Pfizer Sorbitol. If you're looking for better products it can be a real treasure.

Take food: marvelously versatile Sorbitol improves texture and taste. As a humectant, it extends shelf life.

Then there's food for pets: Sorbitol lowers water activity, enhances the activity of antimycotics.

Take the growing market for sugar-restricted diet items: Sorbitol is 70% as sweet as sugar, ideal for confections and chewing gum, frozen desserts, non-standard jelly, baked goods.

Can we help you formulate? Call Jerry Liebrand, Pfizer Tech Service, (212) 573-1561. He's our expert on Sorbitol in food, both Sorbitol crystalline and Sorbitol 70% solution. He'll share that know-how with you. Or send in the coupon.

Food has a better future with Pfizer

Vincent De Gennaro
Pfizer Inc., Chemicals Division
235 East 42nd Street
New York, N.Y. 10017

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Please send me a copy of Data Sheet 675, "Sorbitol in Foods."

Name_____

Title_____

Company_____

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