<table>
<thead>
<tr>
<th>Category</th>
<th>Brand</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control Systems</td>
<td>Rockwell</td>
<td>54%</td>
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<tr>
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</tr>
<tr>
<td>Conveying</td>
<td>Hytrol</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>Intralox</td>
<td>5%</td>
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<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driers &amp; Ovens</td>
<td>Wolverine Proctor &amp; Schwartz</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Alkar</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Aeroglide</td>
<td>6%</td>
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<td></td>
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</tr>
<tr>
<td>Extrusion</td>
<td>Wenger</td>
<td>11%</td>
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<tr>
<td></td>
<td>Clextral</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flooring</td>
<td>Stonhard</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td>Tufco</td>
<td>13%</td>
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<tr>
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</tr>
<tr>
<td>Flow Measurement</td>
<td>Emerson Process Management</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Endress + Hauser</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td>Heat Transfer</td>
<td>APV</td>
<td>17%</td>
</tr>
<tr>
<td></td>
<td>* Alfa Laval</td>
<td>15%</td>
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<tr>
<td>Lubricants</td>
<td>Exxon/Mobil</td>
<td>11%</td>
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<tr>
<td></td>
<td>Lubriplate</td>
<td>11%</td>
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<tr>
<td></td>
<td>Chevron/Texaco</td>
<td>8%</td>
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</tr>
<tr>
<td>Metal Detection</td>
<td>Safeline</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td>Goring-Kerr</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>* Loma</td>
<td>10%</td>
</tr>
</tbody>
</table>

* Differences of 2% or less are of marginal statistical significance.
### Mixing & Blending
1. Hobart ...................... 5%
2. Ross ...................... 5%
3. Lightnin/SPX ............... 5%

### Motors & Drives
1. Baldor ...................... 29%
2. Rockwell ..................... 19%
3. SEW Eurodrive ............... 6%

### Packaging Equipment
1. Doboy/Bosch ................. 8%
2. Multivac ..................... 5%
3. Douglas ..................... 5%

### Packaging Materials
1. Cryovac ..................... 11%
2. Curwood ..................... 5%

### Pest Management
1. Ecolab ...................... 26%
2. Orkin ...................... 11%
3. Copesan ...................... 7%

### Power Transmission
1. Rockwell ...................... 17%
2. Motion Industries .......... 11%
3. SEW Eurodrive ............... 6%

### Pumps
1. Waukesha Cherry-Burrell/SPX 20%
2. Fristam ..................... 12%
3. Goulds ..................... 5%

### Refrigeration & Freezing
1. FMC ......................... 13%
2. Frick ..................... 9%
3. Vilter ..................... 9%

### Size Reduction
1. Urschel ..................... 21%
2. Weiler ..................... 5%

### Uniform Services
1. Cintas ..................... 35%
2. Aramark ..................... 17%
3. G&K ..................... 5%

* Differences of 2% or less are of marginal statistical significance.
**BEVERAGE FLAVORS**
1. Givaudan ....... 9%
   * International Flavors & Fragrances ....... 7%
   * Wild Flavors ....... 7%
   (Statistically a three-way tie)

**CHEESE**
1. Kraft Food Ingredients .... 25%
2. Sargento .... 8%
   * Kerry .... 7%
   * Land O’Lakes .... 7%
   * Edlong .... 6%

**COLORINGS**
1. Sensient .... 31%
2. Chr. Hansen .... 11%
   * Sethness .... 10%

**DAIRY FLAVORS / INGREDIENTS**
1. Edlong .... 12%
   * Kerry .... 11%
3. Kraft Food Ingredients .... 7%

**ENZYMES**
1. Novozymes .... 16%
2. Danisco .... 8%

**FAT & OILS**
1. ADM .... 20%
   * Cargill .... 18%
3. Bunge .... 16%

**GRAIN PRODUCTS**
1. ADM .... 19%
2. Cargill .... 15%
3. GPC .... 9%
   * ConAgra .... 8%
   * MGP .... 7%

**GUMS**
1. TIC Gums .... 41%
2. Kelco .... 14%
3. Danisco .... 7%
   FMC .... 7%

**GULS**
1. TIC Gums .... 41%
2. Kelco .... 14%
3. Danisco .... 7%
   FMC .... 7%

**NUTS**
1. Blue Diamond .... 14%
2. Sanfilippo & Son .... 11%
   * Diamond Walnut .... 9%

* Differences of 2% or less are of marginal statistical significance.
**SALT**
1. Morton .......................... 49%
2. Cargill .......................... 35%

**SAVORY FLAVORS**
1. McCormick ......................... 13%
* Givaudan ......................... 11%
3. International Flavors & Fragrances .......................... 5%

**STABILIZERS**
1. Danisco .......................... 13%
2. TIC Gums ........................ 10%
* Kelco .......................... 8%

**STARCHES**
1. National Starch .................... 53%
2. Tate & Lyle/Staley ............... 17%
3. Cargill .......................... 5%

**SUGAR**
1. Domino .......................... 25%
2. C&H .......................... 10%
3. Imperial ........................ 7%
* Tate & Lyle ........................ 6%
* Amalgamated Sugar .......................... 6%
* United Sugars .......................... 6%

**SWEETENERS (NOT SUGAR)**
1. Tate & Lyle ......................... 21%
2. Cargill .......................... 15%
3. McNeil .......................... 12%
* ADM .......................... 10%

**SAVORY FLAVORS**
1. McCormick .......................... 13%
* Givaudan .......................... 11%
3. International Flavors & Fragrances .......................... 5%

**VANILLA**
1. McCormick ......................... 19%
2. David Michael ...................... 10%
* Virginia Dare ...................... 9%

**METHODOLOGY**

This is our third annual Readers’ Choice Survey. The survey form is an unaided recall survey sent by e-mail to select subscribers of Food Processing during the month of December. Recipients represent all categories of the food and beverage industry. There are two separate surveys: one for subscribers primarily involved in specifying processing and packaging equipment and a separate one for those buying ingredients and flavors. There were 602 responses as of the cutoff date. No company receiving less than 5 percent of the vote in a category was recognized.

**THE OTHER WINNERS**

Vendors were not the only winners in this year’s Readers’ Choice Awards. We offered $100 American Express gift certificates as an incentive to answering the survey. Winners of these certificates are Martin Amador of Ruiz Foods, Ed Francis of General Mills, Doug Herveyer of Dean Foods, Jack Cornelius of American Beverage Corp. and K. K. Mui of Dreyer’s Grand Ice Cream.