

# Short n' Sweet



Newsletter  
January 2020

## Welcome

Welcome to the first edition of **Short n' Sweet**, a new, quarterly e-newsletter designed to keep you abreast of our latest company news.

By sharing information on a regular basis, our goal is to increase your understanding of who we are, what we do – and, most importantly, how we can help you.

As a family-owned business since 1957, Malt Products Corporation (MPC) and International Molasses Corporation (IMC) remain committed to helping you create the best natural sweetener solutions to meet your specific needs. For over 6 decades, our growth has been the direct result of collaboration, customer service and communication with our core markets. This e-newsletter is another means of enhancing our ongoing communication with you.



Amy Targan,  
President

## New Corporate Capabilities Video

In addition to providing an overview of MPC's product portfolio and corporate capabilities, this brief video provides a sneak peek inside the new state-of-the-art \$15 million drying plant at our Dayton, Ohio manufacturing facility, including a look at our innovative vacuum belt dryer which expedites turnaround time and provides complete in-house control. The dryer is the culmination of a five-year, \$50 million investment comprising the expansion of our brew house, the addition of a Meura mash-filter, and expanded laboratory, R&D and customer application capabilities.



## Logo Refresh

MPC and IMC are kicking off 2020 with a rebrand. IMC will soon launch a new, modernized logo, while MPC has a refreshed logo that honors tradition by adhering to our well-known color palette and font. With a renewed vigor, our rebranding initiatives are designed to make our outward appearance a better reflection of who we are and where we are heading. Over the coming weeks and months, you'll start seeing these logos on various sales and marketing materials.



## New Sub-brands

Given the increasing demand for clean label, transparent and sustainable ingredients, MPC has seen a growing interest in its malt and oat extract products -- recently named and branded as MaltRite™ and OatRite™. Thanks to their unique flavor profiles, subtle sweetness and numerous health benefits, these exciting product portfolios continue to expand.



MaltRite™ – represents a high-quality, diverse portfolio of liquid, dry and blended malt products featuring a wide range of color, flavors, sweetness, body and protein content. A nutritionally packed, natural ingredient, MPC's MaltRite™ products contain antioxidants, essential vitamins, minerals and amino acids and are available non-GMO Certified and Organic Certified.

OatRite™ – blending oats and malt barley, the extracts provide excellent binding properties with mild sweetness and a pleasant oat taste and aroma. Naturally high in protein, minerals and antioxidants, our non-GMO OatRite™ extracts offer benefits including browning, crystal control for frozen products, improved texture, extended shelf life and easy fermentability.

## Company News

Last year, MPC also retained a new brand marketing & public relations firm to launch a comprehensive media outreach campaign along with supplementary marketing initiatives. As a result, MPC has been receiving extensive press coverage in various trade and consumer media outlets. All 2019 media coverage has been posted in the Company News section of our website. Click the button below to see what the media are saying about our products and our capabilities!

[Click Here for Company News](#)

## See us at these Upcoming Events

Feel free to stop by and meet with our team.

Feb 23-26 – Sweetener Colloquium - CA (Attending)

Mar 1-3 – American Society of Baking – IL (Table Top #203)

Mar 4-7 – Natural Products Expo – CA (Booth #813)

Mar 24-25 – Sweetener Conference – IL (Sponsor)



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