

1 calorie per gram

**1983 FOOD PROCESSING AWARDS
TOP HONORS**

**Introducing the
bulking agent
to help you
formulate tastier
reduced-calorie
frozen dairy
desserts.**

POLYDEXTROSE IS A UNIQUE ONE CALORIE PER GRAM BULKING AGENT WITH 75% FEWER CALORIES THAN SUGAR AND 90% FEWER CALORIES THAN BUTTER FAT.

POLYDEXTROSE partially substitutes for sugar or fats without sacrificing mouthfeel, texture, bulk, or palatability.

That makes it the tool food technologists have needed to create tastier frozen dairy desserts.

There's a growing calorie conscious market waiting for the new frozen dairy desserts made possible by POLYDEXTROSE and the ingenuity and innovative talents of dairy technologists.

For more information, samples and recipes, please contact:

Steve Soled
Marketing Manager
Pfizer Inc., Chemical Division
235 East 42nd Street
New York, N.Y. 10017
(212) 573-2548



CHEMICAL DIVISION
For information circle 120