

spicetec®
FLAVORS & SEASONINGS



taste
a smarter waysm

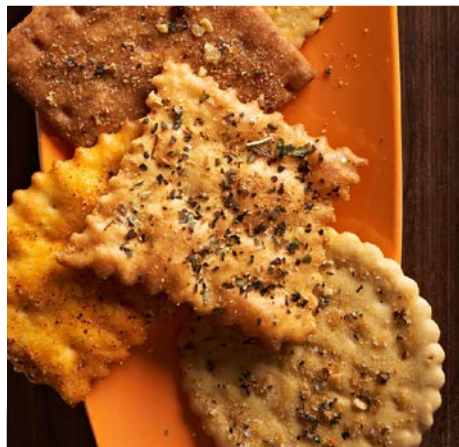


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Our Solutions



I've always believed that the difference between "companies" and "collaborators" comes down to commitment. That's what makes Spicetec Flavors & Seasonings® unique: We don't just create flavor systems and seasoning blends for America's favorite brands, we direct all our passion toward giving our valued customer partners the attention and service their success demands and deserves.

After all, years of experience have taught us that you can't just work harder, you've got to work smarter. At SFS, we work smarter by speaking your language, immersing ourselves in your operations and understanding your goals so that we're as invested in your success as you are—from concept through commercialization. In other words, *we take it personally.*

That's no small thing, because although "custom" flavors and seasoning blends may be par for the course in today's industry, custom experiences aren't. We buck that trend by taking the time to listen, appreciate your concerns and respond with solutions that fit your target flavor profile, your process, your deadline and your bottom line.

And we all know that the real bottom line is taste. That's why our teams of forward-thinking chefs and flavor technologists leave no stone unturned—or passport

unstamped—to bring you tomorrow’s flavors today. We share their knowledge and our resources as part of a major consumer packaged goods manufacturer to bring you the best value for your money.

Our value comes in sharing the joy when your products succeed. So on behalf of my colleagues at Spicetec Flavors & Seasonings, I invite you to get to know us better and experience that success for yourselves.

A handwritten signature in blue ink that reads "Amy M. Patterson". The signature is fluid and cursive, with a horizontal line underneath it.

Amy M. Patterson
Vice President and General Manager
Spicetec Flavors & Seasonings



PLAY VIDEO





The Flavor and Seasoning Blend Specialists

*WITH A PASSION FOR CREATING
THE FLAVORS PEOPLE LOVE*

At Spicetec Flavors & Seasonings—also known as SFS—we create the flavors that make America’s favorite foods taste great. But we’re more than a flavor and seasoning blend provider. We’re forward-thinking people who care about the same things you do:

- Making safe, quality foods that delight consumers
- Managing costs without sacrificing service
- Meeting your immediate needs while looking ahead at long-term trends

When you choose SFS, you choose a collaborative partner who’s as dedicated to your success as you are. Come see how we can work with you to create flavors that people love. Come taste a smarter way. ■

“We’re a hybrid—a flavor and seasoning blend division within a large food company, and experts in sweet and savory flavors.”

Joanne Ferrara
Senior Director,
Research and Development

Leveraging Our Strength



SFS shares its headquarters with ConAgra Foods, allowing us access to the consumer insights and consumer sensory testing center, among other resources.

As a part of one of the largest U.S. food companies, with retail, foodservice and private-label brands that are in 97% of American households, we know what it takes to launch a product successfully. From shelf-stable to frozen foods, we cover all segments of the industry.

YOUR CONFIDENTIALITY IS OUR PRIORITY

At Spicetec Flavors & Seasonings, we take customer confidentiality very seriously. As a part of ConAgra Foods, we fully realize that our customers' formulas and other intellectual property must remain confidential. We partner with many consumer packaged food companies, and without our systems and processes to keep information confidential, we would not be in business today. ■





Full-Spectrum Flavor Solutions. Gold-Standard Quality.

WE START AT THE END

In flavor development, the proof is in the finished product. By taking an application-centered approach to developing and customizing gold-standard flavors and seasoning blends, we set the industry standard for quality. You know SFS as the flavor specialists, where our capabilities extend from savory to sweet and dairy-based profiles. So whatever tastes you're targeting, our scientific, culinary and application specialists will help you hit the bull's-eye for flavor and performance.

AUTHENTIC FLAVORS FROM TOP TO BOTTOM

SFS combines holistic flavor insight and experience with the highest-quality ingredients to build complete systems that address each layer of flavor, from base notes and mid notes to top notes.

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“At SFS, our vast experience is rooted in reaction flavor chemistry and compound flavor chemistry. Our reaction flavors deliver rich base and mid notes, and then we use compound flavors to bring the flavor to life. Using all of our tools together, we can deliver a better finished flavor in a shorter amount of time.”

Andrew Bosch
Principal Development
Scientist

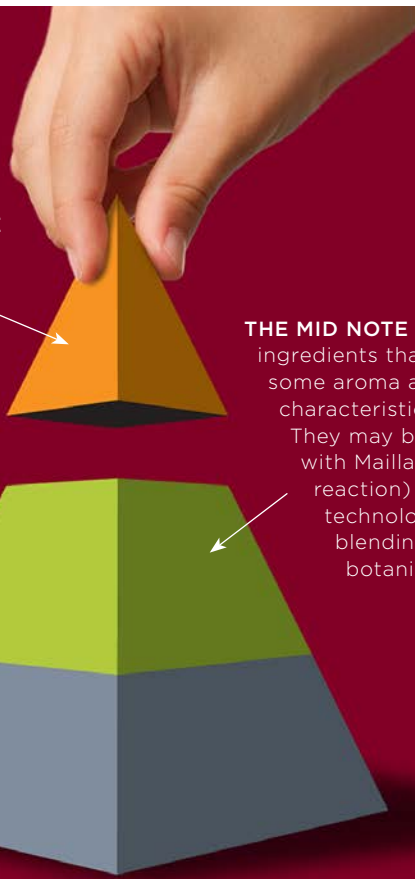
All elements come together in functional solutions that deliver authentic flavor to any application.

REACTION FLAVORS

By manipulating time, temperature and pressure, we turn real beef, pork, chicken, turkey, seafood and vegetables into authentic reaction flavors in our USDA-certified plant. From grilled sirloin to sautéed onion, our savory solutions come straight from the source.

COMPOUND FLAVORS

First our flavor chemists analyze your target profile inside and out. Then they bring it to life using premium ingredients. Finishing touches add nuance and depth, while in-application testing and cost analysis ensure that we’ve got the details right. ■



THE TOP NOTE gives the flavor greater differentiation and impact, and is created by blending aromatic flavoring components.

THE MID NOTE contains ingredients that provide some aroma and a characteristic flavor. They may be produced with Maillard (process reaction) flavor technology or by blending certain botanicals.

THE BASE NOTE is made up of ingredients that provide basic taste and have little aroma. Base notes provide body, sweetness and flavor enhancement, and may be produced by enzymolysis, hydrolysis or fermentation.

SFS creates their flavors by layering flavor components, as a chef might create a new food or beverage recipe.

Fluent in a World of Flavors

We're always tuned in to the latest international seasoning trends. And our tight-knit network of global suppliers gives you an all-access pass to today's—and tomorrow's—most sought-after ingredients. From ginger and lemongrass to habaneros and roasted garlic, we bring a world of flavor to you.

CUSTOM SEASONING BLENDS

Our custom seasoning blends integrate taste, texture, visual appeal and application functionality in one delicious package. The secret is a base of premium ingredients, all sourced directly for consistency and control, including:

- ground and soluble spices
- herbs
- essential oils
- oleoresins
- seeds

PERFORMANCE BY DESIGN

Of course, beyond tasting great, seasoning blends have to perform. That's why we include functional ingredients and conduct post-production evaluations to ensure that our blends perform perfectly in the full range of applications, including:

- topical
- injection brines
- tumble marinades
- rubs
- ready-to-eat foods ■



“We work on creating blends that layer the flavor. We use base ingredients, spices, flavor enhancers—and we work with our flavor chemists to create seasoning blends that are the right concentration for our customer’s application.”

Joe D’Auria
Senior Food Technologist

SFS Technical Center: Where Flavor Meets Functionality

The brain trust for all of our flavor and seasoning blend development resides in Cranbury, NJ, at our renowned Technical Center for R&D. More than a state-of-the-art flavor lab, the Center is a creative hub—a collaborative, culinary-driven environment specializing in custom flavor and seasoning blend development—that is fully equipped to prototype and test products within the plant or on the line. In this USDA-certified facility, we create both reaction and compound flavors, using our proprietary KeyNote™ processes to identify and create gold-standard profiles. Our expert formulation flavorists, food scientists and chefs work with you to ensure product tolerance in the freezer, steam table, heat lamp, microwave or other processing environments. This location is also FDA and BRC certified and is 24/7 audit ready. The Technical Center is home to our research & development, culinary and regulatory teams, along with operations. Working together in a single, inspiration-driven think tank, these experts can deliver smart flavor-forward solutions with maximum speed and creativity.



[Click here](#) to learn more. ■





"We're seeing a lot of diversity across the globe these days: Korean chicken wings with red chili paste, Thai coconut chili

chicken with lemongrass. There's a lot of mixing going on. We're taking all these different flavors, putting them together and coming up with products that people are being adventurous about right here."

Sean Craig
Senior Executive Chef



Whatever the Category, We've Got It Covered


As application experts, we partner with our customers and work as a team, which shortens the development process and keeps your needs front and center. Our expertise extends from savory to sweet, and our customized solutions work from concept through commercialization across key packaged-goods and foodservice categories.

MEAT & POULTRY: Our experts match any protein profile and suit any product format, from whole-muscle and ground meats to deli slices and sausages.

SOUPS, SAUCES & GRAVIES: By combining tradition with the latest in formulation technology, we create savory bases that add mouthwatering, scratch-made flavors to soups, sauces and gravies.

SNACKS & TOPICALS: As the snack industry continues to grow, our team is creating the next craveable snack flavors and seasoning blends that are perfect for potato- and grain-based snacks, nuts and more.

SWEET & DAIRY: We're helping rewrite the rules by blending a bit of both sweet and savory into applications as diverse as smoothies and yogurt, energy bars and cupcakes.

 [Click here](#) to learn more. ■



A Smarter Way

Taste a smarter way. That's the promise we stand for. So, what does it mean? It means taking an intelligent approach to taste—one that combines deep resources, an ethic of service, a commitment to transparency and our focused passion for flavor. Then we share all that with you.

At its heart are the values that keep us going. By living those values every day, we bring you the best value for your product-development experience.



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Our Strategy for **Success**

How do we create the gold-standard flavors and seasoning blends that have been the secret to our success? By putting together the essential ingredients, one step at a time.

1 IDENTIFYING THE NEXT BIG IDEA

Great ideas aren't always born in a boardroom. Our teams go wherever great taste takes us to discover the most innovative and on-trend ideas.

2 DEVELOPING THE CONCEPT

Our customized, customer-centric process begins at the end, with a thorough understanding of your goals. We call it "application science."

3 BRINGING IT TO LIFE

As part of one of the largest U.S. food companies, with leading brands in 97% of American households, we know how to launch a product successfully. That's what's most rewarding.

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“We work quickly and efficiently. We love to host our customers in our facility and find that by bringing customers in for one day, it can cut six to eight months off our development time.”

Joe D’Auria
Senior Food
Technologist



RAPID FLAVOR PROTOTYPING

Our culture is collaborative and transparent, from ideation to prototype. By staying flexible, we offer quick and effective turnaround, bringing you efficient and accurate sample fulfillment, on-time delivery and consistent product availability. It's a difference you'll see and feel the first time you work with us, whether side by side or remotely.

KEYNOTE™

KeyNote is Spicetec Flavors & Seasonings' proprietary portfolio of processes, designed to help our customers identify, build, review and develop flavors and seasoning blends tailored for their specific needs and today's marketplace. With an emphasis on speed, accuracy, quality and value, KeyNote is the industry gold standard.

PERSONALIZED EXPERIENCE

As an SFS customer, you're our partner—and we pick our partners carefully, because we strive to offer a boutique experience that sets us apart in the industry. We understand your objectives, engage you at every point from concept through commercialization and work hard to exceed your expectations. At the end of the day, you'll know we've got your back.

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EXCELLENT PRODUCTS AND SERVICES

Our gold-standard flavors and seasoning blends are our main attractions, and for good reason: They're the products of creativity, experimentation and an obsessive commitment to testing and revision. But they're only half the package. Our pledge of service means that we're always on call when you need us—always here to help you innovate and succeed.

FORWARD THINKING

You've got to be quick to stay on top of today's global trends and technologies. But at SFS, we're already looking ahead to tomorrow's. Our team never stops searching for new information and ideas. So even as we deliver your short-term needs, we're identifying the long-term developments that will allow us to create the most relevant solutions for you.

COMPETITIVE PRICES

Rolling with the global ingredients market can keep you awake at night. By making our business model the most streamlined in the industry, we consistently offer competitive prices that let you rest easy. We do it by controlling costs, sourcing smartly and allocating thoughtfully the resources and purchasing power of our Fortune 500 parent company. Our partners deserve no less.

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“We pride ourselves on meeting your needs, whether that means packaging in 1,800-pound super-sacs or a 2-pound pouch. We take your orders quickly and make sure that when they show up on your dock, you’re getting exactly what you expected.”

Paul Werner
Director of Operations

“At Spicetec Flavors and Seasonings, we develop our flavors with the end application in mind. We don’t just grab a flavor off the shelf for you—we want to understand first what your application is.

By having the end product in mind, we can better fulfill our customers’ expectations.”

Lori Evans
Senior Director of
Technical Services



EXCEPTIONAL PEOPLE

At SFS, we hire the best and the brightest. But “smart” isn’t enough. We insist that everyone live our core values—that they work hard to be customer centered and collaborative, with a can-do spirit of problem solving and innovation. Our deep bench of creative talent includes the industry’s best flavorists and product developers, culinary professionals, applications scientists, nutrition authorities and food safety experts—all dedicated to ensuring that your products perform optimally.

OUR CHEFS: ALWAYS EXPLORING

SFS chefs are serious about creating great-tasting food. They come from diverse backgrounds—fine dining, retail, QSR and catering—and travel the globe in search of the compelling tastes just emerging on the horizon. By keeping an eye on what keeps the foodies standing in line, they know just what it takes to make your products successful.

OUR TECHNICAL EXPERTS: SPEAKING YOUR LANGUAGE

When developing flavors, our technical experts start with the finished goal and then reverse-engineer it to find the ingredients and technologies to make it happen. They’re accessible, open-minded and trustworthy, with a level of commitment you’re not likely to find in other flavor houses.

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FOOD SAFETY: SAFEGUARDING YOUR BRAND

Food safety means more to us than checking a box to prove compliance with a set of rules. It's a cornerstone of our culture. We're deeply committed to protecting the health of your customers—and the reputation of your brand. That's why we're steps ahead of the industry when it comes to food safety measures.

LEADING THE CHARGE ON FOOD SAFETY

We take a proactive approach to food safety. The professionals at SFS and ConAgra Foods are industry influencers who lead by example. We leverage our relationships with the American Spice Trade Association (ASTA), the Grocery Manufacturers Association (GMA) and ConAgra Foods' own Food Safety Council, which brings together world-class experts to help strengthen our food safety programs. These collaborations connect us with today's sharpest food safety leaders, infusing new thinking into our safety practices while raising the bar on quality.

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“What I love about SFS is that we have a true food safety culture. We know our suppliers and the programs they have in place. And our subject-matter experts are in areas such as sanitation, engineering design, microbiology, allergen controls, toxicology and regulatory compliance.”

Lachell Petty
Senior Quality Specialist

REGULATORY COMPLIANCE: THE BIG PICTURE

As the global regulatory environment evolves, SFS doesn't just address current regulations: We anticipate and shape future ones. And we keep you up to speed, to ensure that your brands remain in compliance and to help you understand the full impact of changing regulations on your organization. Here are a few actions we've taken to stay out front on food safety:

- We monitor safety events using tools like PulseNet and the FDA's Reportable Food Registry.
- We keep our labeling solutions up to date with the latest regulatory guidance.
- Our plants are FDA and USDA certified, and we maintain strong relationships with these and other food safety bodies.

GRADE "A" AUDITING

We're always working to better streamline the auditing process, which is why we use benchmark systems that are stricter than those of our competitors. No wonder

our operations consistently achieve, and maintain year after year, a Grade “A” rating from the BRC. Our comprehensive audit program includes internal, third-party and customer-driven audits, and our holistic approach to sourcing lets us directly monitor and audit our suppliers around the globe. That gives us better oversight of sourcing and eliminates third-party uncertainty. ■



Carol Stream Facility: The State of the Art of Safety

We've rebuilt our Carol Stream, IL, blending facility from the ground up, directing every improvement, design element and equipment decision toward increased safety for both our seasoning blends and the workers who produce them. We did our homework before even breaking ground, researching far and wide to make sure our plan was at the forefront of safety technology. We're so proud of the results that we welcome you to visit our facility and see them for yourself.



- Stainless steel infrastructure and block walls with smooth coatings specially designed to support wet sanitation
- Separate blending and discharge rooms for product segregation and allergen control
- Improved access for dust collection to enable quick, easy filtration changes
- High-velocity stainless steel paddle blenders for optimum blending safety and efficiency
- Metal detection capabilities in blending to allow for bulk-sac shipments
- Reorientation of blender layout for better employee ergonomics
- Industry-leading standards for micro and allergen control

 [Click here](#) to learn more. ■



PLAY VIDEO

A Commitment to Health and Wellness

HERE'S WHAT WE'RE WORKING ON

SFS has been watching healthful-formulation trends for years, and our food scientists are ahead of the game in developing solutions for cleaner, shorter ingredient statements and products that deliver on today's most pressing health and wellness needs, including:

- Cutting sodium without compromising flavor or cost
- Sugar reduction that doesn't sacrifice sweet flavor appeal
- Cutting fat without losing flavor
- Food sensitivities: the next health hot button ■



"When consumers look at the nutritional label of a package, they're usually checking the sodium content, carbohydrates or fats. Even when we're trying to reduce one of these components, the most important thing to our customers is that we're still able to provide a great tasting product, but with the health and wellness requirements that meet their needs."

Joanne Ferrara
Senior Director, Research and Development



TASTE A SMARTER WAY

From the first point of contact through your product's successful launch, our boutique approach is customized to accomplish your unique business objectives—and exceed your expectations. Discover the SFS difference.

Give us a call, and taste a smarter way to achieve the total flavor solutions you're looking for.

 [Click here](#) to view our plant locations.

- ★ Cranbury, NJ
- ★ Carol Stream, IL

Corporate Headquarters
11 ConAgra Drive, Omaha, NE 68102
800.921.7502

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