



NHP/FI CONFERENCE

FUNCTIONAL INGREDIENTS... TODAY'S TRENDS AND CHALLENGES

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AIC, Inc.



INTRODUCTION

THIS WAS ME!

(ok that's not really me!)

Accountant



THIS IS ME NOW!

(ok that's not really me either!)

Successfully bringing new ingredients to market



GROWING AREAS FOR FUNCTIONAL INGREDIENTS

Aging Population

- Eye Health
- Cognitive Health
- Joint/Bone Health
- Immune Support

Children

- Reduced Sugar
- Fibre
- Cognitive/Mental Health
- Immune Support

Active/Healthy Lifestyle

- Protein/Fibre Intake
- Muscle Recovery
- Joint/Bone Health
- Weight Loss



GROWING TRENDS

Gluten Free

Non-GMO

Natural

Sustainable

Vegetarian/Vegan

Allergen Free

Whole Food

Clean Label

Non-Chinese

Most importantly...it must taste good and be affordable!



WHAT WE LOOK FOR WHEN CHOOSING A NEW PARTNER

“Right Fit”

Regulatory

Market Data

“Me too”
Differentiation

Market
Segments

Competitive
Pricing

Lead Times

Distribution
Model

Research



WORLDWIDE SOURCING



AIC partners with long term, high-quality manufacturers to ensure we provide our customers with consistent and reliable sources of supply. Over the past 40+ years, we have built relationships with global partners allowing us to provide our customer base with unmatched sourcing from around the world.



22 SALES OFFICES

Our Regional Sales Offices offer customers local support in major business centres across North America.





19 WAREHOUSES

On average, AIC keeps over 20% of its annual sales dollars in inventory





WHY AIC?

- **Sales & Marketing Company in business since 1972**
- **60% of employees dedicated to Sales and Marketing**
- **Coverage in Canada, the United States and Mexico**
- **Well established with a strong financial position**
- **Third party testing program for ingestible ingredients**
- **Large loyal customer base**
- **Warehousing in key market centres**
- **Well established online presence**



IN CLOSING

Questions ?
Comments?

Visit Our Website
www.aicma.com

Thank you!