

FEBRUARY 1990



**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.

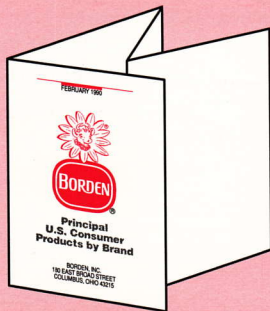
I encourage you to join with me in purchasing at least one more Borden product each week, which would add over \$5 million to our annual sales. That's good not only for the Company, but also for each of us who benefit from its prosperity. Even more directly, each of us would be enjoying yet another Borden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

A handwritten signature in black ink, appearing to read "R. J. Ventres".

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

Pasta

Creamette

Silver Award

Pennsylvania Dutch

DeCecco (imported from Italy; distributed)

Regional:

Anthony's (Southern California, Arizona 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)

Prince (Northeast and Midwest)

R-F (Midwest and Southwest)

Red Cross (Midwest)

Ronco (Southeast)

Vimco (Pennsylvania, Ohio and New York)

Snacks

Borden cheese puffs, corn snacks and pretzels (canister)

Ranch Fries snacks

Krunchers! potato chips

La Famous tortilla chips, dips and salsa

New York Deli potato chips and other snacks

Seyfert's pretzels

Snacks (continued)

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

Wise Choice premium popcorn

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, and other snacks (California, Arizona and Nevada)

Moore's potato chips and other snacks (Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina and Georgia)

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)

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-Protein lowfat milk

Light sugar-free chocolate lowfat milk and nonfat yogurt

Lite-line protein-fortified skim milk, cottage cheese, sour cream and yogurt

Thirstee Smash fruit drinks

Borden ice cream and frozen novelty bars, sandwiches and pops; frozen yogurt

Eagle Brand ice cream

Lady Borden ice cream and brownie sandwiches

Dairy (continued)

Light ice milk and sugar-free frozen novelties

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 lowfat extra-calcium milks, protein-fortified skim milk, cottage cheese, sour cream and yogurt; sugar-free chocolate lowfat milk and nonfat yogurt

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

Light ice milk

Olde Fashioned Recipe ice cream

Turtles frozen novelties

Viva sugar-free frozen novelties

Regional:

KLIM whole milk powder (New York)

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

Niche Grocery

Bennett's sauces
Borden egg nog
Borden aseptic flavored milks
Borden process cheese and process cheese substitute products
Lite-line cheese products
CbeezTwo process cheese substitute
Campfire marshmallows
Cary's maple syrup
Classico pasta sauce
Coco Lopez cream of coconut and fruit drink mixes
Cracker Jack caramel-coated popcorn and peanuts
Cremora and **Cremora Lite** non-dairy creamer
Doxsee chowder and clam products
Eagle Brand sweetened condensed milk
Fisher cheese substitute products
Sandwich-Mate slices
Cbed-O-Mate, **Pizza-Mate**, **Salad-Mate** and **Taco-Mate** shredded products
Harris canned crabmeat and specialty soup products
Hilton's oyster stew and chowders
Kava acid reduced instant coffee
MacDonald's maple syrup
MBT broth
Meadow Gold process cheese
None Such mincemeat
Ocean Fresh pasteurized crabmeat

Orleans and **DeJean's** canned seafood products
ReaLemon lemon juice from concentrate
ReaLime lime juice from concentrate
Serv, **Americana**, **Chatsworth** and **Pitch 'R Pak** individual portion control products
Snow's chowders and clam products
Soup Starter, **Stew Starter**, **Chili Starter**, **Chowder Starter** and **Minestrone Starter** dry mixes
Steero bouillon and broth products
Vermont Maple Orchards maple syrup
Wylers 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
Lite & Fruity low calorie fruit spreads (Southeast and Southwest)
Country Store instant mashed potatoes (Midwest and Southwest)
Cutcher canned seafood products (Wisconsin and Utah)
Dime Brand sweetened condensed milk (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 milk (New York and Miami)
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**, **SbandKydd**, **Sunwall 54**, **Sunwall 27**, **Sun-Tex**, **Sunworthy** and **Wall-Tex**
Elmer's household, carpenter's and specialty glues, cements, building adhesives, caulking compounds, sealants and wood fillers
Fill 'N Finish wood filler
Invisible Glove protective hand cream
Stix-All adhesive
Slide-All lubricant
Wonder Bond adhesive
Krazy Glue instant glues and high-function adhesives
Accent, **Country Colors** and **Colorworks** artist/craft brush-on paints