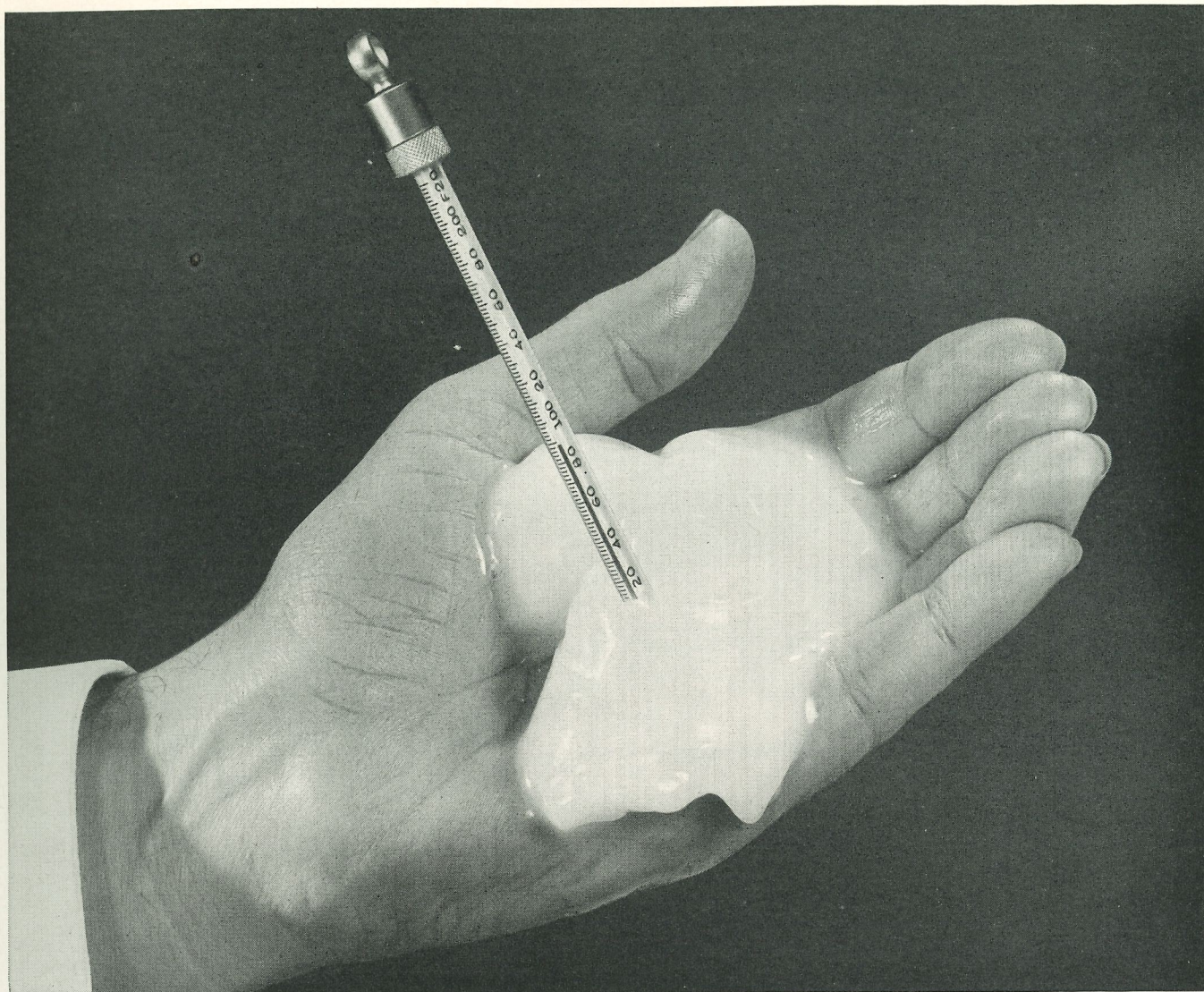




MELT POINT *Kaola-Style*

How Durkee Research Took the Oily After-taste Out of Frozen Desserts

THE PROBLEM: *complex.* Consumers didn't like a lot of things about frozen desserts. Especially oily after-taste and waxy film left in the mouth. The cause was the high melting point of vegetable fats which were being used to provide stand-up characteristics. Frozen dessert manufacturers needed a fat base designed specifically for their use—and Durkee's Technical Research Staff set out to give them one.

THE SOLUTION: *painstaking.* New fat bases were developed. Frozen desserts were made...tested...tasted...and even produced in Durkee's pilot plant which simulates actual plant conditions. The result

was Kaola, a patented all-vegetable fat base with a melting point below body temperature. Today, taste panels invariably prefer frozen desserts made with Kaola over those made with competitive products.

THE SIGNIFICANCE: *rational.* Kaola, the unique frozen dessert fat, is another example of Durkee know-how and research facilities helping food producers market better products more economically. We'd welcome an opportunity to provide comparable assistance to you whenever your product or process warrants further attention. Just drop a line to

DURKEE TECHNICAL SERVICE

Department FT • 900 Union Commerce Building • Cleveland 14, Ohio
Jamaica, N. Y. • Louisville, Ky. • Berkeley, Calif. • Chicago, Ill.

