



**Balanced Solutions  
for better products**

# the history of The Wright Group™

Based in Crowley Louisiana, the Wright family has been a global leader in the rice industry for over 100 years. Founded by S.L. Wright Jr., The Wright Group™ has grown into a multi-million dollar facility that produces only the finest fortification and nutritional premixes available.

1890

Sol Wright relocates to Louisiana



1907

Sol wins numerous awards for rice innovations



1956

Salmon Lusk Wright, Jr. founds Wright Laboratory



1957

S.L. Wright III begins blending custom nutrient premixes



2004

S.L. "Sam" Wright IV acquires company.



Today

Still leading the way in innovation

Learn more about the history of The Wright Group™ at [www.thewrightgroup.net/history](http://www.thewrightgroup.net/history).



# value

it's about service, expectations  
& getting more for your money

At Wright we are all about bringing added value to your company. How? It starts with service – getting your idea to the retail market more quickly than any other manufacturer, which means more money for your company. It continues with exceeding your expectations – you want good results, we

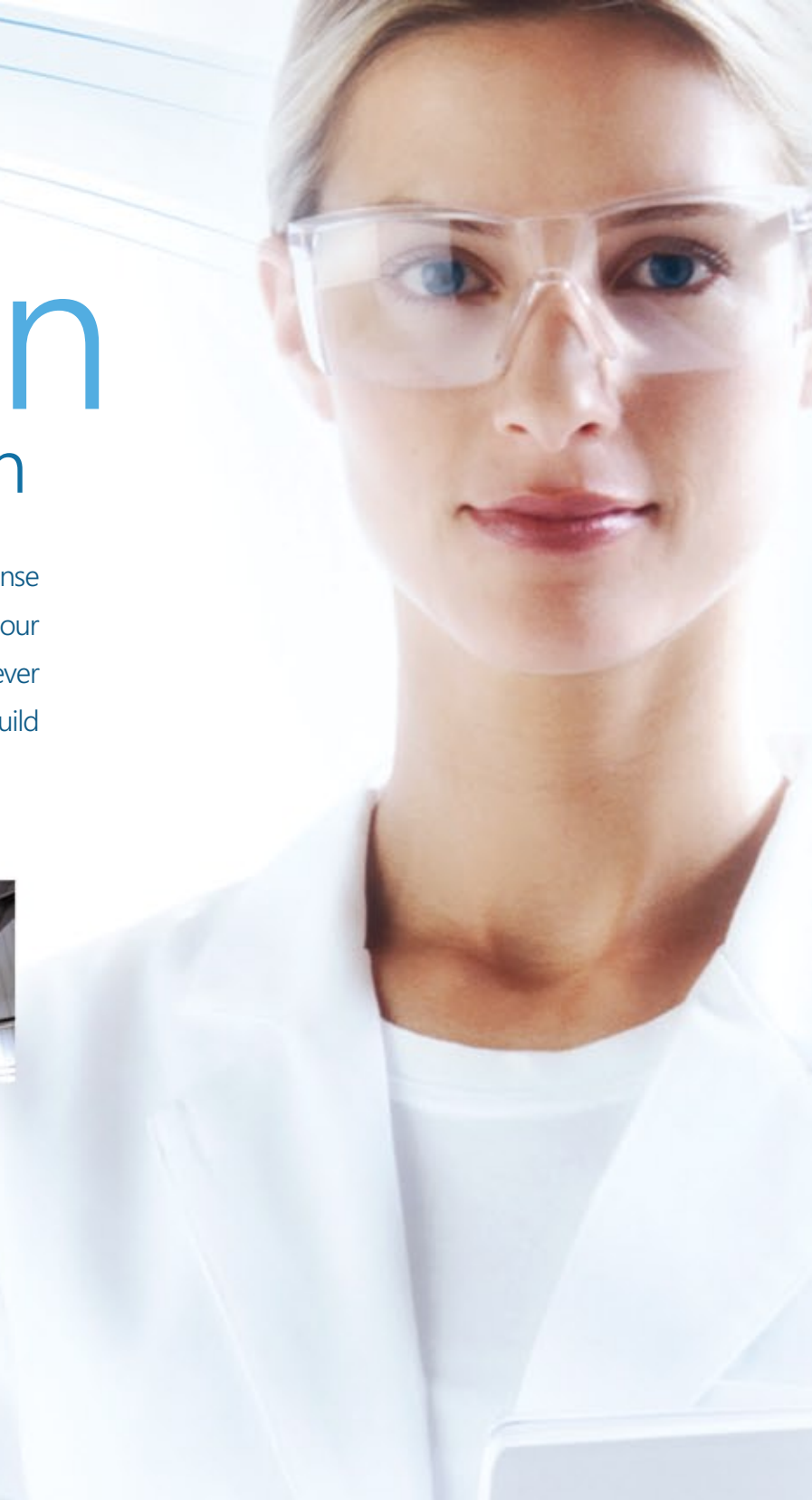
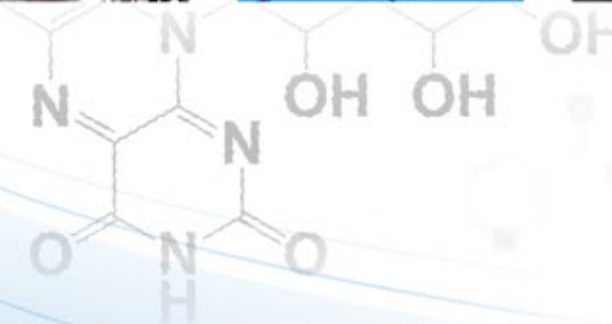
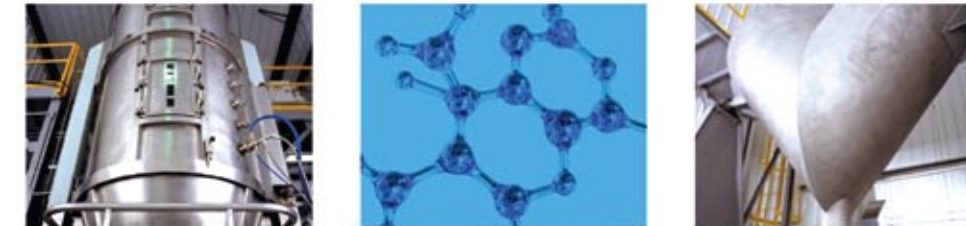
strive to bring you greatness. And it culminates with this: consumers know the value of vitamins, probiotics, Omega-3 and other nutrients. We can deliver all of this quickly and effectively, without compromising the taste or texture of your products. Now that's true value.



# innovation

is what we were founded on

More than half a century ago, our company began developing innovative rinse resistant grain premixes for the rice industry – and we've been expanding our services and developing breakthroughs in enrichment and fortification ever since. Our staff of PhD's and other experts are dedicated to helping you build your product ideas, as well as develop leading edge nutritional innovations.



# quality

it's a key ingredient  
in everything that we do

Our quality assurance program is unsurpassed, which is proven by the fact that we formally approve each ingredient supplier and test all raw materials to ensure only the highest quality ingredients go into our mixes. Our certifications include Circle U Kosher, Halal, cGMP and GMA-safe. We have separate allergen processing facilities and adhere to strict HACCP, ISO, Food Safety, GMO-free and FDA Bioterrorism programs. In addition, we will supply a Certificate of Analysis for every order.



**HACCP™ cGMP**

**FSSC 22000  
CERTIFIED**

**ISO 22000  
CERTIFIED**



# customer commitment

means more at The Wright Group™

Customer commitment at The Wright Group™ means we're available for you 24/7 and 365 days a year. We offer personalized customer service and technical support. The bottom line is we will scale up production for you any time day or night because we understand bringing your idea to market quickly is of vital importance to your business.

- ✓ Electronic Data Interchange (EDI)
- ✓ Available 365 days a year
- ✓ Trained Technicians
- ✓ 24/7 Customer Service

facebook.com/wrightenrichment  
twitter.com/wrightenrich

1.800.201.3096  
customerservice@wennrich.com



# microencapsulated nutrients

keep your products at peak performance with SuperCoat®

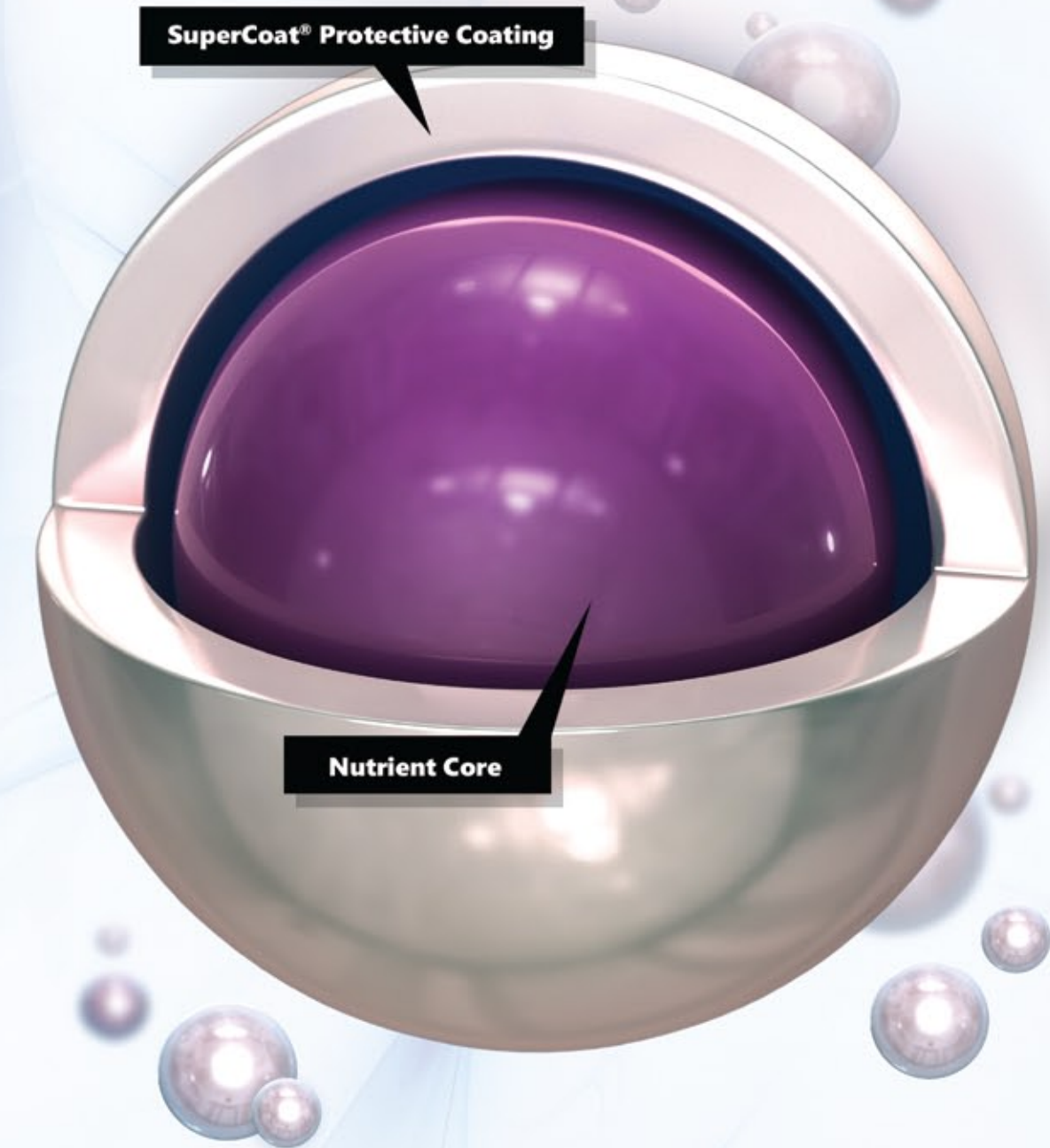
Developed through extensive research and product development, our proprietary SMART™ process envelops particles at the microscopic level in a protective shell. This value-added coating technology delivers superior performance and stability of essential nutrients for a wide range of multi-functional ingredients. In addition to its innovative design, all SuperCoat® nutrients are rigorously tested throughout the entire production process, and are quality checked to ensure

purity, potency and performance. With SuperCoat® you can protect the sensitive nutrients in your products from extreme processing environments. Products using SuperCoat® maintain nutrient integrity, thereby reducing ingredient overages. SuperCoat® microencapsulates eliminate or greatly reduce off-notes typically associated with potent nutrients, simplifying flavor formulation.



**SUPERCOAT®**  
Microencapsulated Nutrients

- ✓ Sustained & time release coating technology
- ✓ Improved durability in extreme processing conditions
- ✓ Enhanced taste & odor masking
- ✓ Payload & coating flexibility
- ✓ A myriad of coating types
- ✓ Utilizing multiple encapsulation technologies
- ✓ Superior shelf life stability





# standard enrichments

## making your products better

The Federal Standards of Identity for enriched products empowered states with a standard for replacing nutrients lost from grain-based products during processing or refining. By 1957, S.L. Wright Jr. and S.L. Wright III dominated the rinse-resistant grain enrichment field, evolving the busi-

ness to blend powdered vitamins and minerals for other standardized products such as wheat flour, corn meal and breads. With over 55 years of experience, The Wright Group™ leads the industry with its development of rinse resistant rice premixes and standardized enrichments.





# direct compression granulations

it's our diverse portfolio of products that sets us apart

Developed to maximize nutrient potency within compact dosages, SuperTab® direct compression granulations combine the physical performance requirements sought by formulators with cost effective raw material solutions sought by product managers. SuperTab® granulations deliver essential nutrients in uniform, free-flowing, granular powders ideal for high speed tableting processes. As usual The Wright Group™ combines quality, innovation and superior knowledge to make sure your product is the best it can be.



- ✓ Deliver essential nutrients in granular powders ideal for high speed tableting.
- ✓ Can be incorporated into drum-to-hopper tablet blends.
- ✓ Thoroughly tested for potency & performance - including a Certificate of Analysis.
- ✓ Offer in a flexible batch or bulk packaging options.

# beverages

quench your thirst for quality

Beverages are a good system for functional ingredients since flavoring / sweetening systems can often mask unpleasant tastes from functional ingredients. Microemulsion value-added ingredients work better since they are not subject to cooking or mechanical stress as in food production.

## Top Trends in the Beverage Industry

- Beyond Hydration
- Natural Low Calorie Sweetening
- Natural Coloring
- Exotic Flavors and Super Fruits
- Easy-to-Understand Functionality
- Prebiotic fiber/ Probiotics



To see all the hottest trends in the Functional Food and Beverage industries, check out the current Wright Group™ Marketing Environment @ [www.thewrightgroup.net/report](http://www.thewrightgroup.net/report)



- increase homogeneity
- pre-weighed packaging
- excellent flow properties
- consolidates multiple nutrients
- dry and liquid blending capabilities

# custom nutrient premixes

superior performance & quality

SuperBlend® custom nutrient premixes include our SuperCoat® Microencapsulation SMART™ process. These value added premix solutions delivers performance and stability at high temperatures and shear processes. These SuperBlend® premixes work well in extruded bars, breakfast cereals and viscous, opaque beverages.



# bakery

watch your profits rise

Utilizing new technology along with our long standing reputation for quality and value, WrightMade® baking ingredients focus on delivering cost savings that perform beyond our customer's expectations. All of our baking solutions are available in either bulk or custom-tailored batch size packaging.

Our complete line of products, which include CLEAN LABEL ingredients, are highly concentrated; lowering both the usage volume and raw material handling costs.

- Aluminum Free - Wise
- Highly Concentrated
- GMO Free and Bromate Free Available
- Lower Storage and Shipping Costs
- Value Added - Custom Nutrient Blends
- Omega-3

For a complete listing of our entire WrightMade® line, visit us at [www.thewrightgroup.net/bake](http://www.thewrightgroup.net/bake)



**WRIGHTDOUGH**  
INCREASED VOLUME MIXTURES



**WRISE**  
MICROENCAPSULATED LEAVENING SYSTEM



**WRIGHTSOFT**  
SHELF-LIFE EXTENDERS



**WRIGHTMADE**  
BAKERY ENRICHMENTS & INGREDIENTS

# world food aid fortification

As the number one supplier of fortified rice in the world, our enrichment history goes back over 60 years. The experience we have in the execution of successful food aid programs combines our abilities to bring private industry and government agencies together with our proven manufacturing and distribution capabilities.

- Unmatched R&D and technical services
- Customized fortifications based on nutrition needs of the populace
- Highest compliance certifications in the industry
- Over 50,000 custom nutrient premixes to date



## associations

we are known by the company we keep

- Institute of Food Technology (IFT)
- American Association of Cereal Chemists (AACC)
- American Oil Chemistry Society (AOCS)
- Drug, Chemical and Associated Technologies (DCAT)
- Rice Millers Association (RMA)
- Global Organization for EPA and DHA Omega-3's (GOED)
- PMCA - An International Association of Confectioners
- USA Rice Federation
- World Food Aid

## corporate headquarters

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