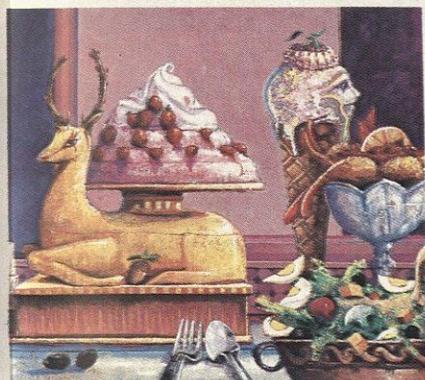


# Can You Benefit from Avicel<sup>®</sup> Microcrystalline Cellulose?

Yes! Here are some of the ways:)



Many of you are already familiar with the many functions of Avicel MCC. But how do these functions translate into benefits for your formulations?

To put it simply, there is no simple answer. The real value of Avicel is that it combines many different functions in one stabilizer.

That means that Avicel MCC is not just another gum. In fact, it isn't a gum at all. And that means some special benefits for your food formulations.

## For example:



- Avicel imparts full body and creamy mouthfeel to frozen desserts while providing excellent control of ice crystal growth through storage and distribution.

- These properties are particularly beneficial in low total solids systems where fats and milk solids can be reduced with minimal loss of quality.

- If your goal is to reduce the caloric content of an emulsion-type product, Avicel can help. Avicel MCC in water forms a colloidal dispersion with rheological properties similar to an oil-in-water emulsion. This means, for example, that you can reduce the oil content of a salad dressing without changing its properties, including mouthfeel. And Avicel itself adds no calories to your product.

- In any application, Avicel never tastes gummy.

These and the many other benefits of Avicel are useful in many prepared food applications.

## Avicel MCC: Its Functions Keep Pace With Applications

Because of its unique combination of properties, new applications for Avicel are being discovered all the time — many of them by "Avicel Experts" who don't even work for FMC.

Recently, our own technical people came up with something new:

## Announcement: New Food Service Formulary Available!

Did you know that

food service accounts for nearly 40% of the American food dollar?

To you formulators, this can pose some special problems. Our studies — and your experience — show that food service



products can be exposed to some pretty adverse distribution, preparation, and storage conditions. These include:

- Microwave thawing or heating.
- Storage under heat lamps or on steam tables.
- Freeze/thaw cycles during distribution.
- And others.

Our laboratory has learned that Avicel MCC helps stabilize many food service formulations under these and other problematic conditions.

We now have available a new *Food Service Formulary* for Avicel MCC that explains this in detail. This booklet includes formulations for omelettes, pancake batters, white sauces, fruit fillings, microwave brownies, batter and breading coatings, fabricated french fries, and salad dressings.

## Coleslaw Dressing



For example, our formulary explains how to use Avicel MCC to make a coleslaw dressing with controlled flow, cling, and improved creaminess without sacrificing high-fat mouthfeel and appearance.

Typical starch-based coleslaw dressings tend to break down and lose viscosity — become thin and watery — especially at a salad bar. Most folks blame the enzyme activity of the cabbage for this. These dressings also exhibit poor stability and cling problems. So, we stabilize the coleslaw with Avicel MCC, instead of starch, and find that the viscosity and emulsion stand up much better to those cabbage enzymes. And, Avicel allows the dressing to cling to the cabbage, keeping the cabbage moist. Of course, because we've replaced most of the starch with Avicel MCC, we've reduced calories, too.

## For Formulations and Other Information

If you'd like more, in-depth information about the topics we've discussed here, please feel free to give us a call. We'd be glad to send you ad/article reprints, sample formulations, product bulletins, and the like. They're available to you free for the asking. So, feel free to ask.



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