



THE ASSOCIATION FOR

# DRESSINGS & SAUCES

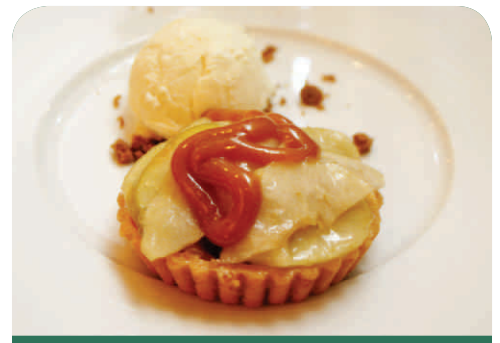
*Discover the Benefits of Membership!*



The Association for Dressings and Sauces (ADS) is THE trade association representing manufacturers of dressing, sauce and condiment products and suppliers of ingredients, packaging, equipment and services. A membership with ADS unites you with manufacturers and suppliers, domestic, international and global, who are already taking advantage of the many benefits ADS has to offer.

## Why should your company consider a membership with ADS? Here are just a few reasons shared by our members:

- ADS serves as an advocate and singular voice for the industry, providing input on legislative, regulatory and trade issues, such as food safety, nutrition labeling, energy, obesity and food additives.
- Action Alerts keep ADS members informed of breaking issues and solicit input on critical topics.
- Through ADS' Technical Program, members share their expertise on a variety of industry-specific topics including packaging, food safety, emulsions and quality. Through ADS as the vehicle for knowledge sharing, members have access to up-to-date and comprehensive Technical Manuals and other materials containing guidelines and best practices for the industry. ADS also sponsors vital Industry research to assist members in their day-to-day activities and with regulators or other publics.
- ADS' Consumer Awareness Program reaches out to consumers and the media through targeted promotion activities with a goal of increasing consumption and ultimately sales of salad dressings and sauces. ADS also keeps members informed of key industry trends enabling them to react quickly to shifting consumer expectations.
- ADS acts as a catalyst for the exchange of ideas and development of solutions. The Association provides two face-to-face networking and educational events each year; a Technical Meeting in the Spring and a Marketing/Business focused Annual Meeting in the Fall. Members also interact via a variety of committees and task groups depending on their areas of expertise and interest. From emulsions to crisis management, ADS has it covered.



**1** Manufacturing Membership: Eligible manufacturers making any of the following dressings, sauces and similar products: mayonnaise and salad dressings (standard and non-standard, refrigerated and shelf stable, spoonable and/or pourable, regular and modified), dry mixes; sandwich spreads; tartar sauce; and other condiments, such as prepared horseradish, horseradish sauce, barbecue sauce, soy sauce, Worcestershire sauce, Mexican sauce, seafood sauce, steak sauce, hot sauce, salsa, marinades and other sauce products, salad products and flavorings; mustards and dips (refrigerated and non-refrigerated).

**2** Supplier Membership: Eligible Suppliers provide the following (but are not limited to): ingredients, packaging, equipment and services to the dressings and sauces industry.

**3** Combined Membership: For those companies that manufacture AND supply, a Combined Membership provides benefits to both sides of your business. For additional details on this category of membership, visit the ADS Web site.

And this is just the beginning. As an ADS member, you gain access to an unparalleled network of experienced leaders. You become a part of the most important and only trade association serving the dressings and sauces industry.

### Contact Us Today!

[ads@kellencompany.com](mailto:ads@kellencompany.com) or call ADS Headquarters at 404/252-3663 and speak with Jacque Knight.

Visit the ADS Web site at [www.dressings-sauces.org](http://www.dressings-sauces.org) for the latest information including dates and locations of our meetings.

# Listen to what ADS members are saying...

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During the five years I have worked directly with ADS, I have found the organization to be extremely responsive to the needs of our industry. ADS continues to provide its members with timely information as it pertains to industry trends, legal and regulatory developments, and standard-of-identity issues. They have also been instrumental in communicating positive news about industry products, while responding to misinformation emanating from the media. I heartily recommend non-members of product categories represented by ADS to join an organization that really looks out for its members.

–Mike Bauer, Unilever

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Throughout the Association, there is an overall air of cooperation rather than competitiveness, which is refreshing. It's good to be part of an Association whose members and staff truly care about their industry. I can see this in leadership and staff interaction, as well as from the general membership.

–Wendell Christoff, Litehouse, Inc.

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No other organization provides the level of networking, resource information and personal assistance to connect with every facet of the dressing and sauce industry. It is through the ADS networking opportunities that we have forged relationships with many of our key supplier companies. The success of our business has been greatly enhanced by our involvement with ADS.

–Rick Duggan, Cain's Foods, L.P.

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Membership in ADS has many benefits. From technical programs to consumer awareness initiatives, our Association membership helps keep us current on the issues relevant to our industry. And the Technical and Annual Meetings each serve as excellent venues to meet industry professionals and discuss mutual challenges and triumphs.

–Tarric El-Sayed, The Clorox Company

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I've been an active member of the Association for many years, taking advantage of the unique opportunity to network with other professionals and executives within our industry. The technical information and support provided through ADS complements our own expertise specific to dressings and sauces.

–Mary Jane Knight, The Carriage House Companies, Inc.

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ADS membership is a great investment for any dressing and sauce industry supplier. They really work for us! Association membership continues to provide us with a cost-effective way to stay up on current trends in the industry, and provides a platform to easily meet all of the key contacts that we need to do business within the industry.

–Pete Leitner, Admix, Inc.

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We at Ventura value our membership with and the services provided by ADS. From participating in the Technical and Annual Meetings to working closely on various committee initiatives... ADS is truly our Association Partner. The always-timely and thorough response to our questions is very much appreciated. Thank you for being there!

–Jim Stangl, Ventura Foods, LLC

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My participation in ADS continues to be a very positive experience. Through my association with these dynamic members, I have garnered invaluable information that has benefited the growth of our business. I will be able to draw upon the ADS business relationships that I have established for many years to come.

–Mark Thompson, Archer Daniels Midland Company

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