

Look for our new symbol of quality.



PURE CULTURE PRODUCTS, INC.

(Affiliate of Amoco Foods Company.)

There's no better name for us, because there's no other company like us.

We're the only company that grows food yeast continuously inside pressurized fermentors. This means that the yeast grows as a pure culture and is the purest yeast you can buy. Our process virtually eliminates all other micro-organisms from the yeast culture itself, as well as limiting post-fermentation contamination. And it all adds up to nutritional consistency and uniform flavor, too.

Pure cultured yeast products help improve the flavor of soups, poultry, meats and a variety

of convenience foods. Our Z yeast™ autolyzed yeast products help restore natural food flavors lost through normal processing, without adding any salt. They also help hide bitterness and hold in juiciness for better taste.

The Z yeast line is only one branch of our growing family tree of yeast flavors for food. For more information, contact: Pure Culture Products, Inc., Dept. 1337, 200 E. Randolph Dr., Mail Code 1903, Chicago, IL 60601.



Producers of pure cultured yeast and autolyzed flavors.