

# COLUMBUS BUSINESS FIRST

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# THE BIG BOUNCE

Central Ohio has regained what it lost to the Great Recession. But don't get too excited.

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## BIZSMARTS

### Homestead U's college coup

It was a little surprising to hear the owner and manager of the University Village apartments near Ohio State University didn't have much competition in the national college housing market. But others are in pursuit. **PAGE 19**

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### COLUMBUS BUSINESS FIRST

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## MADE IN CENTRAL OHIO



JANET ADAMS

Coalescence CEO Angela Cauley, above middle, and her team Andrew Odom, left, and Ben Yeap sample a micronutrient they are creating for a company in Senegal. The drink needs to be flavorful for the region's tastes, which is a challenge in preparing spices for different countries.



## COALESCENCE LLC

## Diverse flavors, health top of mind for food producer

BY MELISSA KOSSLER DUTTON

When Angela Cauley and Ian Blount founded Coalescence LLC nearly 10 years ago, they wanted to develop nutritious food products that would help feed the world's hungry.

The married couple soon found they were in demand from food companies wanting them to blend or produce items for products sold in the United States. The Columbus-based company, which deals primarily in dry goods, earned contracts with Kellogg Co., Tyson Foods and other major food producers. It makes spices and flavorings for meatballs that end up on frozen pizza, prepared salad dressings and many other familiar foods.

"You have to be flexible and provide customers with innovative ingredient solutions that will enable them to differentiate their brands, drive sales and inspire customer loyalty," said Cauley, a food scientist.

As the business grew, the couple looked for ways to develop new products and services to offer clients, Cauley said. Members of the company's research and development team regularly create products for clients. The company's diverse hiring practices mean the team has input from a variety of cultural backgrounds when developing new foods and flavors, she said.

Team members also offer strategies to help customers

## THE DETAILS

## COALESCENCE LLC

**Business:** Manufacturer of seasoning blends, flavorings, glazes, sauces, mixes and other ingredients for food producers.

**One product everyone would recognize:** Seasoning blends for Morningstar Farms frozen products

**Based:** Columbus

**Founded:** 2005

**Employees:** 41

**CEO:** Angela Cauley

**2013 revenue range:** More than \$25 million

increase efficiencies when they bring Coalescence products into their facilities.

Coalescence also has become a go-to source for entrepreneurs looking to develop new products because of its willingness to run small batches for emerging companies, Cauley said.

"We're very customer-centric," Cauley said. "We like working on products where we are adding value – making it more nutritional, improving or enhancing the flavor or shoring up the distribution chain."

Coalescence also has generated business by helping companies "clean up their labels," Cauley said, explaining that consumers want to buy foods with ingredients that they recognize.

In the realm of addressing world hunger, the company has continued to work on fortified foods designed for people facing food scarcity. Coalescence works with foundations and nonprofit organizations to get products, including a dried mix that contains protein and dehydrated vegetables that can feed a family of six, to hungry people around the world.

The company also developed a sachet – or small envelope – containing a proprietary blend of vitamins and minerals that can be added to foods to increase their nutritional value.

Coalescence recently became an approved premix facility for the Global Alliance for Improved Nutrition, which means it can provide food directly to countries around the world.

The company also provides consulting help to others wishing to make a difference. It recently worked with a doctor in Senegal to develop a fortified beverage that can be produced in a factory there.

The effort is particularly exciting because of the local impact it is having in that country, Cauley said.

"They're producing it in their own factory using their own natural resources," she said. "They've hired local people, including women. It's making a difference in the local economy."

Melissa Kossler Dutton is a freelance writer.

