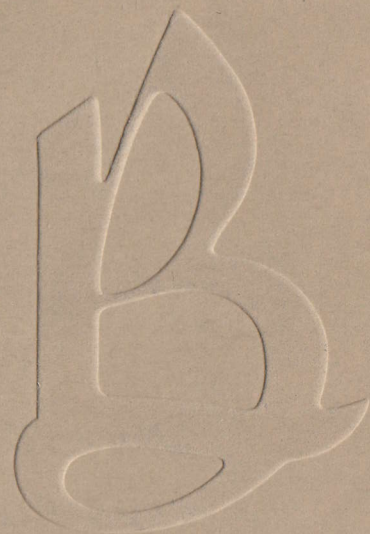
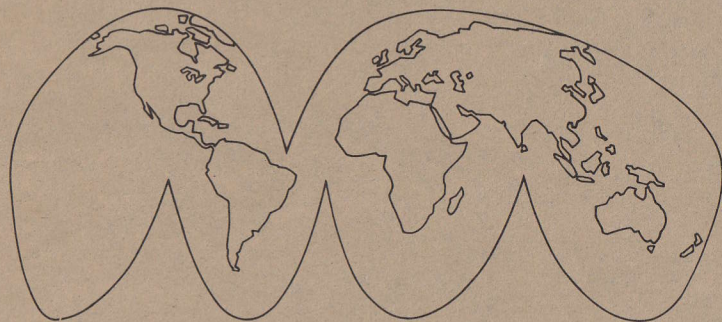
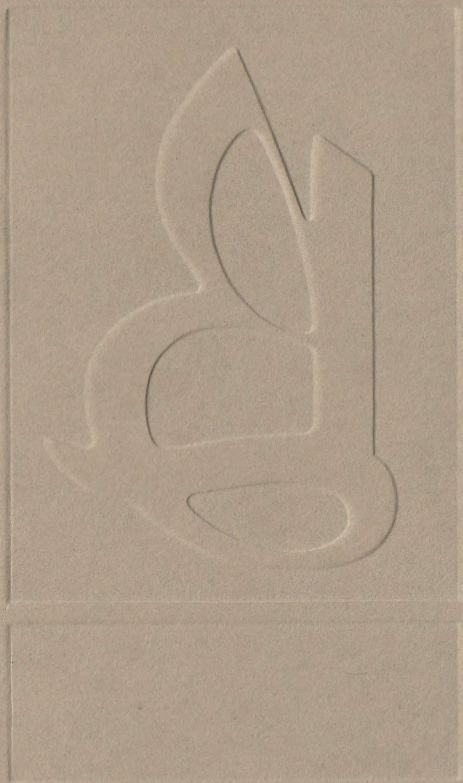


**A WORLD OF BEATRICE BRANDS**



**BEATRICE FOODS**





## A WORLD OF BEATRICE BRANDS

Since 1894, when it took root in the town of Beatrice, Nebraska, the company's family tree of fine products has branched steadily and surely in many directions. Beatrice Foods Co. has grown into a billion dollar corporation.

It is an international family of more than 25,000 employees with 500 plants, branches and major sales offices in the United States and 22 other nations. The company's seven divisions—Dairy, Grocery, Confectionery, Chemical and Manufactured Products, Warehousing, Agricultural By-Products and International Operations—produce and distribute over 5,000 products. Virtually every

one of these is a specialty item, including 2,000 convenience foods.

Within each division is a blend of talents, resources and the "know-how" to produce many more products, and to serve and expand many more markets.

But despite its growth, Beatrice Foods has maintained its neighborly approach to doing business. With a family spirit and deep sense of community responsibility, Beatrice is still local in character. This is perhaps a primary reason for its progress.

We hire and develop good people. We work constantly to

create new and better products to meet the needs and preferences of a fast-changing world. During the last three years alone, more than 400 new or substantially improved products were introduced by Beatrice Family Brands.

This booklet is but a prelude to the future, for while we are proud of the past and our present progress, the continuing aim of Beatrice Foods Co. is to produce only the highest quality products from the finest plants in the world.



William G. Karnes, President





**DAIRY FOODS FRESH  
FROM THE FARM**



Beatrice dairy brands are Grade A all the way . . . cool, fresh milk with *all* its country flavor . . . butter famous for its farm-sweet goodness . . . and all your favorite cheese varieties: sharp, mild, mellow and cottage.

There are cheese dips and ice cream varieties so tempting that one helping simply will not do . . . plus a rainbow-array of sherbets, chocolate drinks, egg nog, iced novelties and specialties that will excite child and parent alike.

Beatrice dairy operations are more national in scope than any other company, serving 46 of the 50 United States through more than 100 processing plants and almost 200 branches. Milk plants package over 100 different items; ice cream plants package more than 500—a greater range of items than any other dairy.

And a team of 10,000 people plus a fleet of 6,000 trucks insure delivery of dairy products to homes and stores *fresh from the finest farms.*

**BLUE VALLEY**

BUTTER, ICE CREAM  
MILK

**savarin**

ICE CREAM

**HOLLAND**

ICE CREAM  
BUTTER, MILK

**Costello's**

COTTAGE CHEESE  
FROZEN DESSERTS



DAIRY PRODUCTS,  
DAIRY SPECIALTIES



ICE CREAM

**ZOOOPER DOOPER**

DAIRY SPECIALTIES

**Keller's**

BUTTER, EGGS, MARGARINE



**ROYAL  
DANISH**

ICE CREAM,  
IMITATION DAIRY PRODUCTS  
FROZEN DESSERTS



ICE CREAM





**TASTE  
DELIGHTS WITH  
DAIRY SPECIALTIES**



Instant orange drinks, or creamy chocolate ones, are a great way to start the day. Then add a spoonful of powdered cream to your morning coffee or have healthful yogurt, with tasty raspberry, strawberry, or many other flavors, to make breakfast toast a special treat. For late evening TV snacks, there are lip-smacking dairy dips or ready-to-serve desserts.

During the day, you're apt to meet other Beatrice Brands incognito. They're used by many companies in convenient mixes for cooking and baking. Almost any time you flip a flapjack, whip up a batch of cookies, make a chiffon pie, a pudding, frozen dessert, or prepare a cake or icing mix, it's likely to be one made more nourishing and flavorful with Beatrice special dairy ingredients.

There's a world of healthful foods with a wealth of flavor made the Beatrice way—*because it's better*. Even the professional food preparers know it pays to "look for the Beatrice Brand before you buy."

**Beatreme**  
COMMERCIAL DAIRY  
SPRAY-DRIED POWDERS

**N-RICH**  
NON-DAIRY CREAMER

**DANNON**  
YOGURT  
**BOKOO**  
DESSERT

**Swiss Miss**  
INSTANT COCOA

  
**TWEET**  
INSTANT ORANGE DRINK

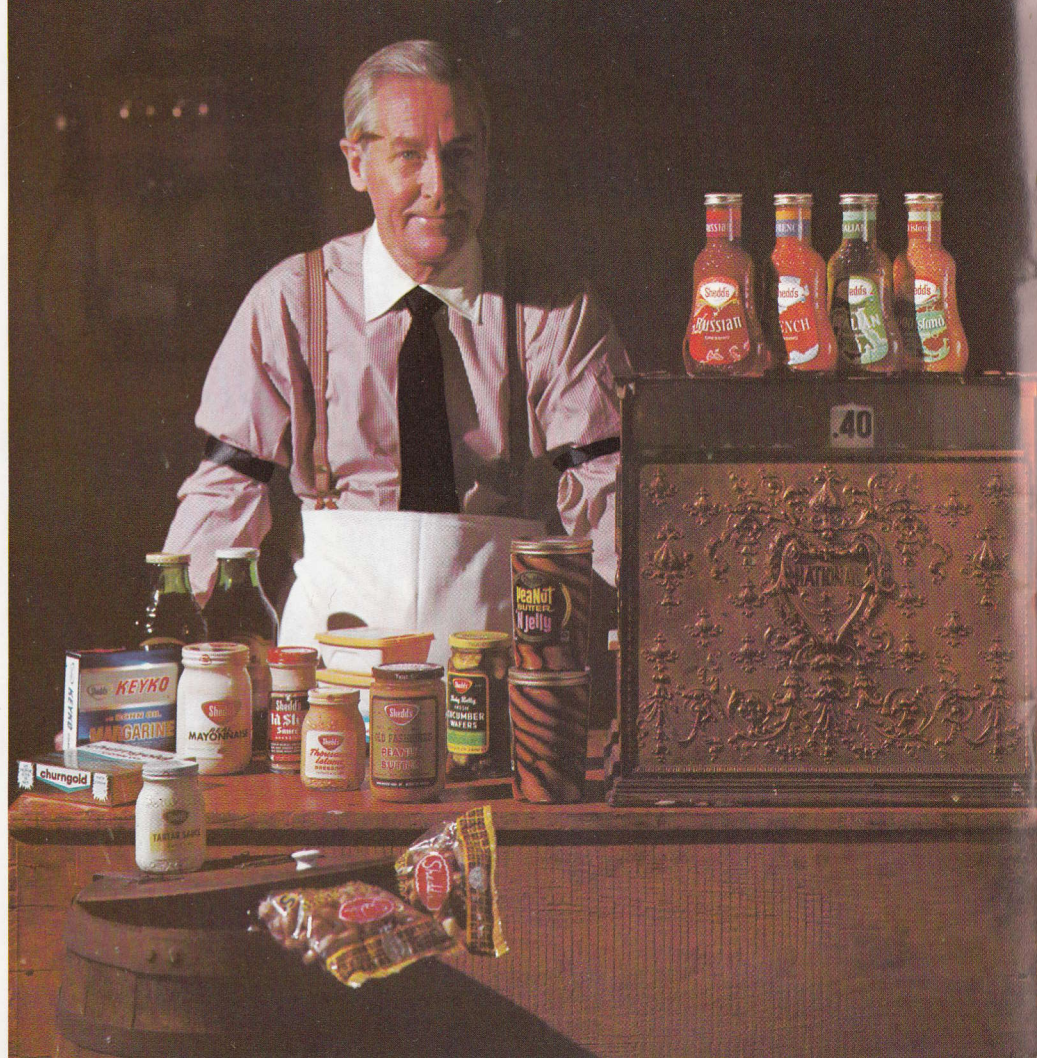
**sanna**  
DAIRY SPECIALTIES

**SANALAC**  
INSTANT MILK DRINK

**Trop-Bana**  
COMMERCIAL  
BANANA FLAKES



**MARGARINES 'N'  
EVERYTHING GOOD  
TO DRESS UP A  
SANDWICH OR SALAD**



When it comes to making margarines, Beatrice Brands are among the world's leading producers—pioneer names in safflower, soybean and corn oil margarines—tasty spreads for any breads, full of vitamin A goodness.

Speaking of spreads, Beatrice even takes two all-time favorites, peanut butter 'n' jelly and swirls them in the same jar all set for spreadin'.

As for salads and relish-rich sandwich spreads, one won't find more tastefully blended dressings in the recipe books of world famous chefs. Beatrice flavor-experts take spices and oils, vegetable extracts and cheeses and blend them into rich-tasting Russian, creamy French, romantic Italian and tempting 1000-Island dressings—each one to bring out the best a salad has to offer. And smart seafood fans never pass up our tangy tartar sauces.

**Southern  
Gold**

MARGARINE

**Blue Ribbon**

MARGARINE

**Lady Betty**

APPLE AND PRUNE DRINKS

**Shedd's KEYKO**

MARGARINE

**Shedd's**

PEANUT BUTTER 'N' JELLY,  
PEANUT BUTTER,  
SALAD DRESSINGS, SANDWICH SPREADS

**churngold.**

MARGARINE



**FOODS RIGHT  
FROM THE FIELDS**



To obtain the best tasting vegetables and condiments that ever sparked an appetite, you have to start down on the farm. That's just what expert Beatrice food buyers do. They provide the seed, pre-grade each harvest, choose only the pick of the fields, and rush their purchases to Beatrice plants in special containers to protect freshness.

Timing is all-important. At some plants, fresh vegetables are cleaned and canned within an hour after harvesting. Beatrice Brands not only taste better, they look better! The Beatrice Family helped to pioneer the modern packaging of fresh vegetables in vacuum-tight, see-through glass jars.

In all, more than 50 plants across the nation produce well over 1,000 Beatrice specialty foods—each a convenience food item—plus extensive lines of institutional items for the fast-growing food service industry.



OLIVES, OLIVE OIL,  
CONDIMENTS.  
OTHER BRAND:  
MARIONETTE.



PICKLES, RELISHES.



PICKLES, RELISHES  
AND CONDIMENTS.  
OTHER BRAND:  
HOLIDAY.



VEGETABLES,  
POTATO SALADS



PICKLES, CONDIMENTS,  
POTATO SALAD.  
OTHER BRANDS:  
LUSCO, CRU-BRO, TOPS.



FROZEN ENTREES



COCKTAIL  
ONIONS



PICKLES, RELISHES.  
OTHER BRAND:  
DELTA.





**THE BEST OF FRUITS  
'N' BERRIES IN JELLIES  
AND PRESERVES**

Who can forget the fragrance that rose from a steaming kettle of fresh strawberries, cherries or blackberries as grandmother prepared her preserves?

This natural fruit flavor is captured again in Beatrice Brands. Only the finest ripe fruit is used, picked at the peak of flavor, and simmered in pure sugar. This same Beatrice care is taken in preparing fancy syrups, marmalades, ice cream and dessert toppings.

And its only nature's best berries, fruits and nuts that find their way into sweet candied specialties, citron and maraschino cherries. So anytime your taste buds get nostalgic about the good old days, look for the brands made with a tradition of care.

When it comes to making peanut butter 'n' jelly, we're as crazy as the kids about this all-time, snack-time favorite. Beatrice Brands proves this point to one and all.

## LIBERTY



MARASCHINO CHERRIES,  
CANDIED AND PRESERVED FRUIT.  
OTHER BRANDS: BELL, VICTORY,  
BLEND O'FRUIT, LATONIA.

## Shedd's

SANDWICH SPREADS,  
OLD STYLE SAUCE

## Ma Brown

PRESERVES, JELLIES, APPLE BUTTER,  
MARMALADE, SYRUPS, TOPPINGS.  
OTHER BRAND: BANQUET JELLIES.



PRESERVES, JELLIES



**INTERNATIONAL RECIPES  
FROM THE  
FINEST CHEFS**



The most famous culinary delights of Europe, the Far East and other lands can be enjoyed without leaving home. These are tempting selections to please the most fastidious tastes: steaming Won Ton or Egg Drop soup, fragrant with Oriental herbs; choice chicken, beef, pork or mushroom chow mein like the "take out" kind . . . or pizza "a la Italiano," brimming with rich sauces, sausage and bubbling cheese . . . or genuine Mexican Chili, all ready to heat 'n' serve hot 'n' hearty.

Beatrice has all the brands that add extra flavor to these dishes—sauces, flavorings and spices. Beatrice Chefs prepare these most exotic foods from old, authentic recipes using only the choicest ingredients and herbs. These are good reasons why more and more people let a Beatrice Brand bring the wonder of Old World dining to their dinner table often.

**La Choy**

CHINESE FOODS (CANNED, FROZEN),  
SOY SAUCE, WON TON SOUP,  
FLAVOR SECRET.

**Lambrecht**

FROZEN PIZZAS, CHILI



CHINESE FOODS, SAUCES  
CANADA



FROZEN AND CANNED  
MEXICAN FOODS, PIZZAS



**Gebhardt's**

MEXICAN FOODS, CHILI POWDER,  
BARBECUE SAUCES, CHILI-QUIK.  
OTHER BRAND: EAGLE.

**G\*W**

FROZEN PIZZAS

**Temple**

FROZEN CHINESE FOODS





**GOOD THINGS FOR  
THIRSTY PEOPLE**

What's the secret of a *really* refreshing glass of fruit juice? It's to choose oranges or grapefruits, for example, that are fresh from the groves, and tree-ripened to perfection.

This choice is what gives Beatrice Brands their bursting-with-goodness flavor. Beatrice beverages run the gamut from milk to punch . . . a complete variety of wholesome, non-carbonated fruit-ades, flavored milk drinks, prune juice, orange juice, even special breakfast orange, grapefruit and grape drinks, with flavor as sprightly as that of natural fruit.

For the weight-watchers, there are dietary breakfast fruit drinks, carefully made with the flavor and nourishment left in and only the calories taken out. There's no tastier way to toast to health than with Beatrice Brand beverages.

**Lady Betty**

PRUNE JUICE,  
APPLE AND PRUNE JUICE



MILK, FLAVORED MILK  
DRINKS, FRUIT JUICES

**Aunt Nellie's  
Foods**

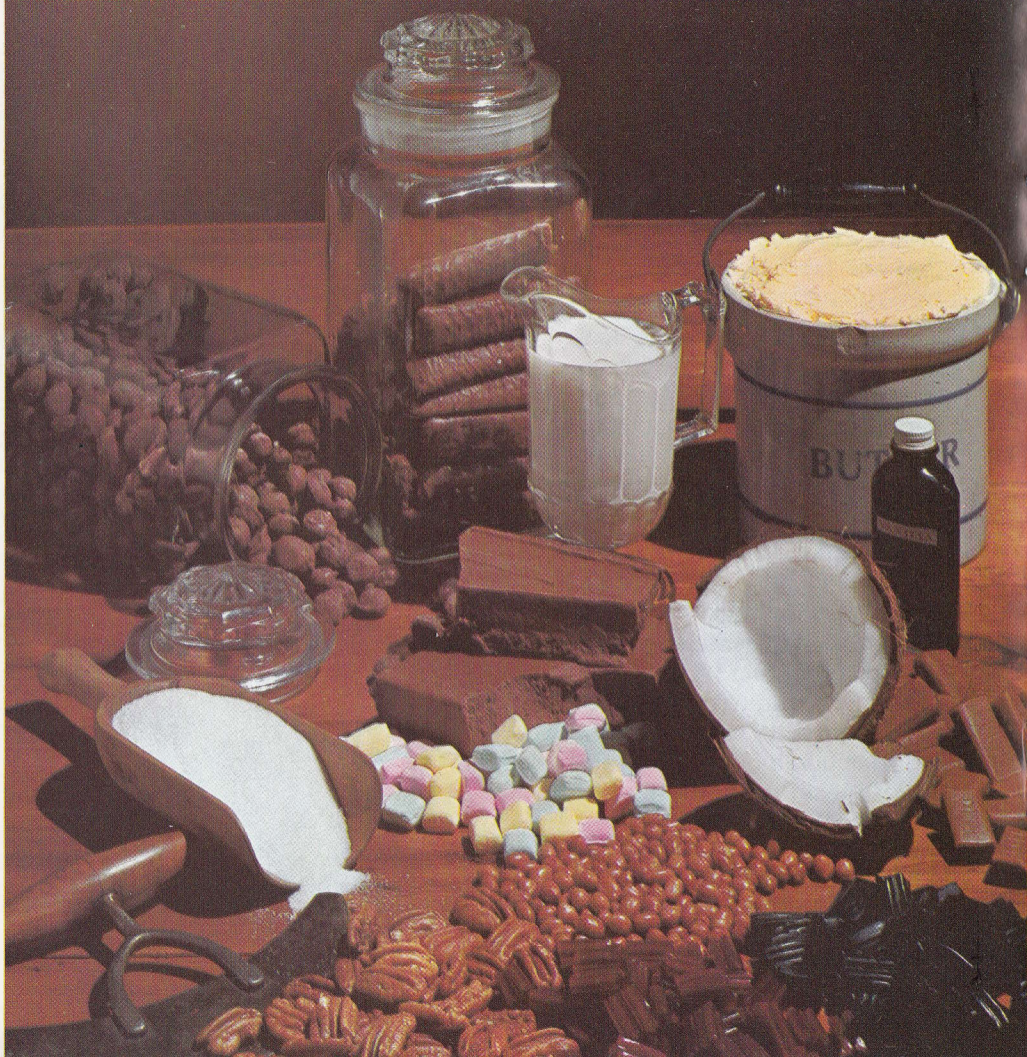
FRUIT JUICES,  
DIETARY BREAKFAST DRINKS

**ZOOPEER DOOPER**

FRUIT DRINKS



**A PARADISE FOR  
A SWEET TOOTH**



In the wild 'n' wonderful world of candies, Beatrice Brands are a hit with young and all. There are rich milk chocolates made with only the finest cocoa, butters and sugars—then blended into delectable combinations of nuts, caramel and other good things to make candy bars a whole array of treats that bear the most famous names in sweets.

Candies packed with raisins, ready for chewin' . . . hard candies for crunchin', munchin' and chompin' . . . soft candies to savor . . . plus lollipops, After Dinner® Mints, licorice whips and kisses. For a paradise of sweets select candies with the Beatrice Brand.



AFTER DINNER® MINTS,  
IMPORTED TOFFEES,  
HARD CANDIES



CANDY BARS, CARAMELS, KISSES

**HOLLOWAY**

MILK DUDS, CARAMELS,  
CANDY SPECIALTIES



CANDY BARS,  
CANDY SPECIALTIES,  
FINE CHOCOLATES



CANDY SPECIALTIES.  
OTHER BRANDS:  
FAMOUS GOURMET,  
COUNTRY STORE



LICORICE,  
PACKAGED CANDIES





**A CARNIVAL OF  
COOKIES AND  
BAKERY DELIGHTS**

Every day Beatrice Bakeries hold a veritable cookie carnival. Skilled bakers whip up 93-score butter and other good things that create chocolate cookies and crescent cookies . . . macaroons and date bars . . . fabulous fig newtons, brownies, and cookies covered with cocoanut . . . oatmeal, vanilla and lemon cookies . . . butter cream wafers and literally hundreds of other cookie wonders.

Want more variety? Make a date with a Beatrice cake . . . rich 'n' delicious cheese cakes; moist, sweet fruit cakes, packed with raisins, nuts and cherries; egg-rich "Birthday" cakes, delightfully iced and luscious with buttercream filling.

As for the "staff of life," you can't beat a Beatrice baker's way with breakfast rolls and bread varieties. To make a long story short, people make quick work of cookies, breads, rolls and cakes that come labeled with a Beatrice Brand.

*Lambrecht*

FROZEN CREAM  
CHEESE CAKE



FRESH AND FROZEN  
BAKERY PRODUCTS



*Mothers*  
COOKIE COMPANY

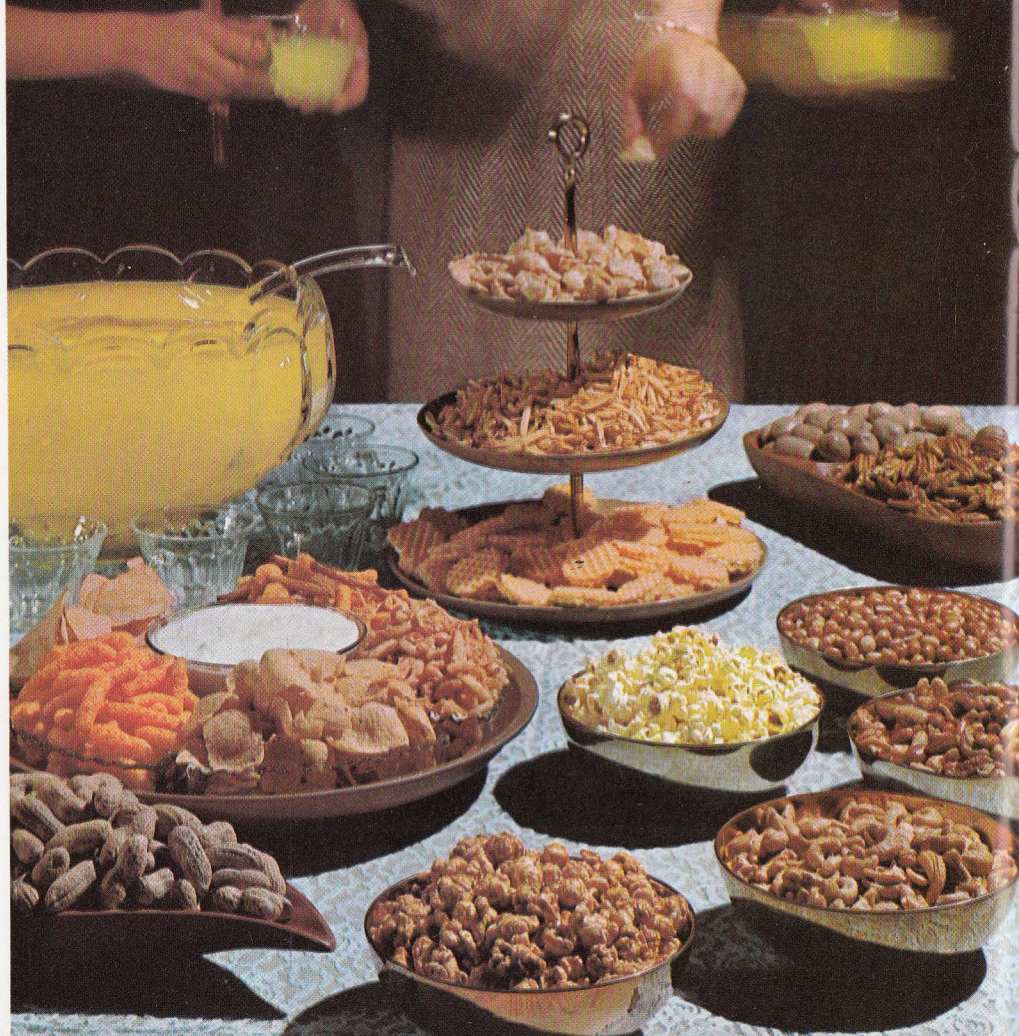
COOKIES.  
OTHER BRANDS: ROBERT'S,  
LITTLE BROWNIE, BARBARA DEE.



COOKIES.  
OTHER BRAND:  
LARA-LYNN.



**SNACKS 'N' TREATS  
AND FUN THINGS  
TO EAT**



Whether it's a festive occasion or simply settling down with television, there isn't a more impressive list than Beatrice fresh-packed fun treats, ready for the eatin'.

Fresh pecans, cashews or peanuts—in the shell or out—with only big, plump kernels, salted to perfection, roaster-fresh—then tightly sealed in can or bag to keep 'em that way.

Beatrice Brands snack experts really turn creative when it comes to corn or potato treats. They douse them in caramel or drown them in cheese. Then they curl, twirl or cone them just for the fun of it. They make 'taters in a variety of cheese and other flavors—chip or shoestring style—plus many other specialty snacks and snack mixes, from French fried onion rings to pork rind snacks, and most everything in between for the “nibbler” set.



NUTS,  
SALTED-IN-THE-SHELL PEANUTS.  
OTHER BRANDS: TOM SCOTT,  
LIGHT BITE PEANUTS.

**SOUTHLAND  
PECANS**

PECANS.  
OTHER BRAND:  
GEORGIA PLANTATION.

**KOBEY'S**

POTATO CHIPS, CANNED SNACKS,  
SHOESTRING POTATOES



KORN KURLS,  
SNACKS, DIPS

**ERIC'S**

SNACKS, POTATO CHIPS,  
PEANUTS, POPCORN.  
OTHER BRAND: MONCHO'S.  
PUERTO RICO

**South Georgia**

PECANS.  
OTHER BRAND: SUN RAY.

**PEP'S**



SNACK SPECIALTIES.  
OTHER BRANDS:  
RUDOLPH, RUDY'S.

**PIK-NIK**

SHOESTRING POTATOES,  
CANNED SNACKS

**TIME**



SNACK SPECIALTIES





**FLAVORINGS AND  
SEASONINGS THAT  
PUT LIFE IN SPICE**

In ancient times, a cache of rare spices, seeds or herbs could be used to ransom a king. Today's exotic flavorings and seasonings, coming from Beatrice plants throughout the world, are no less exciting.

Modern food technicians, employing the science of flavor technology, actually *create* new flavors, using everything from allspice to zingiber.

The happy results include dozens of sauces and gravy mixes, cheese flavored bases, instant liquid meat tenderizers and non-caloric sweeteners, oleoresins, glaze fruits, fountain syrups, chip-dip mixes and more. And it was a Beatrice Family company that pioneered barbecue and green onion flavorings in snack foods.

Beatrice also supplies basic food flavors and blends to large institutions throughout the world. Flavorings and seasonings may be as old as history . . . but at Beatrice they are as new as tomorrow.

## KNICKERBOCKER MILLS COMPANY

SPICES, SEEDS, HERBS.  
**OTHER BRANDS:**  
ROYAL STANDARD, EMPIRE,  
CINNAQUIK, WARWICK,  
PACESETTER, IRVO.

SUGARINE  
ARTIFICIAL SWEETENERS



**Gebhardt's**  
CHILI POWDER



**INCINNATI  
fruit**

MARASCHINO CHERRIES,  
NUTS, GLAZE FRUITS, TOPPINGS,  
FOUNTAIN SYRUPS, COLORINGS,  
EXTRACTS, FLAVORS.



**CAL-COMPACK  
FOODS INC.**

CAPSICUM SPICES,  
OLEORESINS.  
(COMMERCIAL PRODUCTS.)



**DELL'S**

GREEN ONION DIP,  
MEAT TENDERIZERS, SAUCE AND GRAVY MIX,  
FOOD SEASONINGS, FLAVOR BASES.  
**OTHER BRANDS:** RICHARD'S, HUSH PUPPIES.





**BEATRICE BRANDS  
MAKE HOME  
OR OFFICE  
A BETTER PLACE**

Whether it's a split-level in the suburbs or a vacation trailer that travels the highways, any home is made brighter with Beatrice products . . . and even Airstream, "the Cadillac among travel trailers" is made by the Beatrice Family.

There are Beatrice Brand gas lamps to light a lawn . . . pendant or floor lamps to brighten a living room or study. And new life is added to any room with fine, custom-made draperies.

One member of the Beatrice Family produces quality kitchen utensils. Another makes the most functional variety of lawn sprinklers and garden tools ever applied to improve a landscape. Still another makes cookouts more convenient with outdoor gas barbecues that beat the charcoal kind in time and food flavor. These are all more reasons why it makes good sense to "look for Beatrice Brands before you buy."

## Airstream

TRAVEL TRAILERS

## melnor

LAWN SPRINKLERS, TIMERS,  
GARDEN SPRAYS AND TOOLS.  
OTHER BRAND: EVERAIN.

## Town and Country

HOME KITCHEN UTENSILS.  
DIVISION OF  
BLOOMFIELD INDUSTRIES.  
OTHER BRANDS: REGENT, BI-CO.

## Vogel-Peterson

COAT RACKS,  
HANGERS,  
WARDROBES

## Charmglow

OUTDOOR GAS LAMPS,  
POSTS, BARBECUES.  
OTHER BRANDS: CHEF'S CHOICE,  
PERFECT HOST.



## Max H. Kahn

CUSTOM DRAPERIES

## STIFFEL

QUALITY LAMPS FOR  
HOME AND OFFICE.





## CHEMICAL AND MANUFACTURED PRODUCTS— SERVING THE WORLD



In addition to food and home-living enjoyments, it's likely that people come into contact with other Beatrice Brands wherever they work, shop or seek entertainment.

There are soft ice cream freezer-dispensers; hand and hair dryers; springs and steels; polymers and monomers; oils and lubricants. There are finishing chemicals for photography and for use on leather, wood, paper and metal. For making things bright and shiny, Beatrice member companies produce a host of cleaning, polishing and finishing products — from mop wringers to art gallery frames, from steel wool to vinyl finishes and paints.

Probably the best known to homemakers is the Miracle White brand of washday super cleaners and fabric softeners, preferred for their whitening and fabric conditioning action.

**Miracle White**

HOUSEHOLD  
CLEANERS,  
FABRIC SOFTENERS

**BLOOMFIELD**

INSTITUTIONAL, HOSPITAL  
AND RESTAURANT  
UTENSILS AND SUPPLIES.

BRANDS: SILEX, HOSP-I-WARE,  
REGENT, TOWN AND COUNTRY.

**MOLUB-ALLOY**

Imperial Oil & Grease Co.  
OILS AND LUBRICANTS

**Mid-West**

TUBING, SPRINGS,  
STEEL SUPPLIES

**POLYVINYL  
CHEMICALS,  
INCORPORATED**

SPECIALTY POLYMER  
AND MONOMERS



**Tekni-Craft, Inc.**

SOFT ICE CREAM, MALTED MILK.  
CARBONATED AND NON-CARBONATED  
FLAVORED SLUSH FREEZER DISPENSERS.

**world dryer  
corporation**

ELECTRIC HAND AND HAIR DRYERS.  
OTHER BRAND: SANI-DRI.

**James H. Rhodes  
& Company**

INDUSTRIAL PUMICE, FELT,  
BUFFING AND GRINDING SUPPLIES,  
STEEL WOOL, CHAMOIS,  
FLOOR MAINTENANCE PRODUCTS.

BRANDS: COLOSSUS, LONG ISLAND,  
NAVAJO, SUNRAY, JEX,  
BEAVER, TAM O'SHANter.

**STAHL**

INDUSTRIAL FINISHES.  
CHEMICALS FOR LEATHER,  
WOOD, PAPER, METAL,  
PHOTOGRAPHY.

BRANDS: STAHL, TITEKOTE.

**GEERPRES**

WRINGER, INC.

INDUSTRIAL MOP WRINGERS,  
BUCKETS, FLOOR AND WALL  
CLEANING EQUIPMENT.

BRANDS: SEAWAY,  
DESK-KART, TASK BASKET.

**United Finish Co.**

PAINTS, LACQUERS

**INDIANA MOULDING  
& FRAME Co., INC.**

ART GALLERY AND  
PICTURE FRAMES

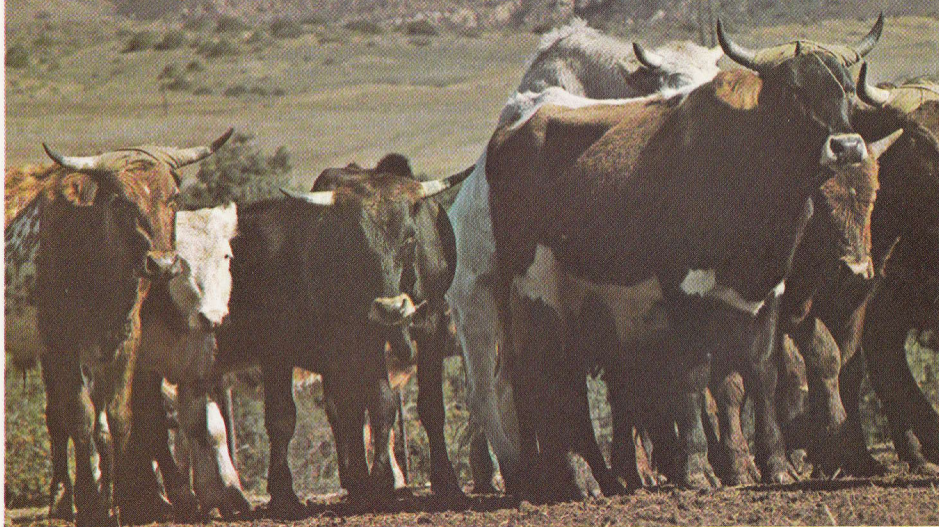


## HEALTHIER FARM STOCK, THANKS TO BEATRICE

With typical American efficiency, Beatrice agricultural by-products also help to grow healthier, more profitable farm stock.

These products include high-protein, high-vitamin animal feeds, pre-mixes, feed supplements and bone meal. And some are processed into frozen animal foods for minks and pets.

Beatrice companies also process and sell such agricultural by-products as hides, furs, wool and inedible tallow. The production of high grade by-products is an important facet in the over-all operations of the Agricultural By-Products Division. Some of its 28 plants and branches are also engaged in meeting the world's future food needs with protein development research.



**COLORADO BY-PRODUCTS COMPANY**  
DENVER, COLO.

**UTAH BY-PRODUCTS COMPANY**  
SALT LAKE CITY, UTAH

**Eustice Processing Co.**  
DES MOINES, IOWA.

**Regal**  
LYNN CENTER, ILL.

**WESTERN BY-PRODUCTS COMPANY**  
OMAHA, NEBRASKA

**ROSS-WELLS, INC.**  
MEQUON, WIS.

**SAN ANGELO BY-PRODUCTS, INC.**  
SAN ANGELO, TEXAS

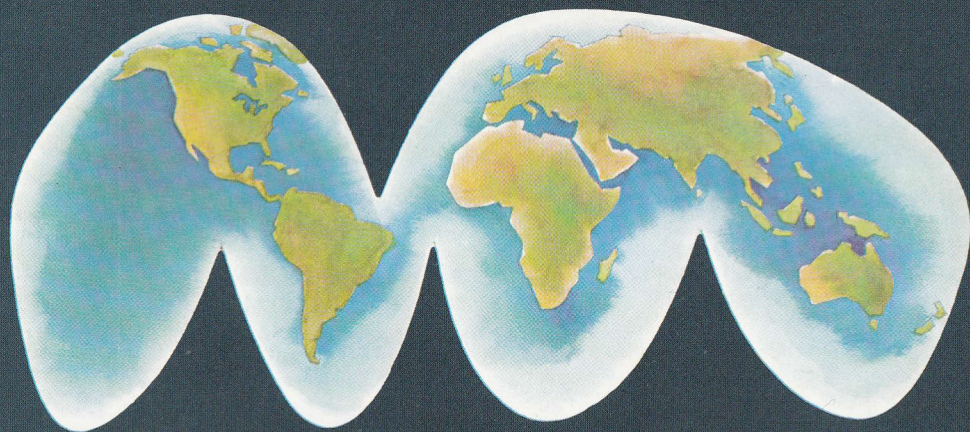
**VIGORTONE**  
CEDAR RAPIDS, IOWA.

**PITTSVILLE FUR FOODS, INC.**  
PITTSVILLE, WIS.

★ **LONE STAR RENDERING CO.**  
DALLAS, TEXAS



## BEATRICE: A FAST GROWING INTERNATIONAL FAMILY



Less than a decade has passed since Beatrice began its first overseas operation—producing dairy products in Malaysia in 1961. Today, Beatrice Brands are synonymous with quality in 22 far-flung nations where Beatrice has plants, joint ventures or franchise agreements.

This international family stretches to virtually every continent—from the tropics to the fjord country—and produces a myriad of products: chocolates in Australia, polyethylene products in the Netherlands and Spain, chewing gum in Germany, dairy products in the Far East and Jamaica, convenience foods in Italy, proprietary pharmaceuticals in Colombia.

The possibilities for future overseas growth are endless. Presently, Beatrice serves this market with 47 plants and 3,700 employees located on every continent except Africa, but even there, many Beatrice products are sold. As in the United States, Beatrice Brands are produced with the same top standards of quality and with the ultimate satisfaction of the consumer in mind.



**Australia:**

Red Tulip Investments  
Proprietary Ltd.

**Belgium:**

Artic, S.A.  
Cie Lacsoons, S.A.

**Canada:**

Bloomfield Industries Canada Ltd.  
The Liberty Cherry Company of  
Canada Ltd.  
Melnor Manufacturing Ltd.  
Stahl Finish Ltd.  
United Finish Co. Ltd.  
V-H Quality Food Products Ltd.

**Colombia:**

Fabrica De Dulces Gran  
Columbia, S.A.  
Jack's Snacks de Colombia, S.A.

**England:**

Beatrice Foods (U.K.) Ltd.  
Stahl Chemicals (G.B.) Ltd.

**Germany:**

O.K. Kaugummi E. A.  
Walter Schumann, K.G.

**Ireland:**

Tayto Ltd.

**Italy:**

Beatrice & Motta S.p.A.

**Jamaica:**

Cremo Ltd.

**Malaya:**

Beatrice Foods Sdn. Berhad  
Premier Milk (Malaya) Sdn. Berhad



DAIRY PRODUCTS

**Beatrice  
Foods  
U.K.**

CONVENIENCE FOODS

*Mantecados  
Payco  
LTD.*

ICE CREAM. OTHER BRANDS:  
LADY RICHMOND, VELVET, PAYCO.



INTERNATIONAL  
SNACKS

**LACTOPRODUCTOS  
LA LOMA, S. A.**

DAIRY PRODUCTS  
FOR BAKING INDUSTRY



SNACKS

**ARTIC S.A.**

ICE CREAM,  
FROZEN FOODS

*Cremo*  
MILK, ICE CREAM  
OTHER BRAND:  
BUCKINGHAM

*Red Tulip*

CANDIES



CONVENIENCE FOODS

**Beatrice  
Scandinavia**

SNACKS,  
CONVENIENCE FOODS

**Beatrice  
Foods**

(MALAYA) LTD.

DAIRY PRODUCTS

**Fábrica De  
Dulces  
Gran Colombia**

CONFECTIONS, SNACKS

**Mexico:**

Lactoproductos La Loma, S.A.

**The Netherlands:**

Stahl Chemical Industries N. V.  
Polyvinyl Chemie Holland N. V.

**Norway:**

Beatrice Scandinavia A/S

**Peru:**

Productos Chipi S.A.

**Puerto Rico:**

Eric's Swiss Products, Inc.  
Mantecados Payco, Inc.

**Republic of Singapore:**

Premier Milk Ltd.

**Spain:**

Marisa  
Sociedad Anonima Industrial de  
Productos Auxiliares (S.A.I.P.A.)  
Stahl Iberica, S.A.

**Switzerland:**

Foods and Services A.G.

**New York, N. Y.:**

BESCO (Beatrice Export Company)

**Far East Dairy Plants:**

Chitose, Japan  
Itazuke, Japan  
Misawa, Japan  
Yokohama, Japan  
Naha, Okinawa  
Cam Ranh Bay, South Vietnam  
Qui Nhon, South Vietnam

**Countries where Beatrice Foods Co.  
operates under licence:**

Brazil	Canada	Germany
Greece	The Netherlands	
Mexico	Venezuela	





## RESEARCH AND DEVELOPMENT: THE KEYS TO THE FUTURE

Satisfying changing consumer needs and preferences is a challenge Beatrice is well prepared to meet, thanks to trained research and development teams. Local and national market trends are studied constantly. Research centers, laboratories and test kitchens perform countless product tests. Quality control and testing laboratories in all regional plant areas maintain strictest standards to protect and extend the purity, freshness and flavor of Beatrice food products.

In the U. S. alone, Beatrice has introduced more than 400 new or substantially improved products in less than three years. The success of these new products is a proud chapter in Beatrice Foods' growth story. In Research and Development, there is only one way to look: *ahead!*



**Beatrice Foods Co.**

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