



Shaping Future Foods with Beatrice

Powdered Emulsifiers

The foods of tomorrow are products representing *your* future. You need tools to help such ideas take form . . . spray dried ingredients available today from Beatrice.

Primary examples are Beatrice powdered emulsifiers, designed to help you meet evolving consumer desires by expanding new product possibilities. They range from powdered lecithin (Lecitreme) to a wide range of Bealites offering new potentials for convenience baking mixes, icings, spreads, fillings, low-fat cake systems, and much more.

Beatrice emulsifiers are powdered for practical application, and formulated to give you greater freedom in creating tomorrow's products. We have more ideas that can help you shape a profitable future. Write Special Products, 1526 S. State Street, Chicago, Ill. 60605. TELEX 25-7488, or Dial 312-791-8250. Canadian Manufacturing, Malcolm Condensing Co., St. George, Ontario. Call Semmons-Taylor Co., Ltd. Toronto, Canada, 416-449-9530

SPECIAL PRODUCTS

BEATRICE FOODS CO

