

now... Potassium Sorbate



the water-soluble mold inhibitor you've been asking for!

Fruit juices and cocktails . . . vegetable juices . . . pastries and cakes . . . pickles . . . cider . . . salads . . . syrups and flavored sauces—these are just a few of the food products you can easily and profitably protect from spoilage with SENTRY Potassium Sorbate. Potassium Sorbate is 58 per cent soluble in water at room temperature! Soluble, too, in alcohol, brine, and sucrose solutions. So, no costly mixing equipment is needed to put Potassium Sorbate's mold resistance in your product.

Potassium Sorbate is the new companion to Sorbic, CARBIDE's food grade sorbic acid. At the recommended

effective concentrations, both are *safe* (they are digested like butter fat) and neither affect taste, aroma, or appearance in most foods. Of course, as with any new ingredient, you should test them in your own products.

SENTRY Sorbic and Potassium Sorbate are available now in commercial quantities. Evaluate them both in your products today. Get information and SAMPLES from the Technical Representative in the nearest CARBIDE office. Or write Department B, Union Carbide Chemicals Company, Division of Union Carbide Corporation, 30 East 42nd Street, New York 17, New York.

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for longer keeping life . . . SENTRY SORBIC and POTASSIUM SORBATE

UNION CARBIDE CHEMICALS COMPANY

