



Holes in your preservatives picture? Maybe Pfizer can help you put a solution together.

If you're among the many people troubled by preservative shortages, Pfizer may be able to help with what's puzzling you. Quickly. Expertly. Repeatedly, if necessary.

It stands to reason. When you've long been a leader in the development of food preservatives, when you've devoted countless laboratory hours to perfecting their application and use, you end up knowing a great deal about them. And because your name is Pfizer, you share what you've learned with your customers. Including what you've learned about substitutions. Because during a period of shortages

that can make all the difference.

What's Pfizer's overall production picture? In spite of expanded facilities, things are tight. So far, we have been able to supply sodium benzoate for inhibiting yeast and mold in products such as margarine, fruit drinks and still and carbonated acidulated beverages. We have also been able to supply Pfizer Sorbistats. There's water-soluble Sorbistat®K to help with products like cheese or dried fruit, or with products like low-acid beverages, syrups, fruit drinks, relishes and con-

venience foods. There's also Pfizer Sorbistat® (sorbic acid) for dry applications.

Fortunately, all are highly versatile products. And if anyone can tell you what uses are feasible in your own particular application, it should be our puzzle-solving technical staff.

Outline your problem, and mail it to Pfizer, Inc., Chemicals Division, 235 East 42nd Street, New York, New York 10017. Attention: Vincent DeGennaro. We'll see to it that it gets prompt attention.

Food has a better future with 