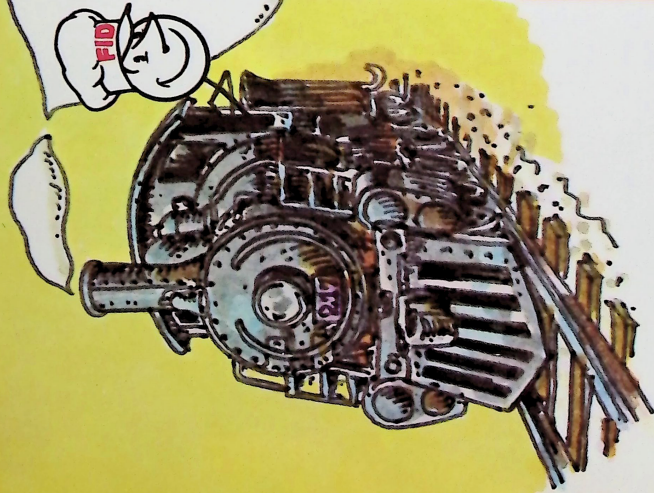




"When you shovel all the coal in, you'll really get rollin' with our great-tasting, cost-cutting

Promac Flavor Bases

Maggi Promac 50

When you want to convey a flavor similar to beef extract, Promac 50 is the product! It is particularly effective in the dry blending of compounded flavor systems, such as seasoning mixes for hamburger, spaghetti sauces and skillet casseroles. Where additional flavor is to be incorporated, Promac 50, used at .50% to 1.50% levels, will round out the total profile of many extruded, retorted, frozen and ready-to-use beef and tomato paste items.

Promac products are approved for use in federally inspected meat and poultry processing facilities.

Promac products are available in free-flowing powder or liquid forms. **Shipping Centers:** New Milford, Connecticut; Franklin Park, Illinois; Watsonville, California.

Promac for retorted, boiled, baked, fried and hot-fill foods.

In non-extrusion systems, Promac Flavor Bases need not be utilized with a synthetic flavor of a reaction nature to give a total flavor profile. In many applications, all you do is add Promac, spices and other necessary ingredients!

Maggi® Promac Flavor Bases are processed in a unique manner specifically for high temperature and/or pressure applications. In fact, their flavor develops only under thermal conditions. Therefore, you now can bring a new dimension of flavor excellence to your retorted, boil-in-bag, baked, fried, hot-fill and extruded systems... at cost reductions that will make you smile!

Originally developed to serve the flavor requirements of textured vegetable proteins, Maggi Promac Flavor Bases have proven to be exceptionally valuable in the building of desirable finished flavors in a delicious world of thermal-processed foods. We will help you test the significant flavor effect of Promac in everything from au jus gravy to vegetable soup.

Maggi Hydrolyzed Plant Proteins (our founding flavors for which FID is renowned) are the heart of these new heat-stable compounds.

Maggi Promac 20

A most versatile flavor base! Alone, it possesses a mild roasted meat character. Together with various spices, levels range from .25% to 1.75% in a wide variety of applications, such as tempura-type batters, meat soy, canned/frozen vegetables, beef-type gravy mixes, canned soups and textured vegetable proteins.

Maggi Promac 20E

This product has a smooth and subtle meaty taste, very similar to our Maggi Hydrolyzed Plant Protein 4BE-2. Apply at the rate of .25% to 2.00% to pork, veal, chicken and lamb menus. In addition, Promac 20E has proven to be intriguingly versatile in fish, potato and cheese dishes.

Food Engineering

flavor profile. When you blend Promac with other flavors and spices, you improve the taste and reduce your costs.

Nice bonus: Promac actually decreases the soy flavor and aroma inherent in textured vegetable proteins! Promac can be effectively incorporated in the manufacture of textured vegetable proteins of all shapes and sizes... in flavors that range from beef to shrimp. Food processors utilizing unflavored textured vegetable proteins can effectively incorporate Promac Flavor Bases in their finished products.

High-Intensity Maggi Promac Flavor Bases.

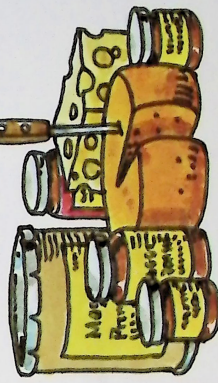
Sometimes your formula requires a strong, specific flavor, such as beef, pork or poultry. To get you on just the right flavor track, we offer a series of high-intensity Promac products which require no other outside flavor ingredients. Ask your FID representative to fill you in on all the potent possibilities.



Save money!

Maggi Promac Flavor Bases cut your ingredient costs, because they provide better flavor at lower use levels. Used alone, Promac is an excellent buy. Used in blends, Promac permits the reduction of expensive flavors. For example, in a product utilizing artificial "beef" flavor — substitute 10% Promac for artificial flavor at approximately 1/3 the cost. It tastes great, and you enjoy savings that really add up!

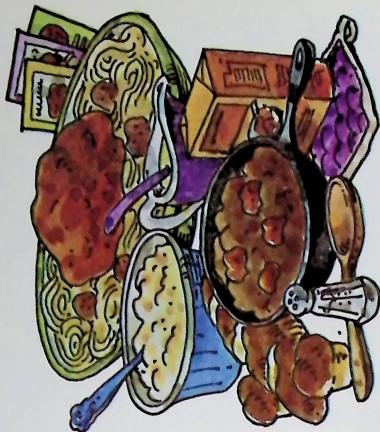
Promac plus...



...Maggi® Hydrolyzed Plant Proteins, Maggi® Autolyzed Yeast Extracts, famous Maggi® Bouillons, Maggi® Natural Lobster Flavor, Nestlé's Vee-Kreme™, and Rogers Dehydrated Cheese.

Maggi Promac Flavor Bases have proven to be highly complementary to food systems incorporating other FID flavors. We have found that Promac improves the flavor/cost ratio of many of our most coveted formulas. For example, mix equal parts of our Promac 20, HPP type RF-P, and HPP Type 4BE for a delicious beefy flavor at a most competitive price. Or Promac+HPP's+Vee-Kreme, +Rogers Dehydrated Cheddar Cheese and Rogers Sour

Cream, and you can whip up a succulent stroganoff casserole, which probably costs less than the formula you may now be employing. Our library of Promac formulas is expanding every day. Just tell us your area of flavor interest and we'll send along appropriate literature.

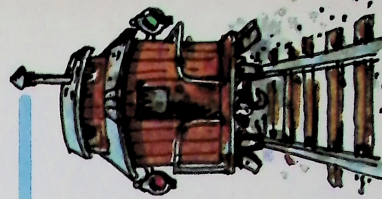


Let FID do you a flavor (top-secret).

FID Sales Specialist and Technical Service experts form a highly professional team which stands ready to assist you, without obligation, in the development of custom food formulas to meet your specific market requirements. We do this with dispatch and absolute internal security.

Bring us your flavor problem, old or new. FID will research it, analyze it, test it and sample it in our greatly enlarged laboratory facilities. We will present you with a complete data package, plus finished flavor samples which you can test. At your command is our truly exceptional staff of chemists, food technologists, engineers, chefs, home economists and professional taste panels. Yes, let FID do it—you save 7 ways:

1. Completed Formulas—a tremendous inventory.
2. New Formulations—for custom and special-purpose products.
3. Snack Samples—our pilot plant manufacturing facilities include basic extrusion equipment, application equipment and research facilities.
4. Specialty Samples—a wide variety of processing equipment is available to meet your specific needs.
5. Samples in Quantity—the amount you need for your special test market projects.
6. Taste Panel—we offer professional services and facilities.
7. Development Studies—FID can provide you with basic information on new products or processes.



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