

*Weber Flavors: Architects of Flavor since 1902*

# Your Frozen Dessert Flavor Experts

Established in 1902, Edgar A. Weber & Company has produced the finest quality flavors and extracts for over 120 years.

## If You Come, We Will Build It...

For more than a century, E.A. Weber & Company has been an innovative leader in developing flavors for all facets of the food and beverage industries.

Weber Flavors historically specialized in **vanilla, "sweet", dairy, and natural fruit flavors**. Our product line, now **featuring an extensive and ever-growing variety of flavors** to meet rising trends and customer needs, is well-known in the food & beverage industry for its dependable and superior quality.

By working one-on-one with you from the very start, **we combine our mastery of science and inventive creativity to build just the right flavor system** for your frozen dessert.

Drawing on our unique combination of product lines that include premium **Vanilla Extracts and Flavors**, Background Flavors, **Fruit Purees and Bases**, **Color Solutions**, and delicious **HoMaid Waves™**, you can **count on us** to help build your personalized frozen dessert concept.

As a family of flavor architects, Weber is devoted to the precision of our product, fairness in our pricing, and the satisfaction of our customers. The result of all this? **We not only build quality flavors, we build quality relationships.**

## Weber's Location...

Centrally located in Wheeling, Illinois, encompassing over 100,000 square feet, and certified to the **SQF Food Safety Standard** and the **SQF Quality Standard**, our facilities are **fully-equipped with state of the art laboratories**, offices, wet and dry production facilities, refrigerated storage, and raw material and finished-goods warehouses.

Our **national sales team is based in convenient locations across the United States** and Canada.



Our flavor experts are ready to **build your unique frozen dessert**. Whether you need a background flavor or base, or a delicious HoMaid Wave™ to ripple through your dessert, Weber can deliver. **Let us craft a flavor for you.**





## Development Capabilities

Our team of Certified Flavor Chemists, Certified Food Scientists, and Applications Technologists are standing by to devise **the exact flavor system you need** for your frozen dessert. Whether **matching** an existing flavor, finding the perfect pure **vanilla**, helping you flavor your product from scratch, hitting just the right **color** target, or developing a delicious variegating **Wave™**, our experts are ready to help.

## Sample Requests

When a quick sample is all you need, our experts **select the best options from our library** for your particular application, recommend usage rates, supply needed documentation, and swiftly get that 4oz sample bottle into your hands.

## Product Development

With your detailed descriptions and parameters, our Certified Flavorists will **craft a brand new flavor** from scratch, or custom blend existing flavors. Leave it to the *Architects of Flavor* to bring your concept to life.

## If you come, we will build it...

When time is of the essence, there's no faster way to build a flavor system than to utilize our new Test Kitchen and Sensory Testing facilities. **Work one-on-one with our flavorists** and applications technologists, and we can wrap up a project in just a day or two.



\*Price targets and estimated annual volumes are required to utilize our R&D resources.

## What's in a name? Is it a Flavor? An Extract? A Puree?

While these terms are often used interchangeably, they can mean different things.

An **'Extract'** is generally made entirely with ingredients from the named product, using a solvent like ethanol to extract the flavor components. For example, Lemon Extract can be made from lemon oils and Pure Vanilla Extract is made from vanilla beans.

A **'Flavor'** can be made from natural or artificial ingredients, including extracts or juices, or a combination of these. Flavors include creative combinations or "fantasy" flavors such as 'Apple Pie Flavor' or 'Birthday Cake Flavor'.

**'Purees'** are pureed versions of fruits that are often stabilized with other ingredients, or enhanced and strengthened with the addition of a flavor or extract.

**No matter what you call them, our flavors will help your product taste spectacular, consistently, every time you use them.**

# We Build Custom Flavors...



# Weber Flavors Top 40: Frozen Dessert Trends

- |                    |                  |                   |                     |
|--------------------|------------------|-------------------|---------------------|
| 1. Vanilla/Extract | 11. Blueberry    | 21. Peppermint    | 31. Pumpkin         |
| 2. Caramel/Salted  | 12. Bourbon      | 22. Marshmallow   | 32. Pistachio       |
| 3. Strawberry      | 13. Apple        | 23. Lemon         | 33. Maple           |
| 4. Raspberry       | 14. Banana       | 24. Tea           | 34. Cake Batter     |
| 5. Cherry          | 15. Peach        | 25. Cinnamon      | 35. Black Raspberry |
| 6. Chocolate       | 16. Coffee       | 26. Watermelon    | 36. Bubble Gum      |
| 7. Orange          | 17. Butter Pecan | 27. Blue Moon     | 37. Blue Raspberry  |
| 8. Cookie          | 18. Cheesecake   | 28. Peanut Butter | 38. Huckleberry     |
| 9. Coconut         | 19. Cotton Candy | 29. Pineapple     | 39. Cookies & Cream |
| 10. Mango          | 20. Lime         | 30. Black Cherry  | 40. Corn/Popcorn    |

## You might also consider...

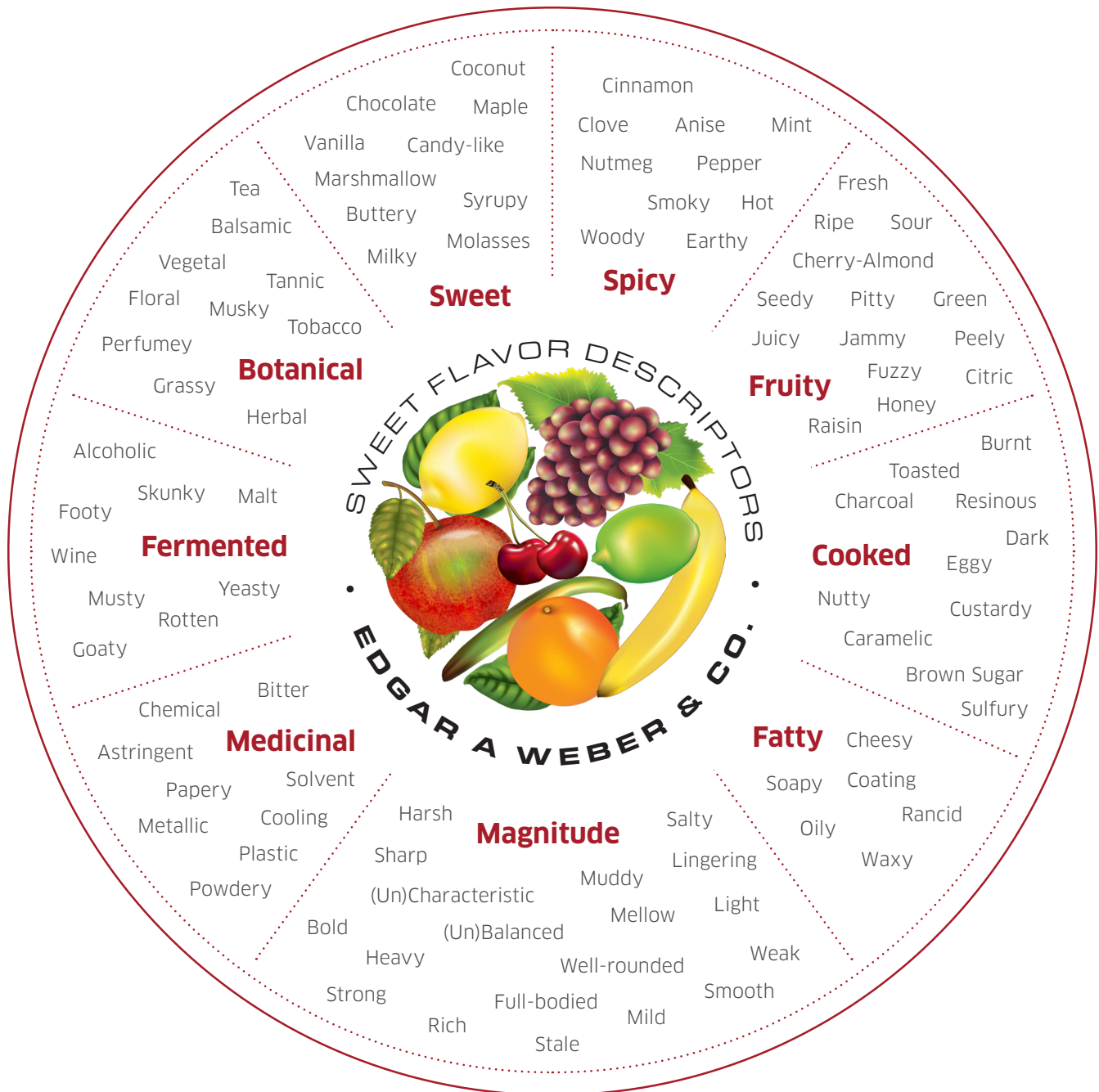
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|------------------|-------------------------|----------------|----------------|---------------------|--|
| Adzuki           | Cereal & Milk           | Fruit Punch    | Mixed Berry    | Sarsaparilla        |  |
| Almond           | Chai Tea                | Gingerbread    | Mocha          | Snickerdoodle       |  |
| Amaretto         | Champagne               | Goji Berry     | Mojito         | Sour Apple          |  |
| Anise            | Cherry Blossom          | Grape          | Molasses       | Spearmint           |  |
| Avocado          | Chili Pepper            | Grapefruit     | Nougat         | Speculoos           |  |
| Balsamic Vinegar | Chocolate Mousse        | Guanabana      | Oatmeal Cookie | Spiced Apple        |  |
| Bavarian Cream   | Chocolate Peanut Butter | Guava          | Pandan         | Sweet Potato        |  |
| Birthday Cake    | Churro                  | Hazelnut       | Papaya         | Tamarind            | Venetian   |
| Blackberry       | Cinnamon Roll           | Hibiscus       | Pear           | Tangerine           | Walnut   |
| Black Cherry     | Cola                    | Honey          | Pomegranate    | Taro                | Wedding Cake   |
| Black Currant    | Cooked Milk             | Horchata       | Praline        | Tiger's Blood       | White Chocolate  |
| Black Walnut     | Corn                    | Huckleberry    | Pretzel        | Tiramisu            | Wildberry  |
| Blood Orange     | Cranberry               | Irish Cream    | Prickly Pear   | Toasted Coconut     |  |
| Blue Cheese      | Cream Cheese            | Jalapeno       | Red Velvet     | Toasted Marshmallow |  |
| Blue Raspberry   | Cream Soda              | Key Lime       | Rhubarb        | Toffee              |  |
| Brown Butter     | Creme Brule             | Kiwi           | Root Beer      | Tres Leches         |  |
| Brownie Batter   | Creme de Menthe         | Lavender       | Rum Raisin     | Tropical Punch      |  |
| Brown Sugar      | Custard                 | Lemonade       | Sangria        | Ube                 |  |
| Bubble Gum       | Donut                   | Lemon Custard  |                |                     |  |
| Burnt Sugar      | Dragonfruit             | Lemongrass     |                |                     |  |
| Butter Brickle   | Dulce de Leche          | Licorice       |                |                     |  |
| Buttered Popcorn | Egg Nog                 | Lychee         |                |                     |  |
| Candy Bar        | Espresso                | Malt           |                |                     |  |
| Cappuccino       | French Vanilla          | Mamey          |                |                     |  |
| Caramel Apple    | Frosting                | Margarita      |                |                     |  |
| Carrot Cake      |                         | Mexican Coffee |                |                     |  |



...One Customer at a Time

# If you come, we will build it

Working one-on-one, we help you build just the right flavor for your application. Using a **consistent vocabulary to describe a flavor's attributes** helps our flavor architects understand your unique flavor needs.



The **Flavor Wheel** highlights commonly used descriptors at Weber Flavors, allowing us all to describe a flavor profile in a consistent and similar manner. Our master chemists then artfully design and construct a one-of-a-kind flavor or select from our **extensive library of extracts and flavors** to achieve the exact flavor profile and strength that you require.

