



GTC Nutrition Pleased to Announce New Sales and Marketing Team will Heighten Prebiotic Awareness

GTC appoints Sales and Marketing Manager, Names New Technical Sales Representative and Public Relations and Communications Specialist.

GOLDEN CO, April 2003 – GTC Nutrition, LLC, the exclusive provider of NutraFlora® short-chain fructooligosaccharide (scFOS) in the Americas, introduces two additions to their workforce: Michelle Selzer as Technical Sales Representative and Denise Wagner as Public Relations Specialist.

In addition, Barbara Overton, the former Sales and Marketing Coordinator, has been promoted to the position of Sales and Marketing Manager. Her new role includes overseeing all the marketing and sales operations, as well as continuing to ensure client satisfaction. Barbara Overton has been with GTC Nutrition since 2002. Prior to GTC, she gained a “world” of knowledge working in international marketing and communications for over 20 years.

“These new additions to our marketing team create the perfect opportunity to raise consumer awareness about prebiotics,” reports Patrick Smith, CEO, “Our goal for 2003 is to use our new team’s skills to heighten the message to consumers and thereby consistently increase the value of our products to food manufacturers.”

Michelle Selzer comes to GTC with a bachelor’s degree in Food Science. As a previous Product Development Technologist at a well-known sports nutrition company, she obtained a strong foundation in product development for the food industry. Her expertise allows her to share the innovation of NutraFlora® with food manufacturers at the onset of their relationship with GTC.

Denise Wagner brings a fresh perspective to the food industry and hopes to reveal the benefits of GTC Nutrition’s food ingredients to the media with new vigor. Her goal is to raise consumer awareness about the many advantages of scFOS™, resulting in a value upsurge for products containing NutraFlora.



About NutraFlora®

NutraFlora is an extraordinary natural prebiotic fiber that increases intestinal health faster and more efficiently than any other product on the market today. At 95% pure short-chain FOS, it is by far the purest form available. As a result, it has the lowest inclusion rate and feeds the most types of beneficial probiotics compared to any other fiber. Several scientific publications and studies support that as little as 1 to 3 grams of NutraFlora daily will dramatically boost the body's ability to absorb calcium, making it a choice ingredient when formulating for bone health.

Because of its composition and positive technical attributes, such as low viscosity, limited Maillard reaction, and low inclusion rates, NutraFlora is a versatile ingredient, elegantly fortifying milk, yogurt, powdered drinks, drink boxes, bottled water, shakes, candy, cereal, baked goods, nutrition bars, ice cream, soup, jams and jellies, baby food and much more.

About GTC Nutrition LLC

GTC is a leader in providing natural, science-based ingredients to the food processing, dietary supplements and animal feed industries. GTC promotes health throughout North America, South America, Australia and New Zealand with innovative functional food ingredients and unsurpassed customer support. For more information, visit www.gtcnutrition.com.

Meet GTC's new team at the IFT Expo July 13-16 in Chicago. Come to booth #4992 and discover some exciting ideas that will please your taste buds and ultimately your consumers' health.