

Press Release
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Contacts:

Anna Batsakes
AB Brand Direction
2709 Irving Ave. S.
Minneapolis, MN 55408
anabatsakes@mac.com
612-618-9091

IFP and FutureCeuticals Join Forces to Present Finished Powder Product Concepts at PIX

(April 30, 2010) IFP, inc. (Innovative Food Processors) and VDF FutureCeuticals, Inc. collaborated on the design & development of functional powder finished product concepts to show at PIX (Product Innovation Xchange) in Park City, Utah earlier this month.

The PIX project is part of an ongoing initiative between IFP and FutureCeuticals to research, develop and manufacture trend-forward finished product concepts in innovative powdered beverage and dietary supplement formats. These “ready to commercialize” concepts showcase innovative ingredient and processing technology expertise from the two partners in order to generate targeted ideas and jumpstart NPD (New Product Development) initiatives within the CPG (Consumer Packaged Goods) industry.

“We’re interested in aligning ourselves with our clients strategic initiatives,” explained Peter Holocher, New Business Development Director for IFP, inc, “Our goal is to help identify unmet needs early in the process and then to search for relevant ingredients and application solutions that deliver a well-positioned product that is timely and on the mark.”

The FutureCeuticals/ IFP partnership is intended to create a complete turnkey process for new powder products. FutureCeuticals core capabilities include the development of bioactive functional fruit, vegetable and grain-based ingredients, bioclinical research and clinical study capabilities, and ingredient manufacturing. IFP picks up the process with leading-edge functional powder product development and formulation, processing and manufacturing of powder products including marketing and versatile packaging solutions.

“FutureCeuticals is dedicated to finding the most trend-forward and efficacious ingredients,” said Hartley Pond, VP of Sales for FutureCeuticals, “Our TargeTest™ platform of biomarker-focused acute clinical case studies scientifically validates

ingredients for bioavailability and activity in the human body, and also clearly illustrates how the ingredients add a strong consumer proposition into today's competitive market. Identifying the next "hot" ingredient early on offers companies a competitive, differentiatonal leg up, and saves both time and money."

IFP's turnkey powder manufacturing capabilities expands the full commercialization process from concept through product packaging, streamlining the process for a "faster to market" advantage. "Our powder product design and development team uses innovative agglomeration and encapsulation techniques and are equipped to handle all R& D, quality assurance, regulatory, packaging and logistics issues," said Ephi Eyal, CEO and President of IFP "IFP partnering with FutureCeuticals offers CPG companies a well rounded team of experts to design and manufacture a powder product from ingredient straight to the shelf."

IFP, Inc. develops, commercializes, and manufactures powder products that provide benefits beyond basic nutrition. They specialize in functional beverages, sports/ nutrition supplements and medical foods containing high value ingredients such as fibers and prebiotics, anti-oxidants, probiotics, natural sweeteners, vitamins and minerals and amino acids. Customized processing services include leading-edge agglomeration and micro-encapsulation technologies. They also offer versatile packaging solutions including the popular stick pouch technology. Home to PrimeCap® Specialty Ingredients. NSF Certified GMP for Dietary Supplements and SQF 2000 Level II.

FutureCeuticals, Inc., a sister company of the 100 year old Van Drunen Farms, is a forward-thinking bio-researcher, product developer, organic grower and vertically integrated manufacturer of 21st Century fruit, vegetable and grain-based ingredients for the greater food, beverage, functional food, nutritional supplement and cosmetic industries.

For more information on IFP, inc. visit <http://www.ifpinc.biz>

For more information on FutureCeuticals visit <http://futureceuticals.com>

For more information on NSF Certification visit <http://www.nsf.org>

