

How the unique thermal gelation properties of METHOCEL Food Gums can help you formulate a moister, less greasy product



METHOCEL* food gums from Dow do all the things most other food gums do. With these premium food gums, you can stabilize, thicken, and emulsify. But METHOCEL gums also do something that no other food gums do — they *thermally gel*. And thermal gelation can make significant quality improvements in fried foods, extruded foods, fillings, and sauces.

Thermal gel structure locks in moisture

METHOCEL gums form an unmatched barrier that works two ways to keep moisture in your product.

First, METHOCEL gums are film formers. Batters, coatings, or sprays containing METHOCEL coat products with a uniform, break-free layer. Then during cooking, METHOCEL thermally gels, locking itself onto the product and forming an oil- and water-insoluble structure that holds moisture in. During cooling, the gel effect reverses so gumminess isn't a problem. The result? You get a moist, appealing product with excellent texture, or "bite."

Products absorb less oil during frying

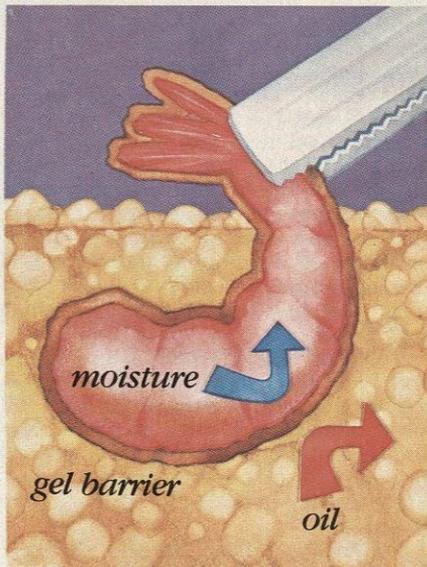
The thermal gel structure of METHOCEL gums is also a highly



effective oil barrier. Products absorb up to 20% less oil during frying; you'll get improved taste as well as extend the life of your frying oil.

Batters and sauces get better cling

METHOCEL gums act as thickeners and film formers to give batters more uniform coating action and improved adhesion. So there's less chance of cracking that allows oil and water migration.



In sauces, METHOCEL gums thermally gel during heating, improving their adhesion onto meats or vegetables. Then during cooling, sauces revert to their original appealing, flowable consistency.

Plus better freeze/thaw performance

METHOCEL gums are excellent binders, which prevent water migration

during freeze/thaw cycling. That's why products containing METHOCEL resist phase separation, ingredient migration, and breakup during freezing. So your customers get foods with all the quality, texture, and flavor you put into them.

Fifteen products meet most requirements

There are fifteen METHOCEL premium food gum products to choose from, plus a number of special products. You get the flexibility to choose from a range of soft to



rigid gel consistencies, or to pick the thermal gel temperature you need. There are even ways to "fine tune" the characteristics of METHOCEL gums.

Free literature tells more

If you want to know more about how to put the benefits of thermal gelation to work in your product, circle the reader service number below. We'll send an information-filled package of literature.

Better yet, call us at our toll-free "hotline" information number... 1-800-258-2436. Tell us your type of food product, and we'll send the additional literature that covers it. Plus we'll be glad to send a free sample of the appropriate METHOCEL gum for your development work.

Why not do it right now, while you're thinking about it? METHOCEL Food Gums, Dow Chemical U.S.A., Midland, Michigan 48640.



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