



Check FIDCO for great flavors

Flavor Ingredients Development Company has become FIDCO, an improvement in name that's short and easy to remember. We believe in changing for the better . . . in *all* aspects of our flavor business! That's why we constantly come up with new taste sensations, and update our existing flavor products to meet your everchanging market requirements. ■ Browse through this partial FIDCO product checklist. You will discover a delicious range of "in stock" food flavors, from broad spectrum to pin-point precise. ■ The following flavors are "the very best" because they contain famous Maggi® Hydrolyzed Plant Proteins, Maggi® Autolyzed Yeast Extracts, Maggi® Promac™ Flavor Bases, Rogers Dehydrated Cheese, Rogers FID-BITS™ or FIDCO's Vee-Kreme® Vegetable Oil Base.

For Meat:



- ☐ 88: Possesses a rich, beefy flavor strength with excellent mouth-feel.
- ☐ RFB: Faithfully duplicates the hearty taste and aroma of oven-roasted beef.
- ☐ 245: Effective taste enhancer with a sweet, meaty character. 245 can be used as a replacement for beef extract, when combined with 88 or 4BE.
- ☐ Standard Dark Yeast: A robust taste which intensifies and improves both the color and flavor of beef gravies.
- ☐ 100: Highly effective meat stock flavor character.
- ☐ 30D: Full beef flavor with a charcoal-like taste.
- ☐ 56B: A mighty beef flavor, and aroma, for use in highly seasoned products.

For Poultry:



- ☐ 3H1: Provides the right light-medium meaty flavor.
- ☐ RFC: Possesses a flavor profile similar to stewed chicken.
- ☐ 200: An excellent replacement for chicken soup stock.
- ☐ Special Light Yeast: Supports and sharpens the inherent flavor of poultry.
- ☐ 33C: Adds a juicy chicken flavor to poultry dishes.
- ☐ ACS: Appetizingly clear in solution, this mild meaty flavor brings forth the background notes in poultry.
- ☐ 30: Accentuates your chicken stock at a low cost.

For Seafood:



- ☐ Seafood Base 85: All-purpose seasoning base which complements the inherent natural flavor of seafood.
- ☐ Bouillon S: Bouillon profile plus natural lobster flavor.
- ☐ 213: Provides a background flavor and base for your seafood stock.
- ☐ FCS: The naturally occurring nucleotides enhance the flavor of seafood and the clarity is excellent.

For Vegetables:



For Cheese:



For Special Food Effects:

FIDCO's "Secret Ingredient": Superb Technical Service

FIDCO Sales Specialist and Technical Service experts form a highly professional team which stands ready to assist you in the development of custom food formulas. We do this with dispatch and absolute internal security, for your FIDCO Sales Specialist deals directly with our laboratories. ■ Bring us your flavor problem. FIDCO will research it, analyze it, test it and sample it in our greatly enlarged laboratory facilities. We will present you with a complete data package, plus finished flavor samples which you can test.

FIDCO will be happy to provide you with follow-up information on any of the flavors listed above. Just check those in which you are interested and return this ad to FIDCO at 1025 Westchester Avenue, White Plains, New York 10605. For even faster action, dial 914-682-6111.

- ☐ Bouillon O: Basic bouillon with bits of onion added.
- ☐ Soy Sauce 11: Soy sauce base complete with a great "oriental" background flavor.
- ☐ Type PF: Imparts a pleasant, mild pork-like taste. A natural for your oriental sauces.
- ☐ Bouillon V: Complete bouillon system with added vegetable solids.
- ☐ Standard Light Yeast: Adds a mellow background flavor to a wide range of seafood menus.
- ☐ Artificial Mushroom: Achieves a smooth mushroom flavor . . . without mushrooms.
- ☐ Pizza Topping Mix: Spray dried cheese powder which when rehydrated and heated, has the flavor, appearance and springiness of mozzarella cheese.
- ☐ Flavo-BITS: Low moisture shelf stable cheese flavored chips suitable for dry mix preparations.
- ☐ FID-BITS: Microbiological stable processed cheese flavored chips having taste and flavor of fresh cheese.
- ☐ Vee-Kremes: Spray dried vegetable oil bases which can be utilized as creaming agents in a wide range of products.
- ☐ Promac 20: Enriches the meat character of thermally processed foods.
- ☐ RFP: Achieves the succulent flavor profile of roasted pork.
- ☐ Modified Creamers: Non-dairy bases designed specifically for liquid or dry mix cordials.
- ☐ 44: Cheese flavor intensifier and enhancer.
- ☐ CPL: Yeast product which develops a meatier, sweeter character for your meat flavor.
- ☐ Artificial Ham: The country-cooked flavor of smoked ham at non-meat prices.
- ☐ Au Jus: An elegant, suave seasoning with clear, beef-like flavor.
- ☐ 17B: Polished beefy flavor with a charcoal-broiled character.



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