

Never Settle

Utilizing the TIC Gums extended portfolio for sedimentation prevention



Health and wellness trends continue to shape the beverage category as consumer demand drives growth for nutritionally fortified products. Subsequently, product developers are challenged with creating innovative, consumer-friendly beverages that maximize nutritional value without negatively impacting sensory attributes. While delivering nutritional benefits may be the primary goal, the selection and quantity of nutritional ingredients can result in less-than-desirable texture of the end product. Hydrocolloids can be utilized in nutritional beverages to achieve ideal texture and target stability while also providing a source of soluble fiber.

TIC Gums now has an expanded selection of stabilization solutions for fortified, ready-to-drink (RTD) beverages with the new Ticaloid® Pro series. These blends are used in UHT/HTST processed, RTD beverages.

Designed to stabilize and suspend protein and other fortifying ingredients, **Ticaloid® Pro 410** impacts the viscosity and heaviness of lower dairy-based protein beverages and creates a more indulgent drink. For dairy-based protein systems with increased suspension requirements, **Ticaloid® Pro 432** allows product developers to achieve suspension and prevent sedimentation while minimally impacting the product's viscosity.

When formulating beverages, ingredient selection and usage levels require careful consideration. With an extensive hydrocolloid portfolio, a full pilot plant available for customer use and a wealth of knowledge from our Gum Gurus®, TIC Gums is able to provide custom texture and stability solutions to meet unique formulation and label declaration requirements.

Check out the latest
Innovative Application Solutions
video at ticgums.com/gurutv and
request your Ticaloid® Pro sample
today!

The Grand Opening of TIC Gums China



As I reflect on the opening of TIC Gums China, my thoughts turn to the three generations of TIC Gums' owners who came before me and how different their experiences were from my own. Our role has been to take an already very good company, an established company, and make it even better – incremental improvement. And while we like to say we live

the entrepreneurial spirit, we are not entrepreneurs in the sense that we had to create something from nothing. Entrepreneurs dare to take a risk for something they believe in. Something they believe will be successful even though there is no tangible evidence to prove it will be. Just the vision of a future state that inspires progress forward.

As we look ahead, I think about the past because the experience of founding TIC Gums China has connected the entire TIC Gums family to those prior generations of owners in a way our home business never could. Our journey began 10 years ago when I first came to China and envisioned the possibilities of creating a business in China...for China...and for Asia, founded on our values of customer and technical service. A business that could leverage our over 100 years of texture and stabilization formulating expertise. But that vision was the easy part, it is the execution that is hard. It is the execution that connects us to those experiences of generations past. Like TIC Gums of a hundred years ago, and unlike our business in the U.S. today, nobody in China knew TIC Gums, we had no infrastructure, we had no people. From hiring our first employee to constructing our factory, every step we took was new and different and we made mistakes. But we learned and we continued driving towards the vision we created 10 years prior despite its uncertainty.

It is fitting that our company's entrepreneurial experience is rejuvenated here in China as this place brings an excitement of risk and opportunity and hope that I can only imagine was how our grandfather, the original gum guru, felt when he started

out all those years ago. Our risk may not have been as great as his, it is true we have the comfort and infrastructure that comes from having a successful business back home, but I still like to think of the connection and similarities that we now have with him.

Despite this being a grand opening, we are already 10 years into this journey, and so this is a celebration of both a beginning and an end. It is a successful end to all that went into creating the infrastructure needed to fulfill our vision of service and responsiveness and applied technology within the region. An infrastructure that now gives us the ability to match actual capabilities in Asia with what we envisioned all those years ago. Of course, it is also just the beginning. That vision did not end with a building opening, it began with one.

Gregory C. Andon
President



Greg Andon and Libby Haven
at the TIC Gums China grand opening,
November 18, 2014.

Our Technical Service Representatives

Adam Bosset

"It's very rewarding when you're able to solve a customer's problem and improve their end product."

Amanda Hoffman

"We get to cheer customers on as they take their ideas from concept to full product launch."



Rena Arnon

"When a customer trusts our recommendations and reaches back out each time they have a new project, that's how I define success."

TIC Gums takes pride in providing superior customer service and technical expertise for food and beverage product developers. Get to know the faces behind our calls and online chats.

As a technical service representative, you wear a lot of hats. Can you explain your role?

Rena: "We are often the 'first responders' when a customer contacts TIC Gums. We provide technical support, product recommendations and even help with general product development support for a wide variety of applications. Finding solutions is a team effort as we compile expertise from R&D, sales, quality, regulatory and legal to truly give our customers a customized, full-service experience. Our clients benefit greatly from the internal collaboration and expertise of each department."

What is your favorite part of the job?

Amanda: "My favorite part of being a Technical Service Representative is getting to help so many different customers working on so many different applications! Each day, you never know if you will be working on baked goods, beverages, dairy, etc. until the phone rings or you receive a chat request."

Have you noticed any industry trends?

Adam: "As non-GMO, clean label and organic trends continue to gain international traction, we have many requests concerning reformulation and compliance challenges. Since we have such a large product portfolio we are equipped to provide a variety of texture and stability solutions to match customers' label requirements."

TIC Gums R&D Roundtable



R&D Roundtable: Clean Label

In the newly-launched R&D Roundtable video series, employees from various departments discuss the latest trends for texture and stability solutions within the food and beverage industries. The first episode of the series highlights industry regulations and challenges surrounding clean-label.

Check out this video at ticgums.com/roundtable.

UPCOMING EVENTS

Want to talk to one of our Gum Gurus® in person? Take a look at our calendar to see a complete list of shows we are attending this year.

ticgums.com/events

February

Southeast IFT
Atlanta, GA

Florida IFT
Orlando, FL

British Colombia IFT
Burnaby, BC

March

Southern California IFT
Anaheim, CA

Western New York IFT
Rochester, NY

April

Food Ingredients China
Shanghai, China

Cactus IFT
Phoenix, AZ

New York IFT
Somerset, NJ

Utah Food & Candy Expo
Sandy, UT

COMMUNITY SERVICE: ADOPT-A-FAMILY

The TIC Gums family joined together to help area families in need of holiday cheer this season. This year's annual Adopt-a-Family program sponsored two families through the House of Ruth Maryland. The House of Ruth is one of the nation's leading intimate partner violence centers, helping thousands of battered women and their children find the safety and security they need.



"Every year I am truly overwhelmed by the generosity of my fellow TIC Gums team members by what they do to help families in need during the holiday season."

-Jaclyn Jourdan, Material Production Scheduler

"I actively work throughout the year to share with those who are in need and it brings me great joy to be a part of this program each holiday season."

-Donna Klockeman, Sr. Principal Food Scientist

