

The background of the advertisement features a dark, moody photograph of several large cans of Kraft Richmix non-dairy creamer. The cans are stacked and their labels are partially visible, though the focus is on the texture of the creamer being advertised. The Kraft logo is prominently displayed in the top left corner.

Kraft INC

RICHMIX: A CREAMER YOU CAN COUNT ON.

Whatever your specifications for a cream base product, Richmix non-dairy creamer will meet them—batch after batch. Custom formulated, if necessary, to provide the exact flavor profile and functional properties you require, Richmix creamer is the best basis for soups, dry mixes, cream sauces, gravies, confectionery products, desserts, chocolate beverages and more. Every shipment of Richmix creamer is backed by the Kraft reputation for quality, and every shipment is uniform: the Richmix creamer you order is the Richmix creamer you receive. So insist on consistency. Use reliable Richmix non-dairy creamer. Kraft Industrial Foods Division, Box 398, Memphis, Tennessee 38101. Telephone 901-766-2100.

