

Nestlé's better citrus flavors can cost substantially less.

In theory it's simple. Orange oil is in plentiful supply, and therefore relatively inexpensive. In practice, it required a good deal of ingenuity to develop a new process by which Nestlé removes the distinctive orange character from orange oil to produce a natural, relatively bland citrus base. Adding either natural or imitation ingredients to the base, FID creates an impressive array of lemon, lime and grapefruit flavors. Nestlé also has created a delicious line of orange juice and tangerine flavors.

Stable in price and in quality.

The orange oil supply is the most stable of all the citrus oils. On the other hand, lemon, lime and grapefruit oil prices vary greatly each year due to nature's whims and man's intervention. Since *all* of Nestlé's

Citrus Flavors are based *solely* on the huge and stable orange oil supply, our prices exhibit a tremendous advantage—long term stability. Another happy fact: In the process of removing the "orange" from orange oil, components detrimental to storage stability are also selectively removed. Therefore, all of Nestlé's Citrus Flavors have significantly lower terpenes than even 5-fold natural citrus oils.

Today 38 Nestlé's Citrus Flavors. Tomorrow?

FID invites you to test Nestlé's Citrus Flavors in liquid or spray-dried forms. Partake also of our comprehensive technical service—*it's free!* Just contact us at 100 Bloomingdale Road, White Plains, New York 10605 (914-946-6400).

Food Ingredients Division
The Nestlé Company, Inc.

Other fine Nestlé flavor products: Maggi® Hydrolyzed Plant Proteins, Maggi® Autolyzed Yeast Extracts, Rogers Dehydrated Cheese, Nestlé Vee-Kreme™.

