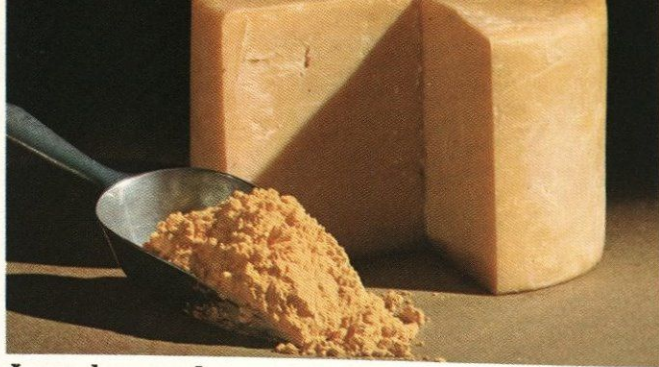
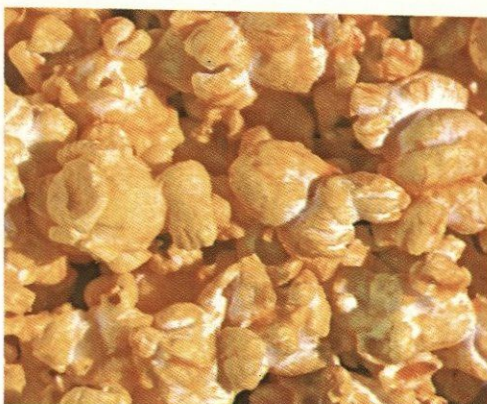




Look at this great Kraft Cheese.
Imagine its tang, its rich flavor.



Imagine that flavor in
snack items...



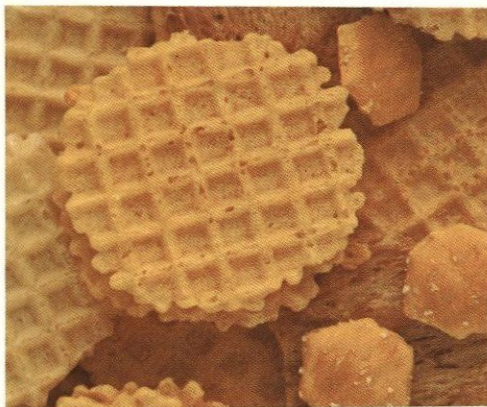
or popcorn...



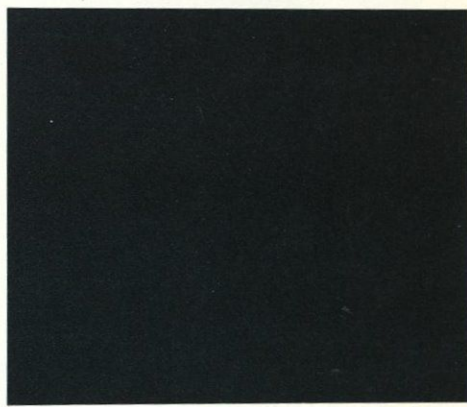
or corn collets...



cheese sticks...



cracker snacks...



or any item you might
dream up.

Now imagine what Kraft Cheese Flavors can do for you.

Everyone knows the great flavor of Kraft cheeses. But did you know how easy it is to get that same flavor into snack items?

Well, it is easy, because Kraft makes cheese flavors for coatings and fillings with the tang and quality that made Kraft famous. Naturally—these flavors come from Kraft's great cheeses.

There's quite a selection, too: *Cheeztang* spray-dried pasteurized process cheddar cheese, pure cheddar powder... *Che-zing* Grated American Cheese Food, a blend of American Cheese and dairy solids... *Roka Brand Cheese Flavor*, blended cheddar, blue cheese and dairy solids... *Blutang* dehydrated pasteurized process blue cheese...

Ched-R-Lac Grated American Cheese Food, blended cheddar cheese and dairy solids.

See your Kraft man, or write Kraft Foods Bakery Division, 500 Peshtigo Court, Chicago, Illinois.

KRAFT

Kraft Care...the little touch that makes the *big* difference