

Add a pinch,

boost flavors a bunch.



Ziest™ flavor enhancer brings out taste, holds down the cost of your processed foods.

Ziest is a pure food flavoring that brings out wholesome, natural flavors at the same time it keeps costs down. Ziest works on a very simple principle: enhance natural flavors of foods by using a low-cost ingredient that doesn't sacrifice quality.

Made From The Purest Yeast.

Ziest is produced from the only food yeast grown continuously inside pressurized fermentors. This means that the yeast grows as a pure culture, virtually eliminating all other microorganisms from the yeast culture.

The result: autolyzed yeast products with nutritional consistency and uniform flavoring you can count on. Ziest autolyzed yeasts help improve the flavor of soups, poultry, meats, and a variety of convenience foods.

ZYEST™ UNIQUE, LOW SODIUM, AUTOLYZED YEAST FLAVORINGS

PRODUCT	PROPERTIES
ZYEST™-70	Low Sodium Salt-free natural flavoring Enhances poultry and meat flavors; lower cost
ZYEST™-45	32 percent potassium chloride Low sodium Enhances chicken flavor
ZYEST™-FM	Enhances enzyme modified blue cheese flavor Enhances mushroom flavor

A taste of what our Ziest can do.

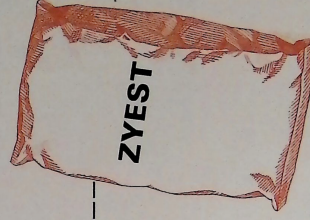
Food Group	Product	Starting Level Per Cent*	Property	Benefit
Sauces, Gravies	ZYEST-70	0.15—0.35	Enhances desirable flavor notes such as chicken, turkey and pork	Improves consumer acceptance
Soups	ZYEST-70	0.5—0.75	Enhances flavors; celery, potato	Better flavor
Chicken Roll	ZYEST-70 ZYEST-45	1.0—1.25 0.75—1.00	Enhances poultry flavor notes Adds potassium chloride and enhances chicken flavor	Retains more chicken flavor Low sodium poultry rolls
Specialty soups, sauces—low salt, and dietetic	ZYEST-70	0.15—0.35	Adds flavor without adding salt; enhances desirable flavors; reduces bitterness of potassium chloride	Has application in dietetic foods
Low sodium soups, mixes and meats	ZYEST-45	0.25—1.00	Has 32 per cent potassium chloride; no sodium chloride; reduces bitterness of potassium chloride; enhances flavors	Improved flavoring for low sodium foods
Blue Cheese Dressing	ZYEST-FM	0.5—2.00	Enhances enzyme modified blue cheese flavor, making it more natural	More natural flavor with enzyme modified blue cheese; reduced cost
Mushroom soup; sauces	ZYEST-FM	0.25—0.75	Enhances mushroom flavor	More mushroom flavor

*Per cent of product as consumed

Free Sample.

To find out what Ziest can do for your foods, just send the coupon below to Pure Culture Products, Inc. and we'll send you a free sample. We'll even give you a few suggestions on how to use it, too. In fact, we'll work with you to help engineer the right flavor and nutritional value for your food products.

Flavor, Functionality, Nutrition.



Pure Culture Products, Inc., Department 1339,
200 E. Randolph Dr., Mail Code 1903, Chicago, IL 60601.

Gentlemen: Please send me a free sample of:

I am particularly interested in your products for use in the following food formulations:

Name _____
Title _____
Company _____
Address _____
City, State, Zip _____



**PURE CULTURE
PRODUCTS, INC.**

(Affiliate of
Amoco Foods Company)