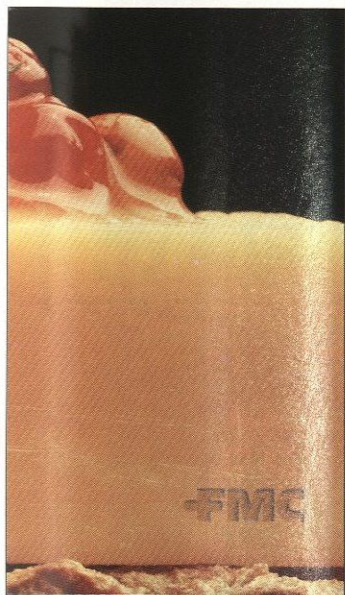
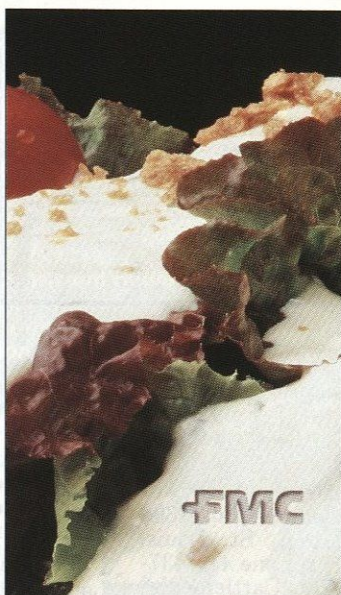
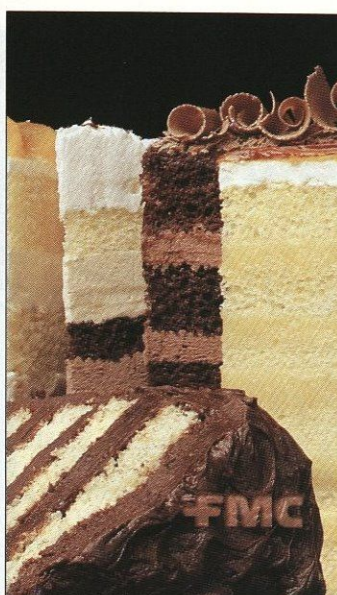




Can a low-fat cheese maintain the good clean taste and moisture of a full-fat cheese?



Is there any way a non-fat salad dressing can be really smooth and creamy?



How do I get a moist, creamy texture in reduced fat fillings and icings?



How can ice crystal formation be eliminated in gourmet ice cream?

The Answer.

Avicel®

Avicel® cellulose gel is FMC's answer to some of the most difficult questions faced by food scientists today.

Avicel® is derived from highly purified alpha cellulose. Its native cellulose form is the same as that found in the fruits and vegetables we eat everyday. Avicel® cellulose gel offers unique functional properties as a proven fat replacer, texturizer and stabilizer.

Avicel® colloidal grades impart a satisfying creamy mouthfeel even in low-fat sauces, fillings, chocolate drinks, frozen desserts, dessert toppings and more. And Avicel® stands up unusually well to the rigors of processing, freezing, thawing and microwaving.

Powdered grades of Avicel® cellulose gel add appetite appeal and serve as a non-nutritive functional filler in high-fiber drinks, confections and many other foods.

Is there a natural cellulose gel that is stable in high heat and acid systems, disperses easily in dry blends and performs well in all dairy products? Look for new Avicel® AC.

Ask FMC your toughest questions on how to achieve consumer appeal in your difficult food systems. Let us show you how Avicel® can be the answer your customers will love, right down to your clean label.

For more information, contact FMC Corporation, Food Ingredients Division, 1735 Market Street, Philadelphia, PA 19103. Phone 800-346-5101, or Fax your business card to 215-299-5809.

FMC

Becoming the food industry's most valued supplier.

For information circle 218

FMC and Avicel—FMC trademarks © 1994 FMC Corporation. All rights reserved.