



Have some R&D on CW on us.

In our book, R&D in coffee whiteners now stands for, "Reach and Dial". Try Area Code 201, 686-3440. Ask for someone to tell you about Sheffield CW-16, or CW-3, or Shefbase, or Shefbase FS. Any one of them can put you on the market with the best non-dairy coffee whitener there is, dry, liquid or frozen.

Coffee White—16 for example. Made to the standards of a cream loving public and you know that's not easy for a non-dairy product. Now you can market it. Take your share of the supermarket dairy case business with your own brand of liquid made from CW-16. Or, bulk pack a powder for institutional sales or vending using our CW-3. Use Shefbase or Shefbase FS to blend your own liquid or frozen finished product if you prefer to add the fat yourself.

No matter which approach is best for your pro-

duction and your market, we have the coffee whitener or base to produce it. Reach and Dial or "Ring and Dictate", but don't take on any other coffee whitener R&D until you talk to Sheffield Chemical, Division of National Dairy Products Corporation, 2400 Morris Avenue, Union, New Jersey 07083.

*If it's a good idea to start with . . .
start with SHEFFIELD*



DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION

Circle 120 on Inquiry Card

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