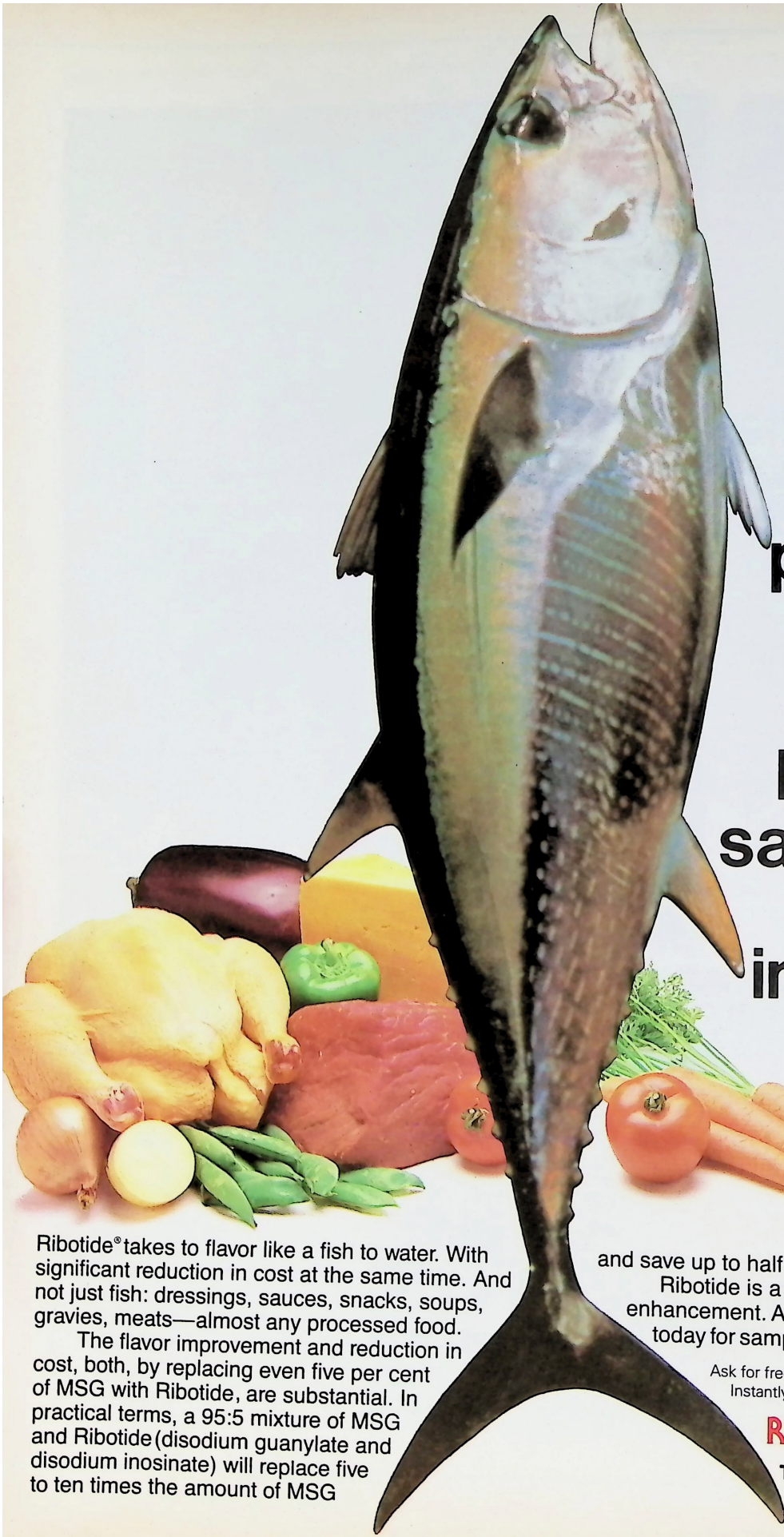




**You can
drown
this
poor fish
in MSG.
Or use
Ribotide®,
save money
and
invigorate
flavor.**

Ribotide® takes to flavor like a fish to water. With significant reduction in cost at the same time. And not just fish: dressings, sauces, snacks, soups, gravies, meats—almost any processed food.

The flavor improvement and reduction in cost, both, by replacing even five per cent of MSG with Ribotide, are substantial. In practical terms, a 95:5 mixture of MSG and Ribotide (disodium guanylate and disodium inosinate) will replace five to ten times the amount of MSG

and save up to half its cost.

Ribotide is a fresh approach to flavor enhancement. And economics. Call or write today for samples and technical assistance.

Ask for free Ribotide savings calculator.
Instantly computes cost benefits.

RIBOTIDE®

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