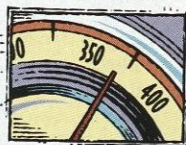




Great news! Now you can bring the delicious taste of NutraSweet® brand sweetener to baked goods.

That's because our new NutraSweet® Custom Encapsulated 20™ really takes the cake...the cookies, the muffins, the cheese-cakes, the pies and more.

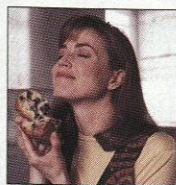
NutraSweet Custom Encapsulated 20 is specially designed to withstand the



rigors of baking. So you can create baked goods that are moist, delicious... and have no added sugar.

In other words, you can create exactly what today's health-conscious consumer wants. NutraSweet enjoys a tremendously high brand awareness level of 98%. Its taste

is sought after by millions of consumers who look for the NutraSweet logo while shopping.



No wonder, since its introduction more than a decade ago, NutraSweet has helped increase sales and profits in dozens of food categories.

Now it's your turn. To find out what NutraSweet Custom Encapsulated 20 can do for you and your baked goods, call 1-800-323-5321.

The right partner can make all the difference.



ANNOUNCING OUR FIRST BAKE SALE.



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The NutraSweet® Custom Select Line

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