

### Haliburton goes International

I recently took a one week trip to China to research, audit and learn more about vegetable manufacturing plants in the provinces of Shandong, Zhejiang and Fujian. Traveling with a translator, who is also a Food Safety Auditor, was extremely helpful. He recommended a handful of the top plants in China to visit. This trip was organized to accomplish a few key items: audit pre-approved plants, maximize safety and quality of our imported products, verify traceability, lot numbers, certificates and gain a complete overview of each plant. This will ensure the safety and quality of our products for our customers. Haliburton will continue working on building long term partnerships and maximizing safety and quality of products with our international partners.

#### Leo Gastelum Procurement



Leo inspecting shelled Edamame defects.



Leo inspecting shelled Edamame for foreign material.



### What's cooking this summer on our BBQ - Fire Grilled Shrimp

Summer has always been a perfect time for grilling outdoors, family barbecues and sharing great food with friends. So it's no surprise that restaurants leverage this time of year by featuring grilled menu items heavily on their menus during the summer and throughout the rest of the year. And why not, grilled foods done right can't be beat. From their intensely concentrated flavor and subtle smoky background to their signature appearance, grilled foods are extremely crave-able, have a healthy halo and look great on the plate!

This is why in the last year we have been busy in the test kitchen developing a new product line, which we are pleased to announce has been expanded to include fire grilled shrimp. Capitalizing on the same proprietary "fire grilling" and freezing technology we use to grill our vegetables and fruits, we have begun producing an array of fully cooked IQF shrimp products that deliver on the

smoky grilled flavor your customer's expect. Currently our shrimp is available in sizes ranging from as small as 51/60's to a larger 21/25 count. They are fully cooked, peeled & deveined and ready to eat from a thawed state or heated in a microwave, in a sauté pan, on a griddle or in a steamer.

From our standard canola & olive oil grilled shrimp seasoned with sea salt and black pepper to a variety of signature spice blends, we have on-trend flavors to match your menu initiatives. Whether it be a hand crafted Latin inspired guajillo spice blend, a dusting of Indonesian curry seasoning or a custom blend made to your specification, we can easily meet your shrimp flavor needs.

That's what's cooking this Summer on our BBQ, we hope to hear from you soon!!

**Rich Marasco**  
Director of Culinary Development

## What's in the Future for Haliburton - A new 300,000 sq. ft. Manufacturing Plant

Demand for our products has been exploding over the last few years. This investment will allow us to increase our production, development and research capacity and continue our leadership position in innovation and new product development. It's a great time to invest in California and the City of Ontario is an ideal location for this new facility. It offers a progressive, business friendly environment with a talented work force and a vibrant cultural environment. The proximity to three of southern California's main highway systems was an important logistical consideration.



Located adjacent to the Ontario International Airport and central to all 3 of California's main growing regions.

Work on the new facility will be completed in three phases over the next 18 months. The first phase is the construction of a refrigerated and frozen foods warehouse and distribution facility, with construction expected to be completed this year. The second phase will be the addition of manufacturing space including a new USDA frozen meal operation, additional product development and pilot plant capabilities and two new state of the art culinary kitchens. Phase two is expected to be completed in June 2012. The final phase will be the addition of approx. 35,000 sq. ft. of office, which will house the company's new corporate headquarters when complete.

The new facility will incorporate many of the newest industry technologies into a large state-of-the-art manufacturing facility and will provide the important economies of scale our customers require.

**Ian Schenkel**  
President and Chief Executive Officer

## Trade Shows: The Success of the Deli

Going to the deli has become a lot more popular with home meal replacement consumers on the rise. Today's consumer is on a tight time crunch and is health conscious. Lunch-goers come in to grab a quick fresh lunch instead of going out to a restaurant or going through a drive-through window. They also frequent the deli after work to bring home a complete meal that is healthy and easy to prepare. Consumers like seeing the fresh product assortment that they can offer to their families. People are looking for more ready to heat meals that are fresh, visually engaging and full of flavor. If the consumer can come to the deli and buy a prepared side dish or meal and then take it home to heat and serve they will feel as if they are buying a fresher product for their family.

At a recent tradeshow we surprised a lot of deli purchasing decision makers with our large variety of pasta blends, rice blends, fire roasted vegetables, hummus

and salsas - needless to say, we had a lot of sample requests.



Jorge Aguilar, Deli Sales Manager at the IDDBA show.

Contact us about our deli program to learn more about how we can supply your deli with our unique clear containers to house the items and provide marketing support. Our marketing department has the capability to make custom label designs for the deli trays and cup program.

**Andrea Ables**  
Marketing Manager



## Research & Development: Globally Inspired Hummus

Hummus is a popular dish that originated in the Middle East, and now this ubiquitous dip is common fare in grocery stores and restaurants alike, you can find variations made with beans, spices, and chiles. There are over 1,000 types of legumes this includes a host of heirloom bean varieties grown all over the world. In many cultures legumes are a basic dietary staple for more than 20,000 years and have been intricately woven into the fabric of human history. Beans in general have great versatility neutral in flavor, different textures such as soft-creamy to chewy and hearty and are a perfect canvas to create craveable and rich flavored hummus that tells a story.



Known as a healthy menu choice, this low-fat, high fiber favorite is often served with bread, chips or as a spread.

The Innovation Teams at Haliburton have traveled internationally researching culinary cuisines from around the world and this inspired us to develop a line of globally inspired hummus. We have a Fire Roasted Wasabi Edamame, Red Curry Lentil and Tuscan White Bean all of which are inspired by ingredients and flavors of those of global regions. We know our customer are culinary savy and more than ever are demanding great global flavors. The Innovation teams will continue to develop great products to meet those demands.

**Romanna Clark**  
Director of Research and Development

## Trendy Sauces

It's all in the sauce. A sauce which does not have a standard identity can instantly deliver flavor and transform any dish into something exciting and memorable. Sauce development at Haliburton is a core competency where customization is deeply researched. This means ensuring sauces to be functionally sound and perform well in application. We stay current with on-trend flavors and our customers are looking for authentic, global flavor profiles in their sauces, for example adding Thai spices to a Hollandaise Sauce. Developing a sauce base or Mother Sauce is another emerging trend which provides versatility to create



Shaoshan Beef

multiple products from dressings, spreads, and dips with one core flavor. Also, condiments such as mustard, ketchup and mayonnaise are taking on new flavors with the addition of fruits, seeds, nuts, peppers, and liqueurs.

**Marcie Joseph**  
Senior Food Technologist

## Bobby D. Ray Named Vice President of Retail Sales

Bobby has assumed responsibility for the retail business unit here at Haliburton. He is a senior sales and marketing executive with a proven record of building businesses, organizations and people. Bobby held senior management positions at leading CPG companies for both Fortune 200 and Privately Held businesses such as Allens Inc., The Pictsweet Company, Birdseye Foods and Dean Foods before joining Haliburton recently. Bobby is an active industry leader, advocate and innovator with a solid reputation of performance. He has served as Chairman of the Private Brands Committee and a member of the Board of Directors of the National Refrigerated and Frozen Foods Association (NRFA), member of the American Frozen Food Institute (AFFI) where he served on the Board of Directors and Chaired the National Conventions in 2009 & 2010 and member of the Private Brands Executive Committee of the Food Marketing Institute (FMI).

**Don Maderich**  
Vice President

## Quote of the month

“Haliburton is a one of a kind resource for us at Taco John's. They have helped us from matching a mainstream salsa to creating complex Mexican flavors to brainstorming new concepts and flavors for our future. I almost hate to recommend them to others because I like them as a secret weapon.”

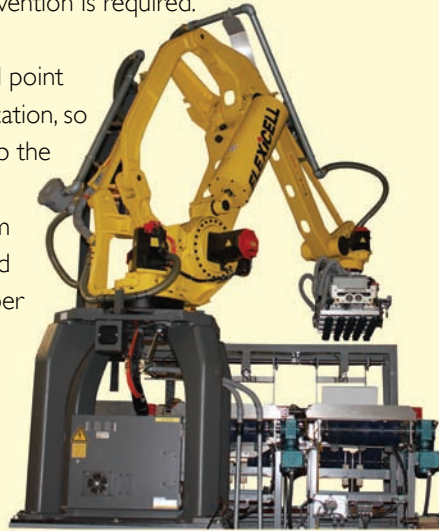
**Bob Karinsy**  
Vice President for Menu Strategy and Innovation  
Taco John's® International

## Haliburton partners with Flexicell

The M-410iB is a four-axis, servo-driven robot with an integral mechanical and control unit. The end-of-arm tool (EOAT) is a patented Flexicell "Servo Gripper," which uses an array of vacuum cups to pick up the cases. This EOAT is capable of handling different size cases and automatically adjusts itself so no operator intervention is required.

The cases are delivered to a fixed point and the pallet is also in a fixed location, so the robot knows where to pick up the case and where to place it. The product being run is selected from the menu in the robot control and this automatically selects the proper stacking pattern.

**Don Maderich**  
Vice President



Model M-410iB Robot Servo Gripper

## Focusing on Core Values

Since our inception, core values have defined the way that we interact with customers, suppliers and each other. They shape the culture of our company and guide how we behave and make decisions. Each newsletter, we define one of our core values. This month we define **Profitable and Sustainable Growth**. We pursue training and professional development opportunities to ensure that we are knowledgeable, up-to-date, and continue to grow, both as a company and as individuals. We believe that profitability ensures the autonomy necessary to continually improve our ability to serve our customers and be the leader in our industry.



Equal parts food, science and taste.

## Team Member Spotlight

**Alicia Urena**  
Customer Service Manager

With over six years experience in sales and customer service in the food industry, Alicia Urena strives to make customer service flawless at Haliburton International Foods. Alicia began her career in the food industry at McCain Foods (formerly known as Jon Lin Foods) as a Sales Coordinator and came to work for Haliburton two years ago. Alicia started as a Sales Coordinator and was recently promoted to Customer Service Manager.

Alicia currently manages a team of Sales Coordinators that ensure every order is handled quickly and accurately. Alicia's team manages every order from receipt through shipment to ensure accurate pricing, on-time delivery and complete customer satisfaction. "There are a lot of details that only a Customer Service Manager can organize and make right. Taking the extra time and care to ensure that our customer's orders are being shipped accurately and on time is what I am here for," says Alicia Urena.

**Mary Alexander**  
Plant Engineer

With a degree in Maintenance Engineering and Management, Mary has worked with food industry leaders such as Amy's Kitchen, Inc. and Harry and David as a Senior Project Manager and Senior Project Engineer respectively. Mary's responsibilities include Project Management, Maintenance, Facilities Management and continuous improvement programs. Mary will be responsible for the planning and construction of our new facility in Ontario, CA.

For more information e-mail us at  
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