

If it doesn't it doesn't matter

taste good, how fat free it is.



Most everyone likes the idea of foods that are low fat, but if they don't deliver on taste, don't expect them to deliver on sales.

That's why you should look into new Veri-Lo® from Pfizer. Veri-Lo is exactly what you—and your market—have been hungry for.

Here's why:

- Veri-Lo is the one fat extender that's big on taste.
- It's also big on texture, mouthfeel, opacity and sheen.
- Getting people to buy something once isn't the problem, it's getting them to buy it again.

So if you've been looking for repeat sales of your low fat foods, look to Veri-Lo.

Before your competition does.

For more information on our systems solutions for low fat foods, call our "Lite Team," 1-800-LITE-321. Ext. 100.

VERI-LO®

The new family of fat extenders.



Specialty Chemicals