

FEBRUARY 1989



**Principal
U.S. Consumer
Products by Brand**

BORDEN, INC.
180 EAST BROAD STREET
COLUMBUS, OHIO 43215

Detach Here

Attached is a wallet-sized card listing Borden's principal U.S. consumer products.

Our family of brands continues to grow in each business area. This wallet card is intended to help shareholders, employees and retirees to recognize all of the products in our family, whether or not they carry the Borden name.

I encourage you to join with me in purchasing at least one more Borden product each week, which would add over \$5 million to our annual sales. That's good not only for the company, but also for each of us who benefit from its prosperity. Even more directly, each of us would be enjoying yet another Borden product – the highest-quality foods and other consumer items available today.

R. J. Ventres
*Chairman and
Chief Executive Officer*

If you would like additional copies of this card, please contact Corporate Public Affairs at the address shown on the front cover or by calling 614-225-4422.

To form the wallet card, please discard this portion and fold the remainder as illustrated.



Detach Here

Dairy

Borden whole, lowfat, skim and chocolate milks and buttermilk; cottage cheese, sour cream, whipping cream and other creams; egg nog; orange juice; fruit drinks

Hi-Calcium lowfat milk

Hi-Protein lowfat milk

Light sugar-free lowfat chocolate milk and nonfat yogurt

Lite-line milk, cottage cheese, sour cream and yogurt

Thirstee Smash fruit drinks

Borden ice cream and frozen novelty bars, sandwiches and pops; sugar-free frozen novelties

Eagle Brand ice cream

Lady Borden ice cream

Light ice milk

Cracker Jack, Frostick, Mississippi Mud, Juice Stix and **Glacier Bar** frozen novelties

Meadow Gold whole, lowfat, skim and chocolate milks and buttermilk; cottage cheese, sour cream, whipping cream and other creams; egg nog; orange juice; fruit drinks

Mountain High yogurt

Viva lowfat and extra-calcium milks, protein-fortified skim milk, cottage cheese, sour cream and yogurt

Meadow Gold ice cream and frozen novelty bars, sandwiches and pops

Light ice milk

Olde Fashioned Recipe ice cream

Turtles frozen novelties

Viva sugar-free frozen novelties

Regional:

Borden citrus punch (Florida)

Hotel Bar butter (New York)

Keller's butter (Philadelphia)

KLIM whole milk powder (New York)

Louis Sherry ice cream (New York)

Snacks

Borden cheese puffs, corn snacks and pretzels (canister)

Ranch Fries snacks

Krunchers! potato chips

La Famous tortilla chips and dips

New York Deli potato chips and other snacks

Seyfert's pretzels

Wise popcorn, dips and other snacks

Bravos tortilla chips

Cheez Doodles corn puffs

Cottage Fries potato chips

Pick Ups single-serve snacks

Ridgies rippled potato chips

Spirals crispy corn snacks

Snacks (continued)

Regional:

Buckeye potato chips (Ohio)

Clover Club potato chips and other snacks

El Molino and **Little Pancho** tortillas, chilis, sauces and spices (Mountain/Western)

Crane's potato chips (Illinois)

Geiser's potato chips and other snacks (Wisconsin)

Guy's potato chips, nuts and other snacks (Midwest)

Jays potato chips, popcorn, other snacks
O-ke-doke cheese-flavored popcorn (Illinois and Great Lakes)

Laura Scudder's potato chips, nuts, other snacks (California, Arizona, Nevada)

Red Seal potato chips, **El Dorado** corn and tortilla chips, and **Barrel 'O Fun** snack products (Mountain)

Seyfert's potato chips, nuts and other snacks (Indiana and Michigan)

Snacktime pretzels, popcorn, dips and other snacks

Cain's, Chesty, KAS and **Kitty Clover** potato chips

Cornies cheese puffs

Indian Brand corn chips

Pepitos and **Tor-ticos** tortilla chips (Midwest)

Wise potato chips and other snacks (East Coast and Texas)

Dipsy Doodles rippled corn chips (East Coast)

Pasta

Creamette

Silver Award

Regional:

Anthony's (Southern California and Nevada)

Bravo (New York)

Dutch Maid (Northeast and Midwest)

Gioia (Upstate New York and Pennsylvania)

Globe A-1 (California)

Goodman's (Northeast and Miami)

Luxury (Gulf Coast)

Merlino's (Pacific Northwest)

Mrs. Grass (Chicago)

New Mill (Midwest)

Pennsylvania Dutch (East Coast)

Prince (Northeast and Midwest)

R&F (Midwest)

Red Cross (Midwest)

Ronco (Southeast)

Vimco (Pennsylvania, Ohio and New York)

**IF IT'S BORDEN-
IT'S GOT TO BE GOOD**

Grocery

Bennett's sauces
Borden egg nog
Borden process cheese and process cheese substitute products
Lite-line cheese products
CheezTwo process cheese substitute
Campfire marshmallows
Cary's maple syrup
Classico pasta sauces
Coco Lopez cream of coconut and fruit drink mixes
Cracker Jack caramel-coated popcorn and peanuts
Cremora non-dairy creamer
Doxsee chowder and clam products
Eagle Brand sweetened condensed milk
Fisher cheese substitute products
Sandwich-Mate slices
Ched-O-Mate, Pizza-Mate, Salad-Mate and *Taco-Mate* shredded products
Frostee shakes
Harris canned crabmeat and specialty soup products
Haviland chocolate candy
Hilton's oyster stew and chowders
Kava acid reduced instant coffee
MacDonald's maple syrup
None Such mincemeat
Orleans and *DeJean's* canned seafood products

RealLemon lemon juice from concentrate
RealLime lime juice from concentrate
Serv, Americana and *Chatsworth* individual portion control products
Snow's chowders and clam products
Soup Starter, Stew Starter, Chili Starter and *Chowder Starter* dry mixes
Steero bouillon and broth products
Vermont Maple Orchards maple syrup
Wylers's bouillon
Lite-line low-sodium bouillon

Regional:

Aunt Millie's spaghetti sauce (Northeast)
Gioia spaghetti sauce (Upstate New York)
Prince spaghetti sauce (Northeast and Midwest)
Bama jams, jellies and preserves, aseptic fruit drinks, syrup, peanut butter and mayonnaise (South and Southwest)
Country Store instant mashed potatoes (Midwest and Southwest)
Cutcher canned seafood products (Wisconsin and Utah)
Dime Brand sweetened condensed filled dairy blend (Southwest)
Ever Fresh fruit freshener (Mountain and Western)
Gregg's and *Re-Mi* foodservice mayonnaise, salad dressings and soup bases (Midwest, Southwest and West Coast)

Laura Scudder's natural peanut butter (Mountain, Western and Texas)
MCP pectin (Mountain and Western)
Magnolia Brand sweetened condensed filled dairy blend (Miami) and mellorealm (New York)
Mrs. Grass soup and dip mixes (North Central)

Non-Food Consumer

Wallcoverings – *Birge, Borden Home Wallcoverings, Crown, Fashion House, Foremost, Guard, James Seeman Studios, Mitchell Designs, Satinesque, ShandKydd, Sunwall 54, Sunwall 27, Sun-Tex, Sunworthy* and *Wall-Tex*
Decorative overlay products
Elmer's glues, cements, building adhesives, caulking compounds, sealants and wood fillers
Krylon spray paints and varnishes; silicones and other lubricants; automotive maintenance and protection products