

NEWLYWEDS

have certainly done a lot for canned goods.



SO HAS UNION!

It doesn't take long for most newlyweds to realize they can't live on love alone. And canned foods have helped many a young housewife in distress. Still do. Just like Union has helped many a canner down through the years.

Today, we're better than ever at enhancing and preserving the flavor and eye appeal of canned fruits, preserves, jams and jellies. We understand many of the problems of the canning industry . . . and offer the ingredients and technical help necessary to solve those problems.

Corn Syrups. Union™ Brand corn syrups are produced under carefully controlled conditions to assure consistently high quality. Our technical service group is available to help determine what types of corn syrup are best for each canning application. And our engineers are ready to help with storage and handling problems.

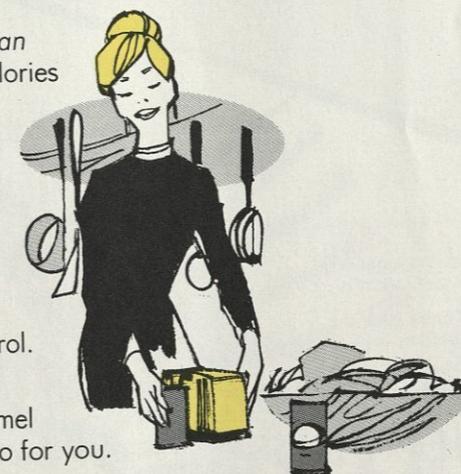
Corn Starch. Union offers a wide variety of grades and types. Our technical people can help you select those best suited to your product line.

Citric Acid and its salts. Union's unique deep-fermentation process creates citric acid as pure as nature's own . . . so fruit flavors *remain* true. Also, ask us about the new application of citric acid in canning tomatoes.

Cyclamates. Dietetic fruits and preserves *can* have desirable sweetness with minimum calories . . . because Union™ Brand cyclamates attain remarkable purity and intensity of sweetness through our many-step purification process.

Caramel Colors. Canners find Union™ Brand caramel colors unusually reliable batch after batch — thanks to our years of technical know-how and strict quality control.

So . . . the next time you require corn syrup, corn starch, citric acid, cyclamates or caramel colors, call Union. See how much we can do for you.



UNION . . . THE COMPANY THAT DOES A LOT FOR
SOFT DRINKS, BAKING, CANNING, ICE CREAM AND CANDY



UNION DIVISION,
MILES LABORATORIES, INC.
900 19th St./Granite City, Ill. 62040

Nestlé is consistently ranked as having the most outstanding flavor products and technical service.



Thank you. Now what about tomorrow?

Our success is no secret: FID loves to earn laurels, but rest upon them? Never! There's always tomorrow to dream about, to conquer. Being involved today in the future of taste is as basic to FID as our flavors are to the food industry.

That's why our Food Ingredients Division is constantly polling the needs of beef, pork, veal, fish, fowl, vegetable, and cheese processors.

That's why we undergo self-analysis unending of our products and services.

That's why FID's motto states, "Improve we must to stay on top".

To get the best flavor, call your nearest FID pro. He will be happy to come and help you formulate Maggi® Hydrolyzed Plant Proteins, Maggi® Autolyzed Yeast Extracts, and Rogers Dehydrated Cheese to your best advantage.



FOOD INGREDIENTS DIVISION THE NESTLÉ COMPANY, INC.

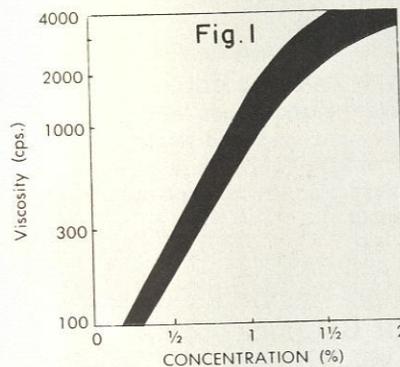
100 Bloomingdale Rd., White Plains, N.Y. 10605

East Coast: Thomas Kinney, 100 Bloomingdale Road, White Plains, N.Y. 10605 (914) WH6-6400. Chicago: John McCann, 3407 N. Wolf Rd., Franklin Park, Illinois 60131 (312) 455-7330. Dallas: D. E. Childers, 318 Cadiz, Dallas, Texas 75207 (214) 747-8216. San Francisco: D. R. Meeder, 520 So. Camino Real, San Mateo, Calif. 94402 (415) 342-7792. West Coast: John F. Hogan, 1 Jackson Place, San Francisco, Calif. 94111 (415) 434-3177.

Circle 41 on Inquiry Card



INGREDIENT NEWS



HOW GUM'S solution viscosity varies with concentration, shear and temperature:

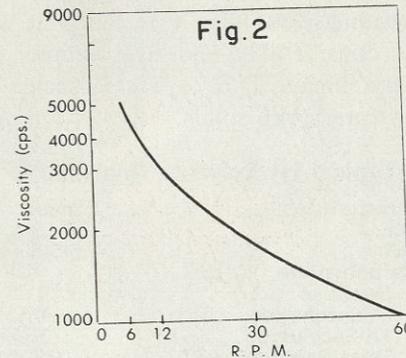
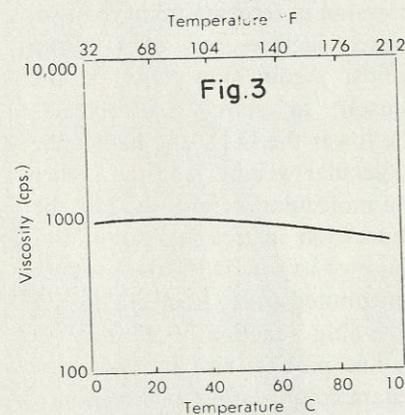


FIG. 1. Low concentrations of xanthan provide relatively high viscosity, an economy factor.

FIG. 2. Temperature has little effect on viscosity of 1% xanthan solution. Thus, products made with the gum resist change in consistency during processing and storage.

FIG. 3. Viscosity of 1% gum solution drops sharply with increasing shear. This effect gives the gum superior suspending properties, also simplifies pumping high-viscosity solutions.



Xanthan Gum Offers Unique Functional Properties

With its unusual combination of properties, a xanthan gum product functions as a hydrophilic colloid to thicken, suspend, emulsify and stabilize water-based systems. The gum is a high-molecular-weight linear polysaccharide that produces high-viscosity solutions at low concentrations (Fig. 1). Freeze-thaw stable, their viscosity is not substantially affected by pH change.

As shown in Fig. 2, a 1% gum solution is heat stable even at high temperature. And solution viscosity is practically constant over the 32F-212F range. The small change that does occur is reversible. So solutions made

cold and used hot remain relatively unchanged. And products held under varying climatic conditions resist change in consistency.

Fig. 2 demonstrates the thixotropic (pseudoplastic) nature of a 1% gum solution. Its viscosity decreases with increasing shear force (rotational speed). The change occurs immediately and is reversible. This property imparts excellent mouthfeel and flavor release to drinks and various foods. It permits pumping high-viscosity products easily. And it contributes to the gum's superior suspending ability by providing a solution structure that

prevents fine solids from settling out or oil droplets from rising. Despite the thickening agent, solutions pour readily and appear relatively thin.

A cream colored powder called Keltrol, the gum dissolves readily in hot or cold water, yielding a neutral solution. Soluble and stable in acid and alkaline solutions, the gum is compatible with starch and such other gums as algin, arabic and pectin. It is stable in solutions of high salt concentration, but incompatible with polyvalent ions at high pH and with cations. —Kelco Co., Clark, N.J.

Circle 271 on Inquiry Card

Hydrolyzed Cereal Solids In 9-13 D.E. Range

Products requiring increased nutritive bulk, without affecting flavor or upsetting sweetness balance, can be formulated with a new hydrolyzed - cereal - solids product.

Called Mor-Rex 1910, the carbohydrate features low hygroscopicity and ready solubility. Because of its almost complete lack of sweetness and bland flavor, it will not alter the flavor profile of products to which it is added. Clear solutions of the product can be obtained in 30-40 sec at solids levels up to 50%. At solids of 50% or more, slightly longer periods may be required and hazing occurs within one to two days.

At normal use levels, the carbohydrate imparts desirable density and mouth-feel without noticeably affecting viscosity. At levels above 40% solids, it contributes significantly to a system's viscosity. This contribution is

Dinner is now being served.

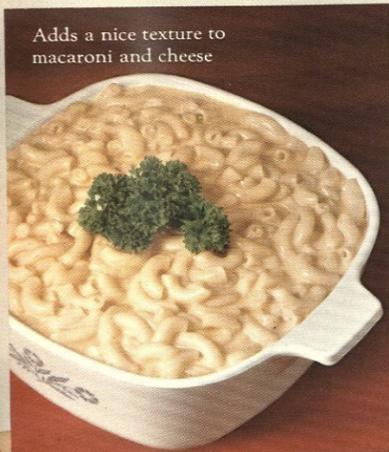


Food in milk containers? You bet. Actually, our Plasticartons are used as containers for over a hundred different foods and beverages. You name it and we can package it. Plasticartons are lightweight. So you save on shipping and handling. They're compact. So you save space (they're even stackable). And since they're flat before you form and fill them, you get by with 1/10 the storage space. Our packaging system is the most efficient in the business. And we can prove it. Get in touch with Joe Radke, our General Sales Manager. Ex-Cell-O Corporation, Pure-Pak Division, Box 386, Detroit, Michigan 48232.

PURE-PAK®
XLO
EX-CELL-O CORPORATION
AND THE SUPPLIERS OF
PURE-PAK CARTONS



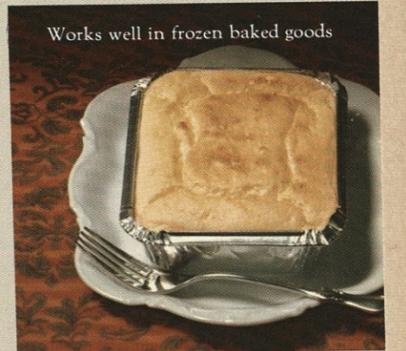
Adds flavor and smooth texture to Spanish rice



Adds a nice texture to macaroni and cheese



Use it for refrigerated pancake and waffle batters



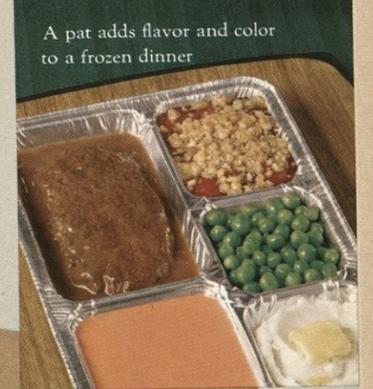
Works well in frozen baked goods



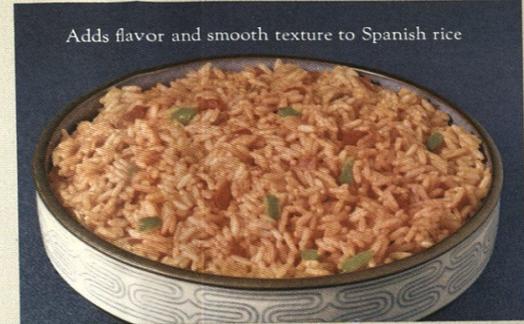
Browning for sea food so golden brown



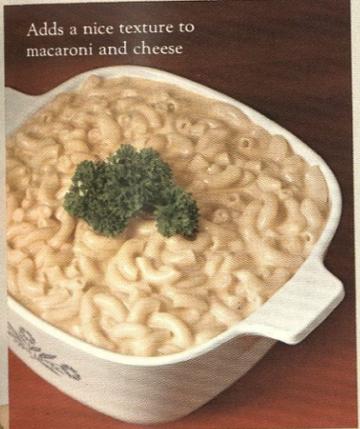
Waffles are tastier, waffles golden color



A pat adds flavor and color to a frozen dinner



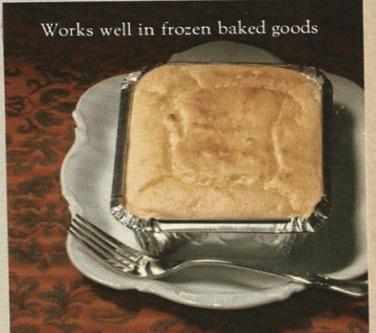
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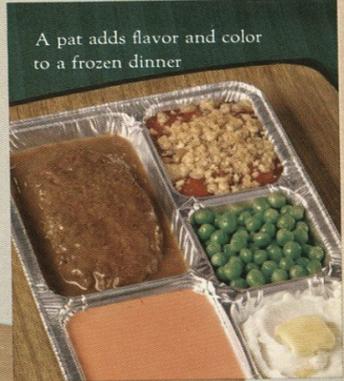
Works well in frozen baked goods



Breading for sea foods so golden brown



Waffles are tastier, richer golden color



A pat adds flavor and color to a frozen dinner



look what's coming up green

Packers are tapping new sources of greenbacks with ripe, red tomatoes. They're packing them in a clever variety of combinations that appeal to a consumer's interest in new food ideas.

Progressive packers will put them in glass. They know that impulse sales go up when the consumer can *see* what she's buying. Especially with tomatoes. That bright red color has real appetite appeal. Even established sellers like tomato pastes, purees, sauces and juice will sprout new sales when they're packed in glass.

Tomato products in glass become specialty items and earn a higher mark up, too.

On many products, such as pastes, consumers prefer the resealability convenience of "Twist-Off"® caps. Many recipes call for amounts that leave the container half full. The "Twist-Off" cap lets consumers reseal the product air tight to stay fresh and tasty longer.

This resealability factor is another clue to more profit. It lets you pack and sell larger sizes. This reduces unit packaging costs and gives you a jump on competition.

Tomato products in glass and capped with "Twist-Off" are a great source for new sales and profits. Talk it over with your White Cap representative.

WHITE CAP DIVISION
Continental
Can Company




look what's coming up green

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WHITE CAP DIVISION
Continental
Can Company



TVP

add fresh vegetables and see what you can do with it

This dish was made with fresh vegetables and beef-flavor chunks of TVP* textured vegetable protein. You could also include meat. Either way, it could hardly look or taste better . . . or be more economical. TVP is the exciting, nutritious, new all-vegetable textured protein source from ADM. It is available in granular, chunk, dice, strip, and chip forms. It comes unseasoned, or with flavoring of almost any kind —meaty, nutty, tangy, salty, even fruit flavors. Easy to handle and to store and completely controlled in texture, flavor, and color, TVP is exceptionally well suited for institutional feeding and restaurants. It's an excellent enrichment for casseroles, snacks, stews, gravies, ground meats, and many convenience foods. But find out more about this fabulous new food . . . about the profit-making opportunities it affords. Return the coupon today.

Please send technical data, recipes, and samples of TVP.

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(EDIBLE)

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Pull ring to open. Twist cap to break seal. Tear along dotted edge. Everywhere you look, Alcoa® Aluminum is reaching new heights of convenience, quality and long shelf life. Creating sleek new images. Catching new customers. But most of all, Alcoa Aluminum is saying: this package with its eye on tomorrow.

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