



MEDIA ADVISORY
March 17, 2017

Contact: Amy Olson
262-409-2626
aolson@waukesha.org



First Choice Ingredients Expands in Menomonee Falls

Who: First Choice Ingredients and the Waukesha County Center for Growth

What: Ribbon cutting ceremony to celebrate First Choice Ingredients' expanded production facility in Menomonee Falls

Where: N92W14224 Anthony Avenue, Menomonee Falls, WI 53051

When: Monday, March 20, 2017 at 11:30 a.m.

Why: First Choice Ingredients (FCI), headquartered in Germantown, acquired an 83,000 square foot facility in Menomonee Falls to help with their expansion efforts. FCI currently employs 110 people and have committed to hiring a minimum of 20 new employees at the new facility in the next three years.

Interview Opportunities: Jim Pekar, President & CEO of First Choice Ingredients
Tim Casey, Director of Economic Development, Waukesha County Center for Growth
Suzanne Kelley, President & CEO of the Waukesha County Business Alliance

###

About First Choice Ingredients

First Choice Ingredients, Inc. is a family-owned, global supplier of dairy flavors started in 1994. FCI's full line of dairy powders, liquids and pastes includes over 300 offerings, many of which can be found in the recipes of some of the top food brands in the world. For more information, contact Rachel Farina at Ellingsen Brady Advertising, 414.224.9424, rachel@ebadvertising.com, or Sarah Newbauer at FCI 262-251-4322 or NewbauerS@fcingredients.com.

About the Waukesha County Center for Growth, Inc.

The Waukesha County Center for Growth, Inc. is Waukesha County's economic development organization. Created in 2016 by Waukesha County in partnership with the Waukesha County Business Alliance, the Wisconsin Small Business Development Center and local municipalities, the mission for the Center for Growth is to serve as the central point of contact for businesses looking to grow in Waukesha County. The Center for Growth works to ensure each organization doing business in Waukesha County will reach its fullest potential. For more information, please visit www.waukesha.org/EDO.