

Balanced Solutions™ for Better Products



Innovative Ingredient Solutions



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



p™

2004

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



2011

Wright Group acquires new facility in Plain City, OH & achieves FSSC Certification



Today

Still leading the way in innovation

Learn more about the history of The Wright Group™ at www.thewrightgroup.net/history.





value

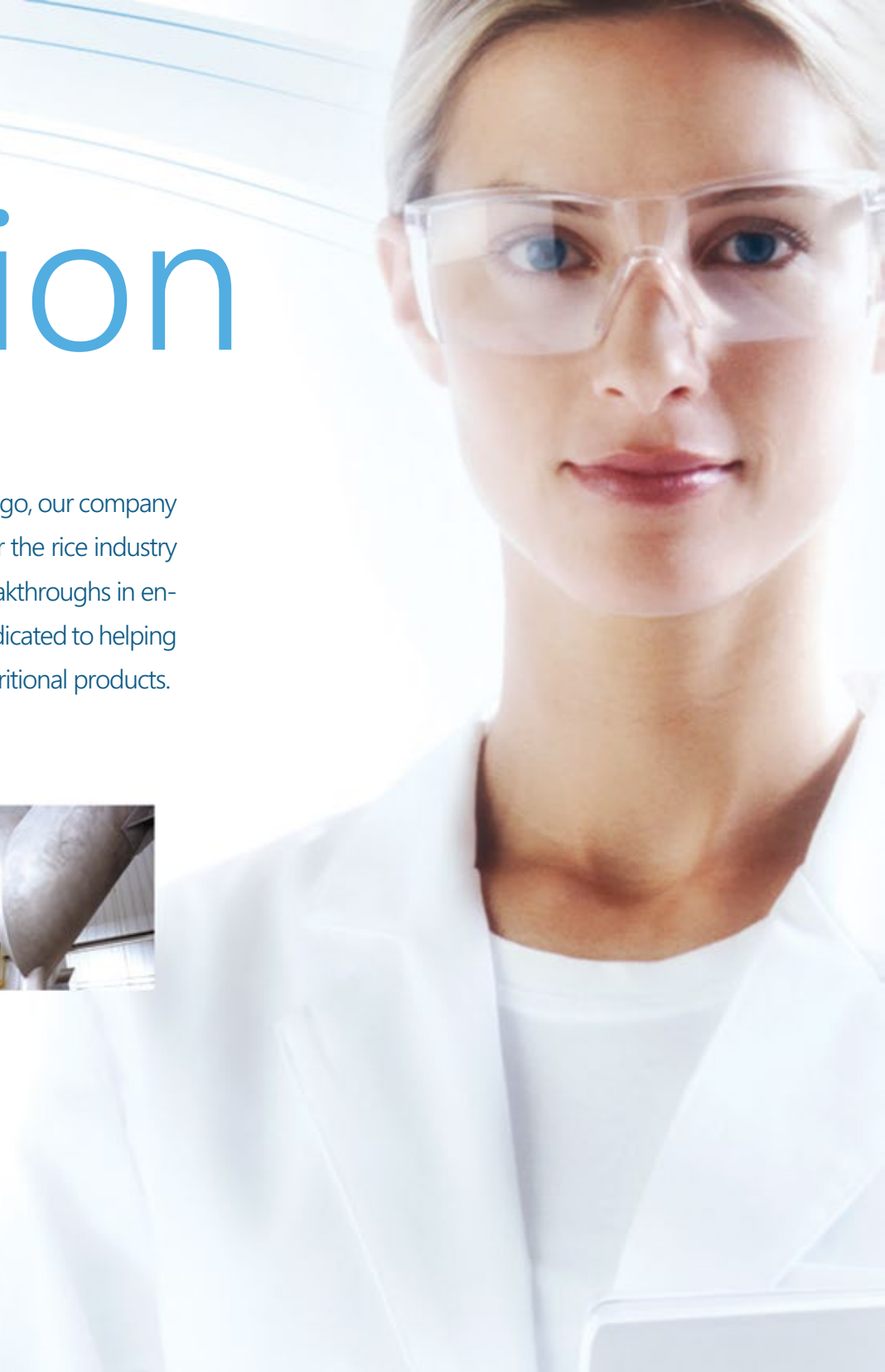
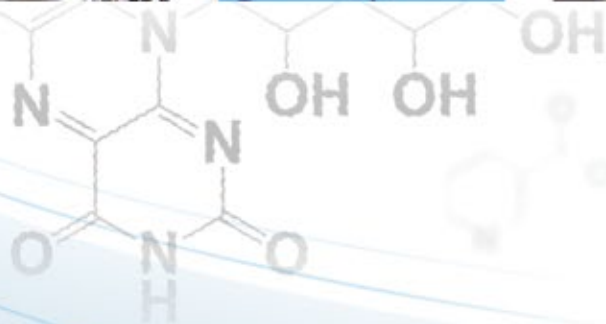
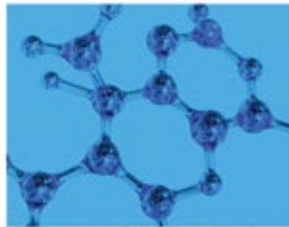
is about service, expectations
& getting more for your money

The Wright Group brings added value to your company and value starts with service. We are able to get your idea to the retail market faster than any other manufacturer, driving profits for your company. Our value to you also means exceeding your expectations – you want good results, we strive to bring you greatness. In to-

day's crowded and competitive marketplace, consumers understand the value of vitamins, minerals, probiotics, Omega-3 and other nutrients. The Wright Group will help you deliver these needs to your customers quickly and effectively, without compromising the taste, texture or safety of your products.

innovation is our foundation

We believe in making things better. 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 team of experts is dedicated to helping you build your product ideas and develop today's leading nutritional products.



quality

is the key ingredient

We want you to be assured, our quality and safety programs are unsurpassed in our industry. Our quality team works tirelessly to audit and approve raw materials suppliers all over the world. The Wright Group has programs in place to formally approve each ingredient supplier and we test all raw materials to ensure only the highest quality ingredients go into our products. In addition, we will supply you with a Certificate of Analysis for every order.



customer commitment

means more with The Wright Group™

We want to make it as easy to do business with us as possible. That means offering personalized, proactive customer service and technical support. We are here to provide you with a quality product-and that includes exceptional customer service. The Wright Group can 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. Wright's commitment to customer satisfaction has become the gold standard. With some of the industry's fastest lead times and turnarounds, we're always here to help.

 facebook.com/wrightenrichment
 twitter.com/wrightenrich

1.800.201.3096

innovate@thewrightgroup.net



microencapsulated nutrients

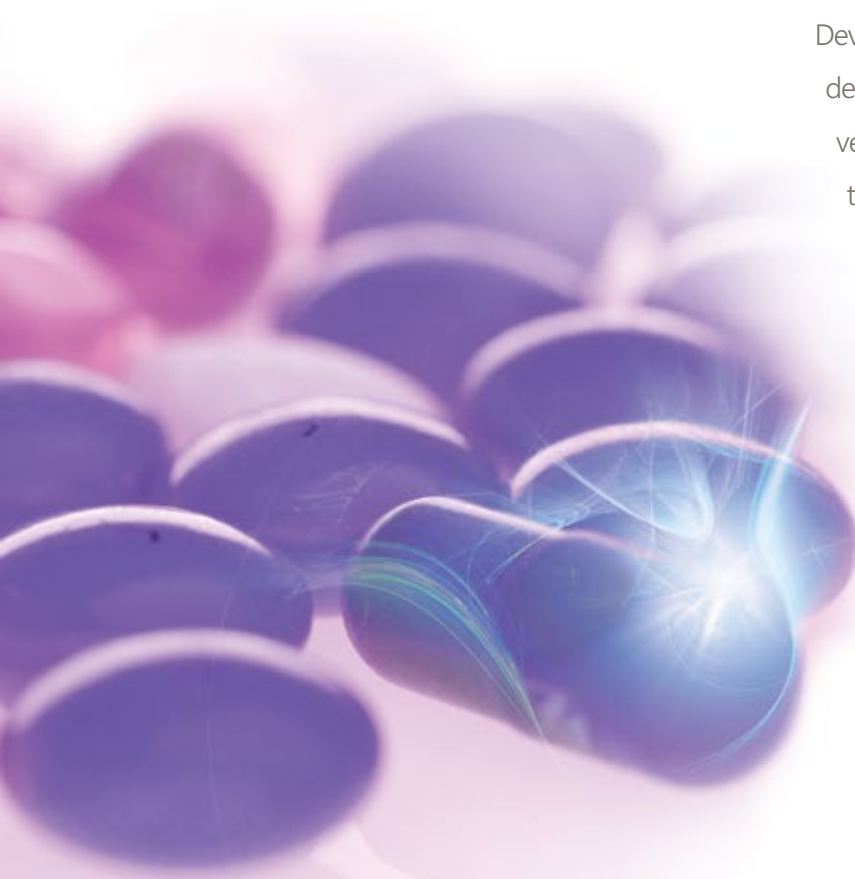
keep your products at peak performance with SuperCoat®

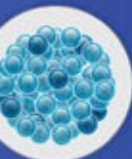
Developed through extensive research and product development, our proprietary SMART™ process envelops particles at the microscopic level in a protective shell. This value-added coating technology helps you deliver the superior performance and stability of essential nutrients for a wide range of multi-functional, value-added ingredients.

In addition to its innovative design, all SuperCoat® nutrients are rigorously tested throughout the production process, and are quality

checked to ensure purity, potency and performance. SuperCoat® helps protect sensitive nutrients in your products from extreme processing environments.

Products using SuperCoat® maintain nutrient integrity, thereby reducing ingredient overages. SuperCoat® microencapsulates also help your product developers simplify flavor formulation by either eliminating or greatly reducing off-notes typically associated with potent nutrients.





SUPERCOAT[®] Microencapsulated Nutrients

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





direct compression granulations

products that set 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.

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.
- ✓ Available in flexible batch or bulk packaging options.

beverages

quench your thirst for quality

Beverages create ideal systems for functional ingredients since flavoring / sweetening systems can often mask unpleasant tastes from functional ingredients. Microemulsion value-added ingredients often perform better in beverage delivery systems since they are not subject to the same cooking or mechanical stresses as in food production. Tap into this hot category. Connect with the team of experts at The Wright Group to learn more about turnkey beverage solutions to add to your product portfolio.

Top Trends in the Beverage Industry

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



custom nutrient premixes

blending performance & stability

Value-added premix solutions deliver performance and stability to your products...often at a cost savings! Custom nutrient premixes have been shown to work well in a variety of products such as extruded bars, breakfast cereals and viscous, opaque beverages.

Do you need to add coated vitamins and minerals to your blend? No problem - SuperBlend® custom nutrient premixes are designed to include our SuperCoat® Micro-encapsulation SMART™ process. These premixes are also engineered to perform at high temperatures and shear processes.

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

SUPERBLEND®
Custom Nutrient Premixes



bakery

watch your profits rise

WrightMade® baking ingredients help you focus on delivering baked products that perform beyond your customer's expectations. Wright utilizes new technology with our long-standing reputation for quality and value to help you bring your customers the very best. Our complete line of products includes Clean Label, GMO-free and Bromate-free ingredients. WrightMade® products are highly concentrated; lowering both the usage volume and raw material handling costs and all of our WrightMade® baking solutions are available in either bulk or customized batch size packaging.





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

For a complete listing of our entire WrightMade® line, visit us at www.thewrightgroup.net/bake



WRIGHTDOUGH™
INCREASED VOLUME MIXTURES



WISE®
MICROENCAPSULATED LEAVENING SYSTEM



WRIGHTSOFT™
SHELF-LIFE EXTENDERS



WRIGHTMADE™
BAKERY ENRICHMENTS & INGREDIENTS



standard enrichments

for rice and grains...for a healthier world

Wright's lines of rice and grain enrichments are designed to be rinse-resistant and shelf-stable. The nutrition in each fortified grain will uphold to transportation, storage and the various cooking methods used around the world. Find out how over a half century of creating the industry's top

performing, rinse-resistant rice and grain nutrient premixes can enrich your product line. Log on to www.thewrightgroup.net or connect with us on Facebook and Twitter for more information on how together we can enrich lives throughout the world with essential nutrition.





essential global nutrition

Global micronutrient malnutrition is a widely-known public health problem affecting more than 2 billion people worldwide. Supplementing diets with essential vitamin and mineral nutrition helps to address these needs while making our world a healthier place.

Through fortification projects such as our World Rice Fortification Initiative™, Wright is committed to helping provide essential nutrition for a healthier world. The research and innovation that goes into Wright's coated grain premixes helps address the most serious nutritional deficiencies around the world.





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)
- PMCA - An International Association of Confectioners
- USA Rice Federation

corporate headquarters

6428 Airport Road
P.O. Box 821
Crowley, LA 70526
Phone: (337) 783-3096
Toll-Free: (800) 201-3096
Fax: (337) 783-3802

Kelli LeBlanc
Sales & Marketing Manager
Marketingmgr@wenrich.com

Dr. Yi Wu, Ph.D
Chief Innovation Director
yiwu@wenrich.com

central

Matthew Lentsch
Regional Sales Manager
Farmington, MN
Phone: (651) 245-4235
mlentsch@wenrich.com

east coast

Mitchell J. Telsey
Regional Sales Manager
Bucks County, PA
Phone: (215) 801-3303
mitch@wenrich.com

europe

Christian Raboud
Managing Director,
Europe
Brig, Switzerland
Phone: [41] 79 7052979
chris@wenrich.com

canada

Calico Food Ingredients
Keith Mitchell
Unit 5
620 Catarauqui Woods Drive
Kingston, Ontario K7P 1T8
Canada
Ph: 613-634-6836
keith@calicofoods.com

west coast / western canada

Patricia Struck
Regional Sales Manager
Orange County, CA
Phone: (949) 463-6964
tricia@wenrich.com

Rena Cohen-First
West Coast Sales Director
Phone: (760) 798-6735
rena@wenrich.com

latin america

Victor Uribe
Managing Director, LATAM
Mexico City, Mexico
[52] (5) 554-168141
victor@wenrich.com

asia pacific

Wai Ming, Tsang
Managing Director, APAC
Shanghai, China
86-21-33104988
wmtsang@wenrich.com

rice industry

John Miller
Regional Sales Manager
Lenexa, KS
Phone: (913) 599-4269
johnm@wenrich.com

bakery industry

Steve Schorn
Regional Sales Manager
Lenexa, KS
Phone: (785) 822-6374
steves@wenrich.com

