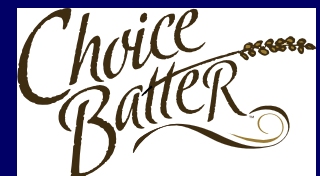


# The CrispTek/Choice Batter<sup>®</sup> Story

**Wayne Swann**

Senior Advisor, Partner

**CrispTek**



# The CrispTek/Choice Batter<sup>®</sup> Story

## Howard Community College

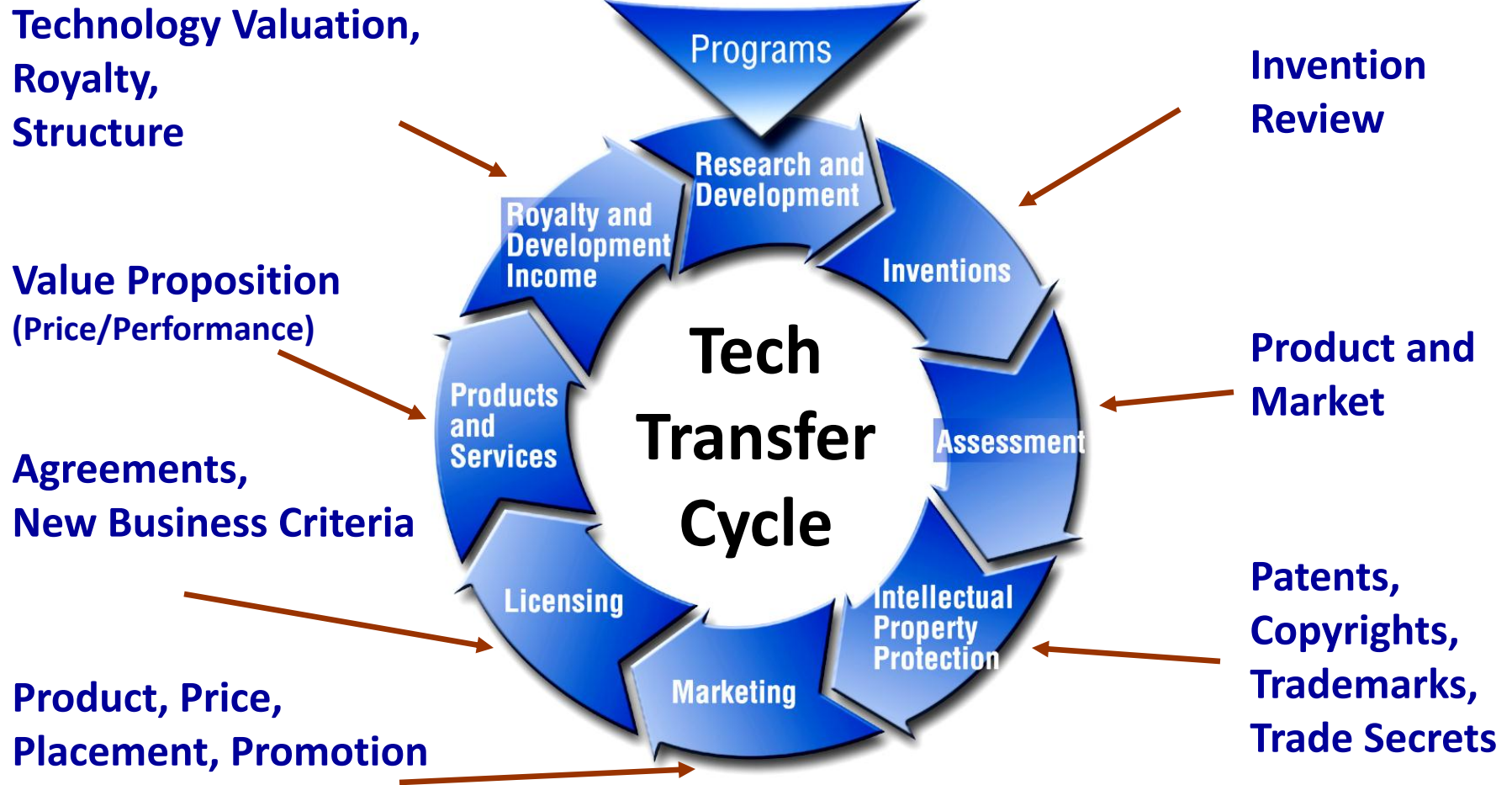
### NSF Partnership for Innovation Grant

- USDA-ARS
- Howard County Economic Dev. Auth.
- TEDCO

## Technology Assessment Program

## Taking Innovation to Market

# Instructional Platform





**USDA-ARS**  
**Kim Daigle**  
**Fred Shih**

**U.S. Patent**  
**6,224,921**

# Howard Community College Entrepreneurship Program Class



# Low Oil Absorbing Frying Batter

## **Value Proposition - Healthier Foods**

- Up to 50% less oil absorbed/frying – Obesity in US
- Gluten Free / Celiac Disease
- Food Allergies – Free From Big Eight

## **Consumer Shelf Placement - Stores / Distributors**

## **Frozen Food Placement - Bulk to Food Processors**

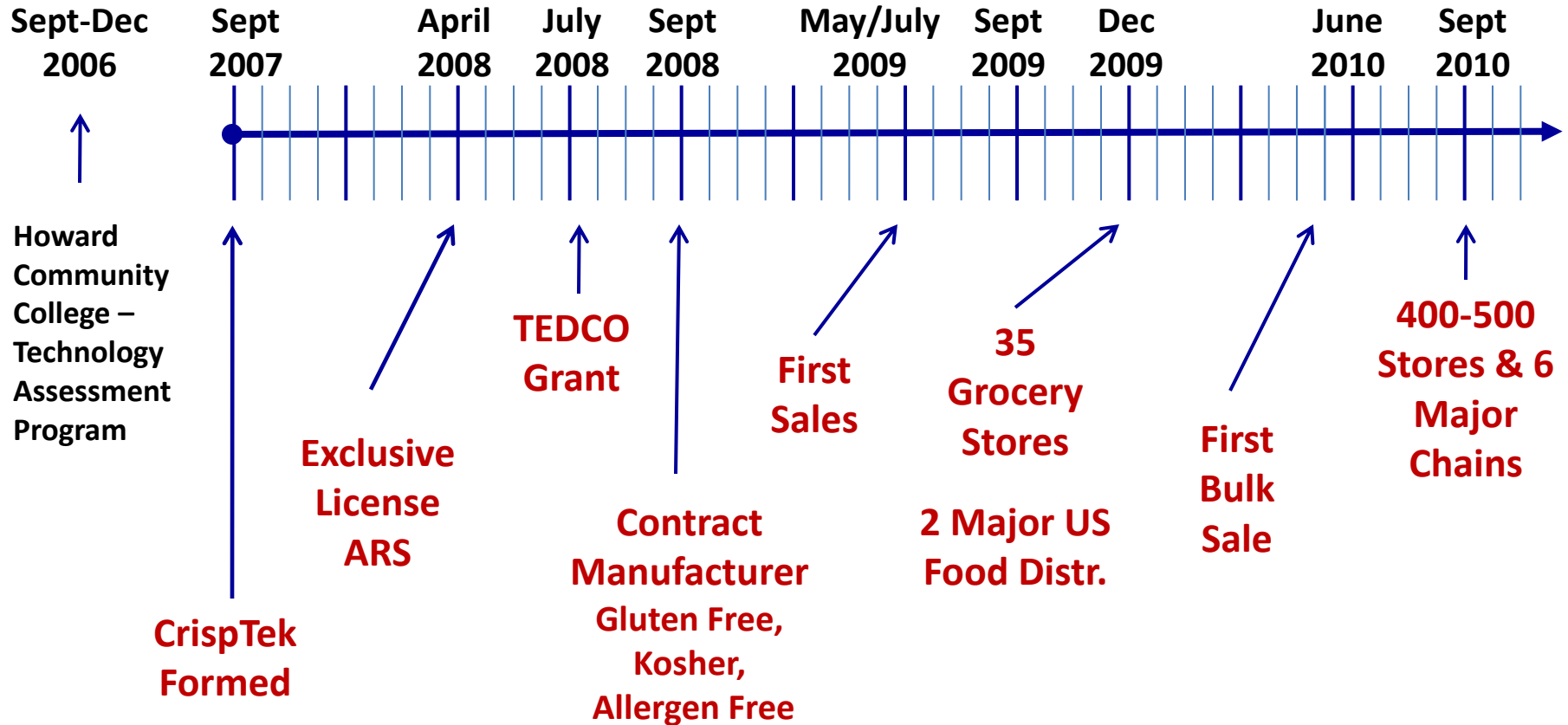
## **Consumer Fresh / Ready Placement - Bulk for Fast Food; Restaurants; Deli Fresh**

# CrispTek... Makers of Choice Batter



- ✓ Absorbs up to 50% less oil
- ✓ Great taste and crispy texture
- ✓ Certified Gluten Free
- ✓ Certified Kosher Pareve
- ✓ Free of the 8 most common food allergens

# CrispTek/Choice Batter<sup>®</sup> Time Line



**\$4.7M sales, 95 jobs, impact in 4 states (MD, IA, IL, TX)**

## Customer Testimonial

On Tuesday evening the Richland County Celiac Support Group had its monthly meeting at the Presbyterian Church in Mansfield. There was great anticipation. We were trying Choice Batter for the first time. Barb Swartz and I set up our work space in the kitchen. Earlier that afternoon, we baked chicken, sliced apples, pears, and of course, onion rings. We fried just about everything in sight, and the group ate like they hadn't eaten before. The onion rings that are usually taboo were there for the eating. Tiny breaded apple bites were like bits of pie. Pieces of mozzarella cheese, while not quite how we envisioned it, were gobbled up. We even tried to fry a marshmallow.

Thank you for the chance to try a new product. While some products we have tried have had less than stellar results and taste, Choice Batter is definitely a keeper.

*– Peg Snyder, Ashland, Ohio*

