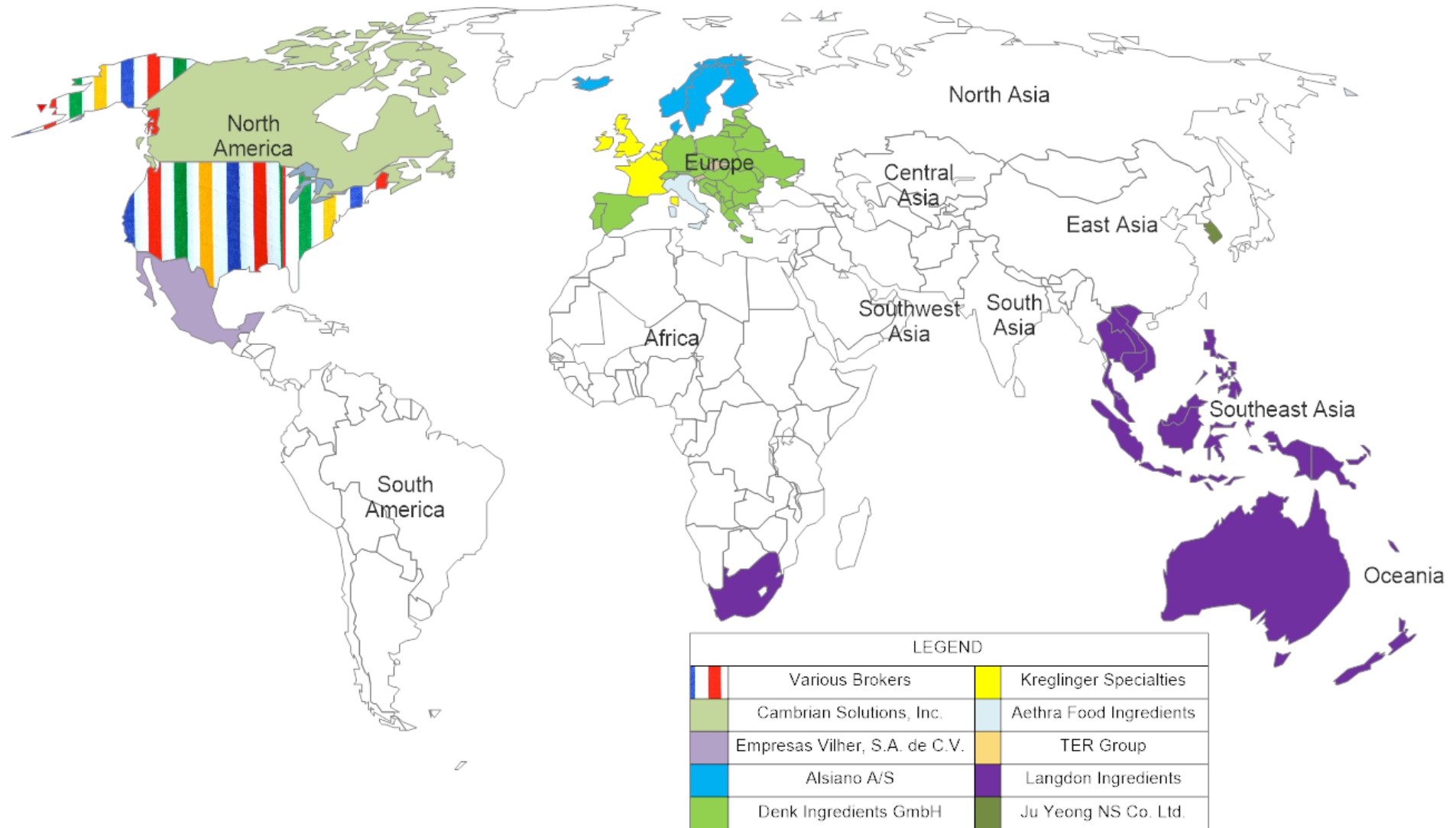


# International Distributors

- ❑ **Kreglinger Specialties** – Belgium, the Netherlands, Luxembourg, France & UK
- ❑ **Denk Ingredients** (Supplements) – Germany, Spain, Portugal, Turkey & Eastern Europe
- ❑ **TER Group** (Food) – Germany & Eastern Europe
- ❑ **Alsiano** – Denmark, Norway, Sweden & Finland
- ❑ **Aethra Food Ingredients** – Italy
- ❑ **Langdon Ingredients** – Australia, New Zealand, SE Asia & South Africa
- ❑ **Cambrian** – Canada
- ❑ **Vilher** – Mexico
- ❑ **Ju Yeong** – Korea



# International Distributor Map



# Growth & Expansion

- Global distribution continues to grow
  - 40+ countries
  - 125+ sales representatives
- New Distributors & Locations
  - Langdon – South Africa, SE Asia (4)
  - TER Group – Germany & Eastern Europe (Food)
  - OPEN – India, Brazil, Peru
- Partnerships for ingredient innovations
  - Example: BioGrund
- Growth & retention pay the same commission



# Growth in the Numbers

## Sales Trend: YOY Growth

- 32% -- 2015 FY
- 38% -- 2016 FY
- 32%+ -- 2017 FY



## Dietary Supplements

- Fastest Growing
  - Supplements over 100% growth

## Pet Health Industry

- Supplements
- Treats



# Continuing Growth

## Foods

- Fastest Growing
  - Aseptic Beverage
  - Spice Blender
  - Extrusion

## Case Studies

- New Opportunities

## Supplements

- Fastest Growing
  - Nu-FLOW<sup>®</sup> for Wal-Mart supplier
  - Amazon supplement maker
  - 500 SKU supplement maker
  - Denk/Alsiano/Vilher

## Case Studies

- Nu-FLOW<sup>®</sup> – TL Customer
- Nu-MAG<sup>™</sup> Data – Natoli
- Capsugel – product demo



# Usage Guide



## USAGE GUIDE

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Nu-MAG™ is a lubricant containing the dry binder Gum Arabic as well as the lubricants Nu-RICE®, Nu-FLOW® and sunflower oil.

Typical usage levels for Nu-MAG range from 0.5 – 3.0%, depending on the active ingredients used.

Nu-MAG tends to re-agglomerate after sifting. To minimize this occurrence, it is recommended that Nu-MAG be sifted in conjunction with another ingredient (prior to addition to the mixer). Using a pre-blend of one part Nu-MAG to two parts of another ingredient, sifted together two times through a fine mesh (20 mesh or finer) screen typically works to prevent re-agglomeration.

As with other lubricants, Nu-MAG should be added to the powder blend in the final mixing step. Typical mixing times to achieve sufficient homogeneity will be less than 10 minutes. Contact us with any questions!



# Continuing Growth: Pet Health

## Key Market Opportunities:

- Treats – extruded, baked, formed
- Supplements – same contract manufacturers as human supplements

## Applications:

- Emulsification
- Hydration Aid
- Anti-Caking Agent
- Extrusion Aid
- Clean Label

## AAFCO (Association of American Feed Control Officials) Approvals

- Rice Bran IFN 4-03-928 (1960)
- Rice Hulls IFN 1008-075 (1964)

## NASC Membership (National Animal Supplement Council)



# Re-Introduction

## Why?

- What your customers needed 2-5 years ago is not what they need TODAY!
- Your customer is younger today than they were 5 years ago (millennial mindset)

## Needs:

- Clean Label is here to stay...
  - Clean Label Alliance offers experienced team of people to assist in implementation
- Label Declarations
  - Natural, Organic, Gluten Free, Non-GMO, etc.
- Still functional and cost effective



# Target of Clean Label Success + Leadership



**Consumer Wants** – Ingredients that they can pronounce, know where they come from and that are safe.

**Marketing Desires**– Ingredients that have a “Clean Label Declaration” that meets the desires of the consumer.

**Production NEEDS** – Ingredients that function as well as the current industry standards in each of the respective applications.

# Innovation in Clean Labels

## History:

- Emulsification (see appendix)
- Clean Label – ahead of its time
- Remote office, production and support
- Market Expansion: pet health market

## Innovations:

- Anti-Caking Agent (2007)
- RIBUS CCM Program (2014)
- Rice Extract Blend (2016)
- Masking Agents (2016)
- Clean Label Alliance (2017)
- Binders for Tablets (Fall 2017)
- Extra Oil Absorbers (Fall 2017)

**...The Original Clean Label Ingredient Company**



# Clean Label Alliance

Aligning a team of specialists to provide proper solutions...

1. Identify issue
2. Organize team
3. Make recommendations
4. Obtain test results



1. Tech service visit
2. Problem solved



# Growth + Innovation + Re-Introduction= Leadership

RIBUS has positioned itself as a leader and industry expert on Clean Label.

- OTA/NIA Capitol Hill Lobbying
- USDA Trade Advisor to US Secretary of Agriculture
- Past and future changes to organic regulations
- Speaking Engagements
  - Tradeshows, industry events and webinars
- Non-GMO Project Verified





# Continued Leadership

- Editor's Choice Ingredient: Nu-MAG™
  - Engredea/ExpoWest – 2017
- Fastest Growing Small Business (supplements)
  - NBJ Summit – 2017
- Ingredient of the Show: Nu-FLOW®
  - Expo West – 2015
- MO Ag. Exporter of the Year
  - Missouri – 2011
- Entrepreneur Magazine
  - Innovator of the Year (food) – 1994



NEWS

Nutrition Business Journal recognizes business achievement with annual



# Upcoming Tradeshows & Events

## 2017

- **NBJ Summit**  
Rancho Palos Verdes, CA - July
- **Food Ingredients Asia**  
Bangkok, Thailand – September
- **SupplySide West**  
Las Vegas, NV – September
- **Food Ingredients Europe**  
Frankfurt, Germany – November

## 2018

- **BioFach**  
Nuremberg, Germany – February
- **ExpoWest/Engredea**  
Anaheim, California - March
- **Petfood Forum**  
Kansas City, MO - April
- **Vitafoods**  
Geneva, Switzerland – May
- **Annual IFT**  
Chicago, IL - July



Thank You!

Questions?





# Appendix

# The Source of RIBUS Ingredients

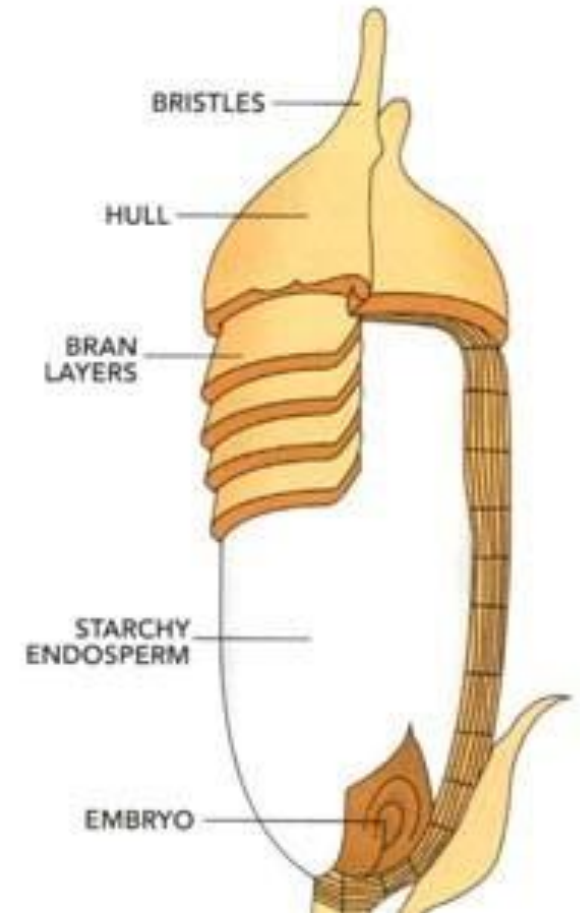


## Anatomy of a Rice Plant

20% Hulls → Nu-FLOW®/Nu-FLAC®

10% Bran → Nu-RICE® /Nu-BAKE®

70% → White Rice



Naturally sustainable and...  
CLEAN LABEL.



# Cheat Sheet: Where do we Add Value?

## ❑ Extrusion

- Cereals, snacks, whole grain products, pasta
- Best technical + cost savings story
  - Reduce breakage; increase output
- **Nu-RICE®** - 0.5% inclusion

## ❑ Anti-Caking/Flowability

- Seasonings, rubs, dry powder blends
- Replaces Silicon Dioxide – **Nu-FLOW®** - 1:1 replacer

## ❑ Emulsification

- Salad dressings, sauces, beverages, tortillas
- Make oil and water like each other
- **Nu-RICE®** - 0.25% inclusion

## ❑ Hydration Aid

- Powders going into liquid
- Reduce “floaties” and “fish-eye”
- **Nu-RICE®** - .25% inclusion

## ❑ Gluten-Free

- Bakery, cereals, pasta
- Ingredient that completes your gluten-free project
- **Nu-BAKE®** - 1% inclusion

## ❑ Visible Particulate

- Teas and herbal blends
- Plate flavors and colors
- **Nu-FLAC® Tea Cut**

## ❑ Supplements

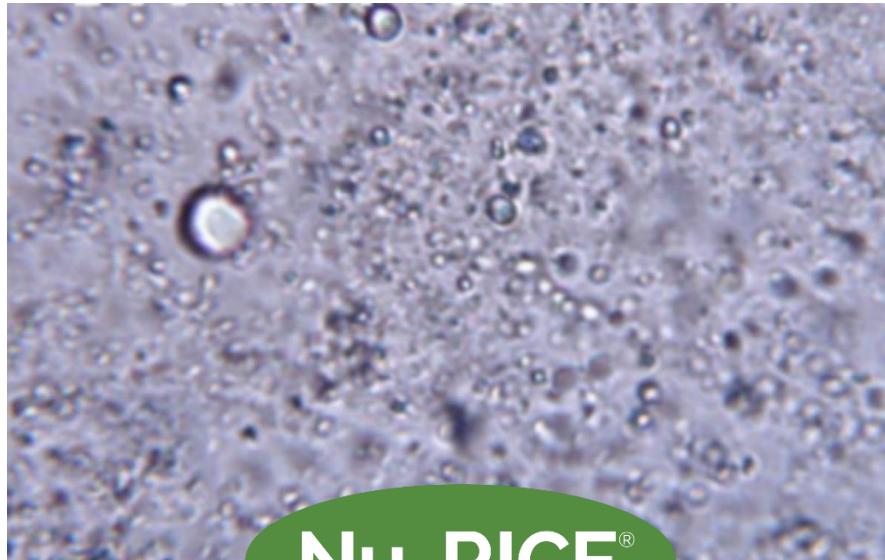
- Tablets, Capsules & Powders
- Replace Mg Stearate – **Nu-MAG™**
- Replace Silicon Dioxide – **Nu-FLOW®**



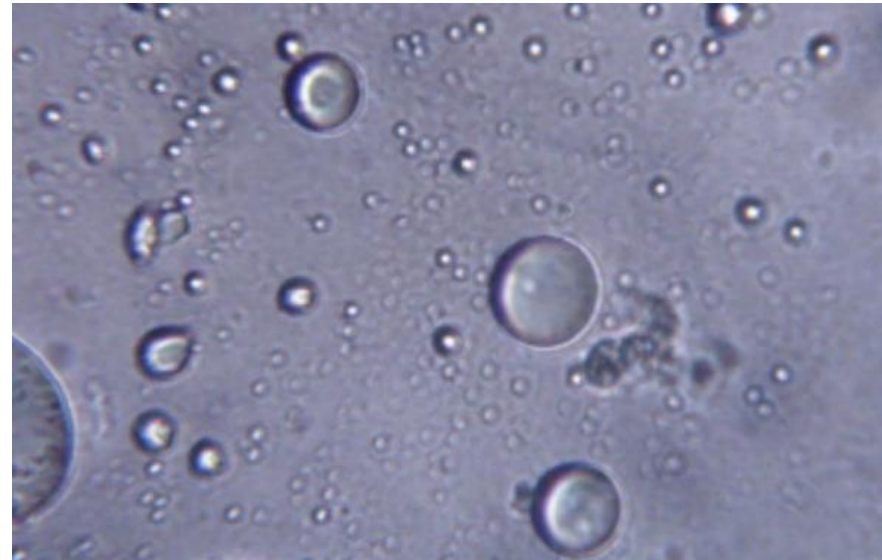
# Case Study Example: Emulsification

## 3<sup>rd</sup> Party Study on Oil in Water Binding:

Rice Bran Extract + Oil + Water



Lecithin + Oil + Water



*magnification 1600x*