



**Most  
imitation  
banana flavors  
taste like it.**

**Only  
Givaudan's  
tastes like  
banana at  
the peak  
of its flavor!**

It's the special way our new imitation banana flavor is synthesized that makes it taste so like the real thing that it can be used to enhance the flavor of natural banana purees. What it does is add a fresh flavor nuance.

In contrast with purees, our imitation flavor tastes like *natural* banana rather than the cooked product. This new Givaudan flavor is note-

worthy for other properties, too: It's more stable than a puree of the natural product. Also, because it's more versatile, it can be used in a greater variety of foods. On top of that, it's economical.

Givaudan's Imitation Banana Flavor is available in three forms: liquid, emulsion and powder. Carefully tested by the

Givaudan's new imitation banana flavor is recommended for use in a variety of foods varying from ice cream to pudding mixes.



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**GIVAUDAN**  
CORPORATION

Circle 77 on Inquiry Card

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