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EDITORIAL RELEASE

For: Formax[®], Inc.

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Formax[®] Tooling Systems Help Processors Stay Ahead of the Trend

Formax[®] is converging on today's hottest markets with new forming systems and tooling that helps processors stay ahead of meat and poultry trends. Innovative systems, like Tender-Form[®], Verti-Form[®], True-Sculpt[™] and Port-Fill[®] are driven by a combination of consumer and processor demands for healthier, more flavorful and convenient foods.

Historically, Formax[®] was instrumental in the development of chicken nuggets, skinless sausage and more. Their forming machines prove more efficient by reducing costs and fueling ROI.

Trend #1: "Off-the-Bone" Meat & Poultry

Nothing is hotter in today's market than "off-the-bone" selections like hot wings, drumsticks and riblets made with True-Sculpt[™] tooling. These offerings fit into a new product niche, "the dip-able meal", whose sales are driven by consumers that want convenience and variety.

The True-Sculpt[™] dimension means products that look better, cook better, keep their shape better and offer better portion control. As one poultry executive put it, "Appearance is of paramount importance, because before a customer can enjoy the taste and texture, they first notice how it looks." The precision of the True-Sculpt[™] tooling creates excellent product appearance and exacting portion control that can lead to higher sales and consumer satisfaction.

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Trend #2: Low Carb Popularity

The popularity of low carb diets makes exacting portion control essential as meat and poultry processors are faced with higher commodity prices. The low carb trend is leading processors to a broad array of bunless and breadless center-of-the plate items, including chicken and turkey wraps, salads topped with chicken breasts, steaks and more. There's plenty of bacon out there, too, keeping flavor and portion control at the forefront.

Formax[®]'s Verti-Form[®] filling system is a shining example of how the company is addressing new opportunities with portion controlled products. Verti-Form[®] creates center-of-the-plate items such as strip steaks, chicken fried steaks and porkchops.

The same goes for poultry with Formax[®]'s popular Port-Fill[®] and Poultry-Plus[®]. Port-Fill[®] is Formax[®]'s filling system for chicken nuggets and chicken fingers. By adding Poultry-Plus[®], natural looking breast shaped portions can be formed and used as a center of the plate item.

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