



Northwestern Foods, Inc.

WHERE TECHNOLOGY
MEETS GOOD
TASTE

Premium-Times

Northwestern Foods, Inc. Is A Hit In Many Categories

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A sampling of some of the many premium products produced at Northwestern Foods.

Private Label and Custom Manufacturing Smarts Pay Off

Over 24 years in the Food Business have allowed us to learn a lot about how to do things right, and our customers come to depend on our "smarts" as well as our blenders and packaging machines to make their products successful. We develop new products in our lab that really taste good, and then we figure out the best ways to get them bought, blended and packaged so all that's left is watching them fly off the shelves. When food marketers need a true collaboration to bring the most skills to the task of getting good products to market, they find there's no better place than right here to get the job done right.

**Get the Lowdown
on Northwestern
Foods' Know-how
on Private Label
Mixes.**

- ✓ **Custom Blending**
- ✓ **Packaging**
- ✓ **Product Development**
- ✓ **Kosher, Halal and Organic Certification**
- ✓ **Inventory Management**

It's all there on page 2

Northwestern Foods Know-How

In our Quarter Century in business we've developed a lot of Know-How that we'd like to put to work for you:

Lab Know-How:

Our product development lab is staffed by food scientists who understand technology and good taste. They can tackle the hardest challenges, especially the one of getting your customers to buy again and again.

Quality Assurance is a full time obsession with all our people and our capable QA staff provides the focus.



Packaging Know-How

Whatever your packaging requirements might be, whether single serve pouches, food service bulk pouches, canisters or a myriad of other pouch dimensions, we can probably accommodate them on one of our lines. Our high speed equipment and highly trained operators are nearly as flexible as the packages we produce. That's our business: meeting your needs in the right package for you.



Blending Know How

Having blending capacity is a given, but having the trained operators to see that every blend is done right is the key to great products. Our production and technical staff develop blender protocols and blend sequences to assure perfect batches and then it's the job of our experienced blender room teams to make it happen. Employing a complete HACCP program and current GMPs, we can assure that every batch we produce is what you expect. Whether 500 pounds or truckloads, we guarantee it.



Inventory Management Know-How

Custom Private Labeling should be a turn-key operation, and with our Inventory Management Program it is, from start to finish. We know how to purchase ingredients, maintain inventories and ship your products on time so you can focus on the important task of marketing your products. Our ultra-clean warehouse is professionally run and is dedicated to making you look as good to your customers as we look to ours.



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Retail Grocery

Dry Soup Mixes are fastest growing category in retail grocery

In order to take advantage of this fast growing niche, Northwestern Foods, Inc. teamed up with Soup 2000 of Minnetonka, MN to produce a complete line of retail dry soup mixes under the Cabin Cuisine® label and a variety of private labels. As with most of our products, when taste comparisons are made, our products come out on top and we've developed the packaging and process to make these mixes stand out in the category. Twelve varieties have been developed as well as a



line of All-Natural Soups and four flavors of Instant Soups. Variations on existing flavors are available and new products are in development to meet specific customer needs.

Our Cocoa continues to elicit "Wow's"

After over 10 years in the marketplace, our Premium Cocoas still are making converts out of new tasters and eliciting "Wow's" from just about anyone who tastes them. We've never compromised the quality of our Premium Line, using Non Fat Milk instead of Whey, the best Cocoa Powder on the market and Creamers that provide a truly rich mouth feel and great taste.

We've got a full line of flavors and other formulas that deliver different tasting experiences such as dark chocolate or extra creamy. Along with our

Cappuccino line, it's a sure winner in the category. We also make Organic Cocoas that really taste good.

Food Service

NFI Registers Café Exceptionale® for Cappuccino and Cocoa

In order to bring our great tasting Cappuccino line to the Office Coffee Service world, we've registered the trademark Café Exceptionale® (remember Charlie's?) and offer a full line of Capps and Cocoa in 2# bags, six to a case. We're competitively priced and we have yet to hear anyone (but a competitor) say that it's not the best cappuccino they ever tasted.



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Pizza Dough Mix business continues to grow

Northwestern Foods entered the mix business almost two decades ago by blending proprietary Pizza Dough Mixes and it's still a mainstay of our business. We've been with a number of our customers almost from their founding and we continue to grow along with them by providing guaranteed results with every bag and by working to help them produce the best pizza they can make, with training seminars for their employees, new ideas for better mixes and by unparalleled Quality Control. That's always been our hallmark.



Specialty mixes are our Specialty.

Proprietary, custom, specialty, call them what you will, they are what we specialize in; mixes that set our customer's apart from their competitors.

Whether it's a unique pizza dough mix formula or a drink base, we can help develop its full potential and guarantee consistent results from batch to batch and from store-to-store. The quality is in the bag.

Health Care Feeding

NFI develops quality standards to meet demands of this growing market

We've been producing products for the leaders in this category for many years and have continued to refine our quality standards to exceed the requirements and to be a valuable partner in making markets grow. Our procedures, from the moment we order ingredients through their coming into our plant all the way through our processing and out the door in a finished package, are thorough, careful and reliable, so our customers can rest assured that products from our plant will reflect well on their name. You can stake your reputation on it. We do.

Nutraceuticals

Good-for-you products get good tasting in our labs

While there may be a perception that for something to be really nutritious it has to taste bad, our lab continues to challenge that assumption with new Nutraceutical products that don't just taste "OK", but taste really great; and of course the nutrition is all there. We're up to collaborating with anyone who wants products for this burgeoning market that will really sell because people will want to keep eating them. Bring us your ideas and we'll make them into good products.

Gift Components

Our ever-expanding line of gift, premium and catalog mixes

Our innovative lab and creative sales team have



made us very popular in this fast growing arena. We do all the standards well: Cocoa, Cappuccino, Iced Tea, Lemonade, etc., but we also have come up with a long, long list of items from Angel Cake to Zucchini Bread*. We make sure that they taste good and we work to make products that make sense in terms of pack size, cost and presentation. We're constantly developing new items and improving old ones, so we can keep any gift catalog fresh and a step ahead of the competition.

*Ask for the list of all the items in between.

Organics

A full line of products from our Certified Organic Facility

Northwestern Foods' plant is not only Kosher and Halal certified, it's now Certified Organic by Oregon Tilth. The lab evaluates new organic ingredients constantly and is taking advantage of the growth of their availability to create a wide range of products that can be certified. It all started with our great tasting organic cocoa and has led to a host of tasty new products. It's a category that will grow for a long time and we're in a great position to help customers get in on the fun.

A sampling of items we currently produce:

Premium Hot Beverage Mixes

- Flavored Cocoas
- Flavored Cappuccinos
- Chai Tea
- Apple Cider
- Organic Cocoa
- Organic Soy milk Cocoa
- Wassail
- Instant Coffee

Premium Cold Beverage Mixes

- Iced Teas
- Lemonade
- Iced Cappuccinos
- Shave Ice
- Milk Shakes
- Italian Ice
- Nutritional Drinks
- Sports Drinks

Premium Bakery and Bread Mixes

- Scones
- Brownies
- Quick Breads
- Pancakes
- Cookies
- Muffins
- Focaccia
- Hush Puppy
- Cake Mix
- Cereal Mix

Premium Soup Mixes – Instant and Cook-Up

- Potato
- Broccoli Wild Rice
- Minestrone
- Chili
- Pea
- Tomato
- Chicken Noodle
- Chicken Vegetable
- Vegetable Beef
- Cream of Chicken

Pizza Dough Mixes

Over 40 different formulas:
New York Style, Pan Style, Thin Crust, Whole Wheat, Mexican, Regular

Northwestern Foods, Inc.

What to Look For in a Private Labeler

PRODUCT CAPABILITIES	NORTHWESTERN FOODS, INC.	ORDINARY PRIVATE LABELER
Blending	Powders	?
Packaging	Difficult Formulas Vertical Form/Fill/Seal Horizontal Form/Fill/Seal Canister Fill/Seal Bulk	?
Capacity	24,000 Ft. plus warehousing	?
Quality Assurance	HAACP CGMP TQM	?
Confidentiality	Assured	?
Location	North Central US	?
Facility	New Construction	?
Sanitation	Exceeds Standards	?
Experience	Over 24 years	?
Laboratory Services	New Product Development Formulation Improvement Cost Containment Compliance Assistance	?
Kosher Certified	√	?
Halal Certified	√	?
Organic Certified	√	?
Inventory Management	√	?
Minimum Run Size	From Start up to Production	?
On Time Deliveries	Guaranteed	?
Price/Value Ratio	Consistently High Value	?
Ingredient Sourcing	Our business for over 24 years	?
Team participation	Full collaboration	?



Northwestern Foods Inc.

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How to contact us...

651-644-8060

FAX 651-644-8248

Then dial these extensions...

Accounting	28	Production Manager	36	Sales <i>Private Label</i>	21
Customer Service	35	Operator	0	Sales <i>Distributing</i>	26
Finance	23	President	22	Research and Development	37
General Manager.....	30	Purchasing	33	Shipping and Receiving.....	27
Maintenance	42	Quality Assurance	41		

Northwestern Foods decided to take advantage of modern phone technology by installing an automatic answering system, but with a difference. Our goal is to shorten your wait time, not to frustrate you, so this directory allows you immediate access to anyone at NFI as soon as the system answers. We pledge to answer on the first ring and allow immediate transfer to any extension or a live operator. so instead of long-winded messages and long lists of options, we offer quicker connections which show we value your time as much as we value your business.

Or call
1-800-23-MIXES
and then dial the extension

also visit our web site at...
www.northwesternfoods.com