

IF YOU MAKE TOMATO-BASED SAUCES, YOU'RE PROBABLY WORRIED ABOUT THE TOMATO SHORTAGE.

BUT YOU NEEDN'T BE.

With conditions in California being what they are, you could end up with about 40% of your normal tomato supplies.

And with a shortage that severe, it's going to be tough to keep the quality of your tomato products where you want them.

A replacement that rivals nature.

But not if you come to Roche. Because Roche can supply you with canthaxanthin — the nature-identical carotenoid that can help keep your color up when your tomato supply is down and save you money in the bargain. Roxanthin Red 10 Beadlets is the name of the canthaxanthin color recommended for this purpose. It provides a full-bodied color that is stable, even in low pH products. And like nature's own colors, no certification is required.

A red that's rich and ripe.

Even with fewer tomato solids available, Roche canthaxanthin can help you make tomato-based

saucers with the same terrific eye appeal. For instance, in spaghetti and pizza sauces where color is derived from the tomato solids, you can achieve a rich tomato-red color with up to 40% less solids. Canthaxanthin will also significantly improve shelf-life color stability.

A bonus that's really cost-effective.

In addition to being a great color enhancer, Roche canthaxanthin works hard to save you money. Depending on the level at which it's used, and the proportion of tomato solids, it can save you as much as 5¢ on each pound of finished product. And with savings like that, you really don't have to worry about fewer tomatoes. So for the information you need to put Roche canthaxanthin to work, write or call right now. Chemdex Information Services, Roche Chemical Division, Hoffmann-La Roche Inc., Nutley, New Jersey 07110. (201) 235-4741.

