

# Performance for pets

With their new name announced in early June, CJ Foods, Inc., and American Nutrition, Inc. (ANI) are now unified as Alpha



Combining two of America's top manufacturers of super-premium pet food and treats, Alpha offers a broad product portfolio, and is the only super-premium manufacturer with a national

footprint of ten locations across six states. The company manufactures more than one billion pounds of dry, canned and baked pet food and treats each year, and brings together more than 800 passionate pet people who

are forging growth for this new industry-leading company.

"Alpha signifies our company's leadership role in the pet food industry in partnership and growth," says Dave McLain, former chief executive

officer of CJ Foods and now CEO at Alpha. "With the unification of CJ Foods and American Nutrition, the Alpha brand has unparalleled marketplace intelligence, research and development expertise with

turnkey production and supply chain capabilities."

"Alpha will build on the outstanding reputations of CJ Foods and American Nutrition as its skilled team focuses on delivering the highest quality super-



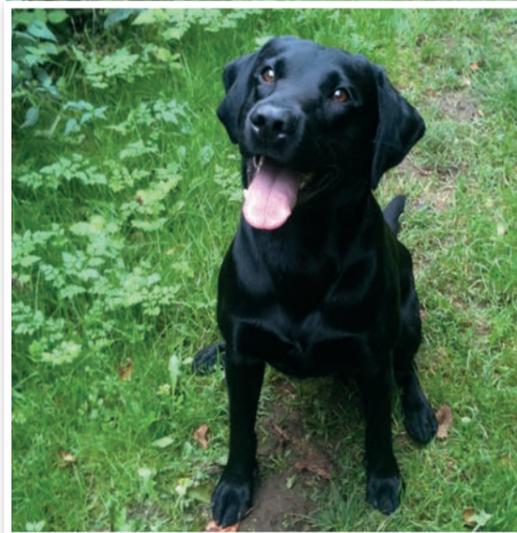
premium pet food and treats,” added Tod Morgan, Chairman of the Board, Alpha. “This partnership delivers growth for our customers, employees and communities.”

### Combined organization

Alpha is a portfolio company of J. H. Whitney Capital Partners (JH Whitney), a Connecticut based private equity firm that has owned CJ Foods since 2014 and acquired Lortscher’s Animal Nutrition (now LANI) in 2018. Earlier in 2020, CJ Foods purchased ANI (including Veracity Logistics).

ANI was one of the United States’ largest manufacturers of super-premium quality dry, canned and baked pet food and treat products. Operating five manufacturing facilities throughout the United States, ANI achieved a reputation of manufacturing excellence through its emphasis on quality and best-in-class SQF certified production facilities.

At the time of the acquisition, Tod pointed out how the deal had created the leading manufacturer of super-premium pet food, focused on producing and delivering the highest quality products to customers. As



two world-class manufacturers with complementary capabilities, the combination of CJ Foods and ANI offered an enhanced ability to provide higher levels of innovation to meet the ever-evolving opportunities in premium pet nutrition.

“Completing this transaction in a time of uncertainty speaks to the strength of the industry as well as these two world-class manufacturers,” David McLain commented, when the ANI acquisition announcement was made. “The combined organization will deliver an unparalleled national footprint and broad product portfolio with a focus on delivering products of the future through innovation and category leadership.

“CJF is thrilled to be moving forward with ANI to strengthen our customer value proposition with a continued singular focus on innovation and food safety, leading the industry with on-trend products,” he added.

# Reduce Reuse Recycle



# MORRIS PACKAGING

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As David highlighted, innovation was a top priority for CJ Foods, and this philosophy remains at Alpha, where its active and engaged research and development (R&D) team members are on hand to help customers capture trend opportunities and solve product challenges in record time. Alpha is committed to treating each brand as its own and offers innovation by pushing boundaries and creating new styles – whether that is in formulations, shapes, ingredients, textures or tastes. This means that the company can offer a range of services and specifications, including breed-specific, semi-moist, kibble with inclusions or something completely new and novel. Custom formulations, product validations, high-meat formulas and unique blending are all available, all of which will help to keep Alpha at the forefront of innovative pet food offerings.

This forward-thinking approach drives Alpha to push boundaries, and is one of the areas that sets it apart in the industry; furthermore, it operates in symbiosis with its unparalleled marketplace intelligence expertise. In this area, Alpha works as a personal brand advisor from concept to shelf, and it can bring deep industry know-how and market insights to every conversation, using everything from retail and cash register data to technical expertise to help customers make better business decisions for their pet food category or individual brand. Also, included within the area of market intelligence are Alpha's unique supply chain solutions, where it works with only trusted vendors and verified ingredients, so that its



clients can confidently reassure their customers about their products' origins and makeup.

### Focus on food safety

Another essential part of the supply chain is traceability – and Alpha's systems ensure a pet food manufacturer's capacity to trace the flow of products from end-to-end. Alpha's efficient traceability system is built to minimize the risk of recall – and maximize the efficiency of resolution in the event that one should occur.

The ability to be ready for a smooth product recall is an essential part of any food safety philosophy, and Alpha has inherited CJ Food's dedication to producing only the safest products in

the category. As a result, the company delivers the safest, highest quality products on shelf, and maintains an industry-leading food safety and quality system that is ahead of its time.

All Alpha facilities have developed and implemented food safety plans per the FSMA Preventive Controls for Animal Food Rule. Each written food safety plan includes:

- Facility overview and assigned food safety team
- Flow diagram
- Hazard analysis
- Preventive controls, including process, sanitation, and other controls
- Management procedures for preventive controls, including verification and implementation monitoring
- Procedures for corrections and corrective actions
- Recall plan
- Recordkeeping procedures

Preventing contamination is a critical aspect of pet food manufacture and efforts to prevent contamination

must be integrated into every facet of operations in order to be effective. Understanding this, Alpha's SOPs, cGMPs, and SSOPs introduce consistent controls that work hand-in-hand to prevent product contamination. The procedures in place include hygienic zoning (both staff/equipment movement and airflow) to separate raw ingredient handling areas from post-kill locations, established processes to ensure continuous plant sanitation and environmental monitoring conducted to ensure that food safety programs are effective.

### Custom solutions provider

Alpha's stable of turnkey certified production facilities are continually reducing process variation and implementing process controls, plus nearly all of its facilities are audited against the SQF Food Safety Code and SQF Quality Code annually.



But no matter how safety and quality are defined, measured and regulated, another of Alpha's priorities is always that customers continue to enjoy excellent service levels and a competitive edge. Indeed, the company is keen to be seen as more than just a manufacturer – it is a custom solutions provider, able to make some of the most complex formulas on the market to help its partners achieve their goals.

Whether they want to talk logistics or ingredients, the Alpha team can make a recommendation and then make it happen. In fact, in this latter area, the organization has more than 800+ ingredients at its fingertips through its ingredient milling sister company LANI, and is able to source what is needed to make a pet food formulation that's right for each specific customer.

Whether it's duck from France, lamb from Australia, or green-lipped mussels from New Zealand, Alpha connects customers with high-quality ingredients from audited sources that it knows and trusts. With its range including traditional dry or baked extruded kibble, savory baked treats and premium and super premium canned food, and even exotic flavors such as alligator, wild boar or buffalo, Alpha creates unique pet food products that are designed to assist its partners capture more market share.





When you purchase pet food produced by Alpha, you aren't just purchasing high-quality pet food but purchasing a bag engineered to keep the food safe and intact throughout its journey from the production line, to the warehouse pallet, to the consumer's home.

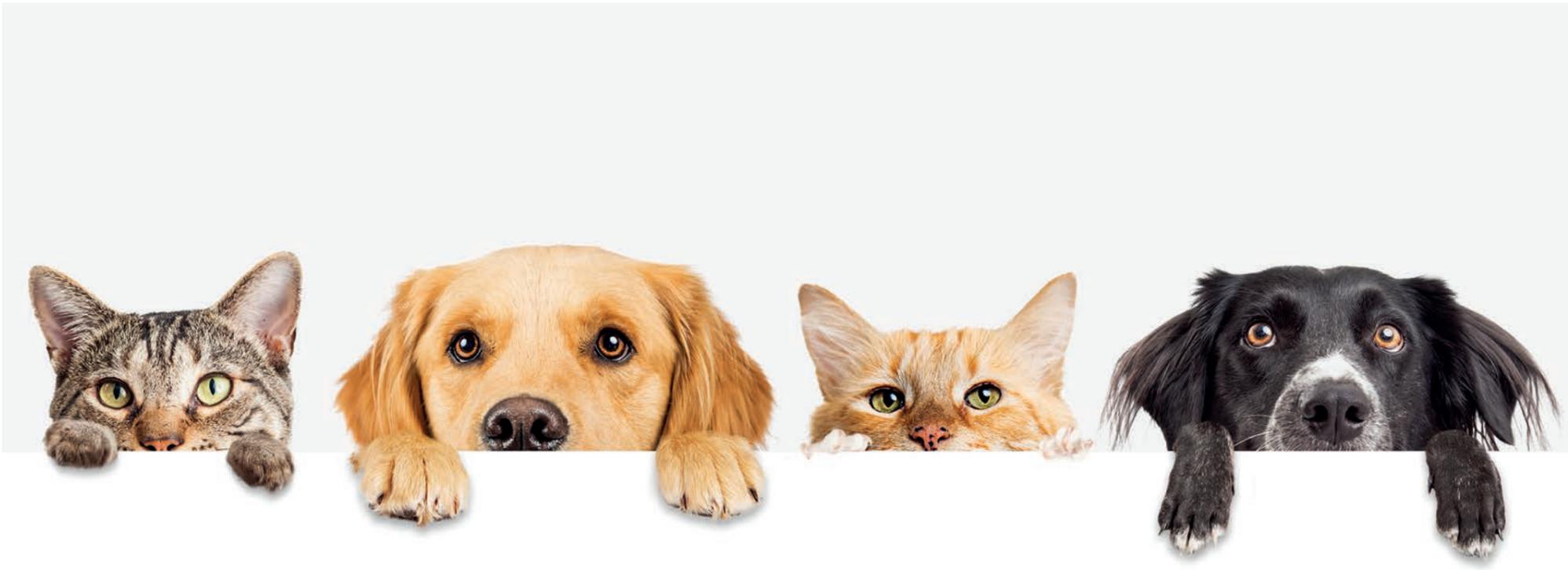
Morris Packaging produces many of the bags for Alpha dry pet foods. Morris Packaging is a leader in sustainability for flexible packaging. Starting from concept, Morris works with Alpha's engineers to right-size the package to eliminate extra material and reduce the carbon footprint while providing a proprietary structure to maintain maximum freshness and integrity.

Alpha's bags are produced in a green manufacturing process. By recycling and reusing what was considered waste, reduces emissions, pollution and minimizes natural resources used.

Through collaboration, Alpha and Morris Packaging developed a transportation model designed to reduce routes and maximize loads.

Morris and Alpha formed a complementary partnership based on the common values of communication, speed-to-market, and respect for society and the environment.



by pet food brands seeking a co-manufacturer capable of producing exceptional products, and retailers looking to develop, revise or expand their consumer pet food brands – whatever their requirements, thanks to its expertise, innovative approach and flexibility manufacturing capabilities, Alpha can deliver.

Alpha – the ‘alpha dog’ of the pet food industry – built on a manufacturing pedigree that is second to none and after decades of delivering leadership and growth in the industry, is facing a bright future. Having

already created an environment where great accomplishments are the norm, and where the team is dedicated to enriching the lives of pets around the world, Alpha is heading towards 2021 with further ambitious plans for growth and development. But whatever further successes the future holds, the company is sure to stay true to its roots and continue to maintain its leading edge, with one goal in mind - creating superior nutrition for pets that are loved around the world. ✦

[www.cjfoodsinc.com](http://www.cjfoodsinc.com)  
[www.alpha.com](http://www.alpha.com)

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**Talented team**

The best facilities, procedures and processes are all essential elements of a prosperous business, but the glue that holds them together, adds value and creates the optimal environment for success is the right team of people. From the top floor to the shop floor, Alpha is acutely aware of the importance of recruiting and retaining a talented team, all aligned to the common objectives of the business. Therefore, the culture at Alpha rewards hard work, enables professional growth and encourages passion for products throughout the team and offers an environment where great people doing great things will thrive.

Given that a people-centric culture is core to Alpha’s operations, as the Covid-19 situation evolved, it was only natural that the organization prioritized the safety and well-being of its families, customer partners, colleagues and vendors.

Recognizing that its partners trust its leadership in food safety and product quality, and in support of its communities and partners, Alpha has put in place guidelines as outlined by the CDC, and is taking the necessary precautions to reduce the spread of

illness and support the health of its team members and their families.

Office personnel are working from home where possible until further notice. The company has also established a dedicated cross-functional Covid-19 response team to ensure quick reactivity should any issues arise. Its customer service and sales staff continue to work as usual with phone calls being routed to their home offices, and are available to quickly address any of its customers’ needs. The situation continues to be monitored daily with the highest levels of leadership.

Alpha’s approach to the pandemic, as it works closely with its partners to navigate these unprecedented times, underscores its philosophy that when customers win, it wins along with them. This methodology is found in all of its activities, which is why it has become the partner for so many clients who are looking for excellent quality pet food.

With its firm foundations based on the legacy already established by CJ Foods and ANI, Alpha is today proudly setting the benchmark as a leading custom pet food manufacturing company. Its services are called upon

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