

salad dressings
made with Sucaryl[®] sweeteners
BRAND
taste naturally delicious.
Sucaryl adds body for stabilization.
Improves texture.
Gives excellent shelf life.
Never loses sweetening power with age.
Costs less.
Put Sucaryl to work improving your product
and profits now.

HERE'S WHY FOOD TECHNOLOGISTS LOOK FIRST TO ABBOTT FOR NON-CALORIC SWEETENERS

Technical Aid. Abbott maintains food technologists and services to help in the total market development of a wide range of products (including beverages, canned food, puddings and gelatin desserts, frozen dessert, jellies and jams, salad dressings, baked goods, meat curing and pharmaceuticals). The SUCARYL taste panel aids in quality evaluation.

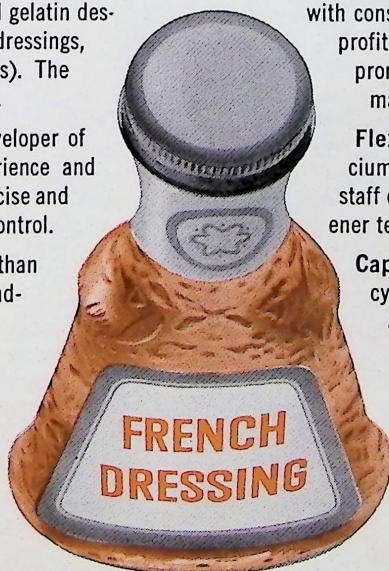
Consistent Quality. Abbott is the original developer of cyclamate sweeteners. Their unmatched experience and unique system of check and re-check assures precise and consistent pharmaceutical standards of quality control.

Fast Service. SUCARYL is available from more than 22 Abbott branches across the country for dependable and fast delivery.

Famous Name. SUCARYL is the most famous name in sweeteners. The SUCARYL name scores as high as a 68% awareness factor with consumers. Your product associated with SUCARYL will profit from this high awareness, and from broad national promotions in network television and leading consumer magazines.

Flexibility. SUCARYL is provided in two forms—Calcium and Sodium. And at Abbott Laboratories, a large staff of research scientists is constantly at work on sweetener technology and product development.

Capacity. Abbott is America's largest producer of bulk cyclamate. New plant facilities offer the most modern and efficient production methods in the industry.



Sucaryl[®] SWEETENERS
BRAND

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