

# FOR HEALTH- CONSCIOUS CONSUMERS

## ALTERNATIVE FOODS FROM ELSIE

REDUCED  
FAT

REDUCED  
CHOLESTEROL

REDUCED  
CALORIES

REDUCED  
SODIUM

Grocery,  
Snack and Dairy  
Alternative Products

Plus Pasta, Another  
Sensible Choice for  
Good Nutrition



IF IT'S BORDEN-IT'S  
GOT TO BE GOOD®

# S

ince Borden introduced lowfat milk in the 1950s, the company has developed and marketed a growing array of alternative food products, formulated specifically for health-conscious consumers.

Today we offer delicious alternatives in all of our major food lines—reduced, compared with standard foods, in one or more of these components: fat, cholesterol, calories or sodium. Some Borden alternatives are widely available across the United States, while others are sold regionally.

Borden also produces pasta, one of the best food choices for health-conscious consumers. It naturally provides good nutritional value—high in complex carbohydrates with low fat, no cholesterol (except for egg noodles) and very little sodium.

In comparing Borden alternative foods with the standard ones they replace, this brochure generally uses the U.S. Food and Drug Administration (FDA) definitions of “reduced”:

**“Reduced” Cholesterol**

At least 75% less

**“Reduced” Sodium**

At least 75% less

**“Reduced” Calories**

At least 33% fewer

**“Reduced” Fat**

At least 33% less (no FDA definition exists)

All of the Borden alternative foods listed (with a few indicated exceptions) are “reduced” in at least one of these four components. Keep in mind that a product reduced in one or two components might still contain the standard amount of another. Whether that standard component is important or not depends on personal dietary preferences and needs.



## GROCERY PRODUCTS

### PEANUT BUTTER

Standard

150 mg. sodium per 2 tablespoon serving

Reduced Sodium

**Laura Scudder's** unsalted natural peanut butter (5 mg. sodium per 2 tablespoons)

### INSTANT BOUILLON AND BROTH

Standard

900 mg. (chicken flavor) and 930 mg. (beef flavor) sodium per teaspoon

Reduced Sodium

**Wyler's** low-sodium instant bouillon (5 mg. sodium per teaspoon)

**MBT** low-sodium instant broth (6.5 mg. to 7.9 mg. sodium per teaspoon)

### TABLE (PANCAKE) SYRUP

Standard

50 calories per tablespoon

Reduced Calories

**Cary's** reduced calorie (saccharin-sweetened) syrup (10 calories per tablespoon)

### MAYONNAISE

Standard

11 g. fat and 98.5 calories per tablespoon

Reduced Fat and Calories

**Bama** Light mayonnaise (4 g. fat and 45 calories per tablespoon)

### JAMS & PRESERVES

Standard

15 calories per teaspoon

Reduced Calories

**Bama** Light & Fruity spreads (8 to 10 calories per teaspoon)

### NON-DAIRY CREAMERS

Standard

35% fat (**Cremora** brand)

Reduced Fat

**Cremora** Lite non-dairy creamer (16% fat) Also 70% less saturated fat—made with sunflower oil instead of tropical oils



### CHEESE

Standard American Process Cheese

31.4% fat, 27.0 mg. cholesterol, 106 calories and 406 mg. sodium per 1 oz. serving

### Reduced Fat

**Borden** Light American and **Borden** Skim American cheese product (15.0% fat)

### Reduced Fat and Calories

**Life-line** cheese product (7.2% to 9.0% fat; 50 calories per oz.)

### Reduced Cholesterol

**Life-line** low cholesterol cheese food substitute (4.8 mg. per oz.)

**CheezTwo** cheese food substitute (1.9 mg. per oz.)

**Fisher Sandwich-Mate** cheese food substitute (1.9 mg. per oz.)

**Fisher Chef's Delight** cheese spread substitute (5.5 mg. per oz.)

**Fisher Ched-O-Mate, Pizza-Mate, Salad-Mate** and **Taco-Mate** process cheese substitute (2.1 mg. to 6.8 mg. per oz.)

### Reduced Sodium

**Life-line** reduced sodium cheese product (90 mg. sodium per oz.)

### Lower in Sodium

**Life-line** Sodium Lite cheese product (200 mg. sodium per oz.—51% lower; does not meet FDA definition of "reduced")

## SNACKS

Borden cooks virtually all of its potato and corn snacks in vegetable oils that are low in saturated fats—principally peanut, soybean and cottonseed oils—and is eliminating the use of highly saturated palm and coconut tropical oils. All vegetable oils are cholesterol-free.

### POTATO CHIPS

#### Standard

180 mg. or more sodium per 1 oz. serving



### Reduced Sodium

**Cain's, Chesty, Cottage Fries, Geiser's, Jays, KAS, Kitty Clover, Laura Scudder's, Red Seal** and **Seyfert's** no-salt-added chips (5 mg. sodium per oz.)

### Lower in Sodium

**Laura Scudder's** Half the Salt and **Wise** Lightly Salted chips (95 mg. to 100 mg. sodium per oz.—approx. 45% lower; does not meet FDA definition of "reduced")

### TORTILLA CHIPS

#### Standard

180 mg. or more sodium per 1 oz. serving

### Reduced Sodium

**El Dorado, La Famous** and **Laura Scudder's** no-salt-added chips (5 mg. sodium per oz.)

### POPCORN

#### Standard

160 mg. to 180 mg. sodium per 1/2 oz. serving

### Reduced Sodium

**Wise Choice** premium no salt popcorn (0 mg. sodium per 1/2 oz.)



## DAIRY PRODUCTS

### MILK

Standard Homogenized Whole Milk  
3.25% fat

### Reduced Fat

Products listed are available in one or more of these brands: **Borden, Borden Life-line, Viva** and **Meadow Gold**

Skim/nonfat milk (less than 0.5% fat)

Skim protein-fortified milk  
(less than 0.5% fat)

Skim buttermilk (less than 0.5% fat)

Lowfat milk (0.5, 1.0, 1.5 and 2.0% fat)

Hi-Protein lowfat milk (2% fat)

Extra calcium lowfat milk (2% fat)

Lowfat buttermilk (1.5% fat)

Chocolate lowfat milk

(0.5, 1.0, 1.5 and 2.0% fat)

### CHOCOLATE MILK

Standard Homogenized Chocolate  
Whole Milk

3.25% fat; 210 calories per 8-fl. oz.  
serving

### Reduced Fat and Calories

**Borden Light** and **Viva** aspartame-sweetened chocolate lowfat milk  
(2% fat; 130 calories per 8 fl. oz.)

### COTTAGE CHEESE

#### Standard

4% fat; 457 mg. sodium per 4 oz.  
(1/2 cup) serving

#### Reduced Fat

**Borden Life-line** and **Viva** lowfat  
cottage cheese (1% and 2% fat)

**Borden** dry curd cottage cheese  
(less than 0.5% fat)

#### Reduced Sodium

**Borden** and **Viva** no-salt cottage  
cheese (50 mg. sodium per 4 oz.)

### SOUR CREAM

#### Standard

18% fat

#### Reduced Fat

**Borden Life-line** and **Viva** Lite lowfat  
sour cream (9% fat)

### YOGURT

#### Standard Non-Fruit Variety

3.25% fat

#### Reduced Fat

**Borden Life-line, Viva** and **Meadow Gold** lowfat yogurt (1.0% to 1.5% fat)

#### Standard Lowfat Fruit Variety

1.5% fat; 168 calories per 6 oz. serving

#### Reduced Fat and Calories

**Borden Light** and **Viva** aspartame-sweetened nonfat yogurt (less than 0.5% fat; 90 calories per 6 oz.)

### FROZEN DESSERTS

#### Standard Ice Cream

10.2% fat or more

## Reduced Fat

**Borden Light** and **Meadow Gold Light** premium ice milk (3.5% to 6.5% fat)

**Borden** and **Meadow Gold** sherbet (1.0% fat)

**Borden** and **Meadow Gold** premium frozen yogurt (3% to 3.5% fat)

## FROZEN NOVELTIES

### Standard

Calories per item—ice pop, 40; fudge bar, 90; dream pop/bar, 70; dessert sandwich, 180

### Reduced Calories

**Borden Light** and **Viva** sugar free (aspartame-sweetened) products:

Ice pop (20 calories)

Fudge bar (60 calories)

Dream pop/bar (30 calories)

### Lower in Calories

**Viva** sugar free (aspartame-sweetened) dessert sandwich (130 calories—28% lower; does not meet FDA definition of “reduced”)



## PASTA

# P



Pasta is the perfect main dish response to the Surgeon General's recommendation that Americans eat less sodium, less fat and more complex carbohydrates. It's naturally very low in sodium, low in fat and high in complex carbohydrates.

Pasta also has no cholesterol, except for egg noodles, and even that product can be specially formulated to eliminate cholesterol, by using only the whites of eggs and not the yolks.

By itself, pasta is also a significant source of protein. One two-ounce serving of standard cooked pasta provides 11% of the U.S. Recommended Daily Allowance of protein.

Pasta dishes flavored with lean meat or fish make it possible to savor the flavor of traditional entrees, without excessive intake of sodium, fat or cholesterol.

Few stores in the United States or Canada are without one or more Borden brands. Just check the following list for the brands in your stores—and then buy pasta for good nutrition, and Borden pasta for best quality.

## EGG NOODLES

### Standard

54 mg. cholesterol per 2 oz. serving

### Reduced Cholesterol

**Creamette Pennsylvania Dutch** No Egg Yolk ribbons, **Creamette Yolk-Free!** ribbons and **Prince Yolk-Free!** egg noodle substitute (0 mg. per 2 oz.)

## BORDEN PASTA BRANDS

AVAILABLE NATIONALLY IN U.S.

**Creamette**—Borden's flagship brand  
**Pennsylvania Dutch**, **Silver Award** and  
**DeCecco** (premium Italian import)

AVAILABLE REGIONALLY IN U.S.

**Anthony's**, **Bravo**, **Dutch Maid**, **Gioia**, **Globe**  
**A-1**, **Goodman's**, **Luxury**, **Merlino's**, **Mrs.**  
**Grass**, **New Mill**, **Prince**, **R-F**, **Red Cross**,  
**Ronco** and **Vimco**

AVAILABLE IN CANADA

**Catelli**, **Creamette**, **Romi**, **Splendor**,  
**Di Parma** and **Nelia**



This brochure is based on information available at the time of printing and is subject to change. For current information on alternative Borden foods, please consult the product labels, some of which may present rounded values for certain nutrient values included here. Standard values shown are generally obtained from U.S. Department of Agriculture Handbook No. 8.

April 1990