

We asked large-scale Citric users...what would it take to persuade you to try a new acidulant?

Here's what they said

Give me a product with: ☐ Good cold water solubility
☐ Little or no hygroscopicity ☐ Good taste and flavor characteristics ☐ Ability to mask the aftertaste of saccharin ☐ Absolute food grade purity, GRAS Status ☐ Savings of \$100,000 a year or more

Alberta offers, not one, but **two** products with the specs you've asked for plus an outstanding new product*

- ☐ **MALIC ACID**
- ☐ ***FUMARIC ACID QD™**
(cold-water soluble)
- ☐ **FUMARIC ACID**

One of them could improve your product and save you money at the same time

Sophisticated food technologists have long recognized the fact that malic and fumaric acids are more efficient acidulants than citric. But it takes more than promises to dislodge an established industry giant like citric. So we're going all out at Alberta to *earn* your business. How? Take our newest product, for example: Fumaric Acid QD™. Alberta Gas Chemicals, Inc. has solved the cold-water solubility problem with a patented process and a GRAS ingredient with unlimited digestibility and no ill effects on flavor or after-taste. No artificial additives are used and no labelling problems are encountered. The new product is priced competitively and will save 30% on acidulant costs by replacing three parts of citric acid with two parts of cold water soluble Fumaric Acid QD. If you currently use a million pounds of citric, that saving could add up to approximately \$100,000 a year on acidulant costs. Do yourself a favor by putting us to the acid test. For further information, prices and samples, contact:



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Plant: Duluth, Minnesota
Distributors throughout the United States
Warehouses: Kearny, N.J.; Chicago, Ill.; Los Angeles, Ca.

See us at IFT, Booth #934

