



AMERICAN TARTARIC PRODUCTS INC.

NEWSLETTER May 2009

Progress Update



Spring has arrived and before we know it, harvest will be here. Many things have happened since our last newsletter, and I take this opportunity to update all of you on our progress.

New Website

Earlier this month, we launched our new website to reflect our new company look, and we encourage you to pay us a visit! Although we are still fine tuning some final edits, we were too excited to hold off any longer. Bear with us while we construct some of the final pages, as I assure you that it will be worth the wait. Our goal was to create an informative, user friendly site, and we look forward to your feedback on your experience.

New Products

Included in the new site is a mostly complete list our new Specialty Products.

From popular products like Liquid Gum Arabic and Liquid Gelatin, to Spray Dried Egg Whites and more complex fining agents, our product offerings are as comprehensive as ever. We have also introduced what we believe to be one of the most complete line of tannins, with more to come in the near future.

Coming Soon...

In the coming month we will launch an extensive line of enzymes followed by a new Malo-Lactic Culture developed specifically for the U.S. Wine Industry. We are confident that we will be ready to serve your every need this harvest, and we encourage you to trial some of the technological advances we are bringing to the marketplace.

New Partnership

Late last month, ATP and Begerow announced a new marketing agreement appointing ATP as an official distributor of Begerow's complete line of filtration products. Many of you may be aware of the high quality Begerow filter sheets, but it will be our pleasure to introduce you to their new D.E. Free Pads. Our new logo is not the only green you will see from ATP, and as with most companies today, we continue to find ways to minimize our carbon footprint. Helping our customers minimize their dependence on D.E. is a step in the right direction.

Final Note

We continue to clear out our extensive inventory of AEB products, as we still have many harvest items in stock. For a complete list of what is available please contact one of our Specialty Products Representatives or our main office in Windsor. Take advantage of our clearance pricing while supplies last.

Stay tuned for another update next month. In the meantime, we look forward to welcoming you at WWW.AMERICANTARTARIC.COM.

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