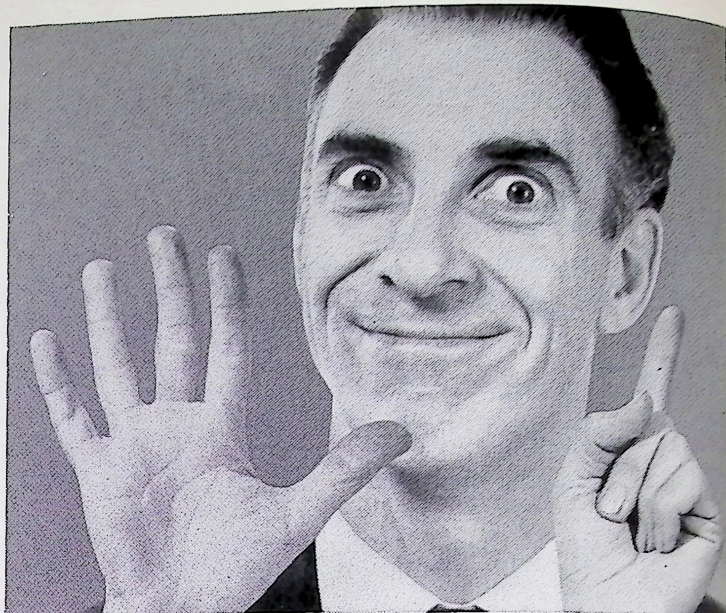


He's right!



Experts at the IFT voted for Mertaste® 5 to 1

If you visited the Merck booth at the IFT convention, you had a chance to taste-test MERTASTE. Our records show 361 food experts compared a bouillon made with MERTASTE to one with beef extract.

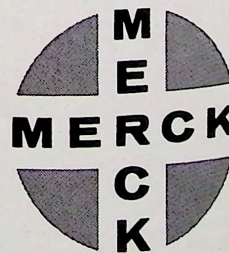
Confirming the view of our Merck man, 291 tasters voted for the bouillon containing MERTASTE. Quite surprisingly 9 of the experts could detect no difference between the meaty MERTASTE and the more costly beef extract. Less expert tasters, such as consumers, may make this figure even larger.

At a use level 1/20th of the weight of beef extract, MERTASTE cuts costs 50% when extract is priced at \$5.00/lb. Savings usually range between 30-70% de-

pending on the price of extract and the amount superseded.

Manufacturers who want to control their own production costs and prepare a top-notch product are invited to investigate MERTASTE now. For samples, technical service, prices and delivery dates, see your Merck man today, or write, wire or phone Food Products Manager at the address below.

MERTASTE is the registered trademark of Merck & Co., Inc., for its mixture of disodium inosinate and disodium guanylate



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