

MAXIMUM PERFORMANCE

Shortening & Oil Products



We Make a Difference in What You Make.



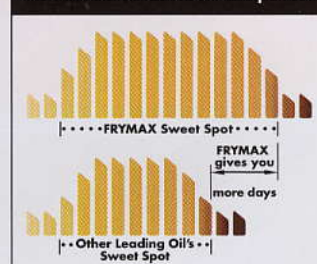
LIQUID DEEP FRYING OILS



FRYMAX DEEP FRYING OIL

- **Patented ultra-purification process produces the Frymax Sweet Spot™**
 - The Sweet Spot™ is that time when our oil is perfectly seasoned to bring out the pure, natural flavor and golden brown color you intend for your foods.
 - Frymax produces more golden brown fried foods than other leading deep frying oils.
 - Frymax means fewer oil change-outs with no sacrifice in flavor quality.
- **Available in Golden Supreme, Canola Supreme, and Peanut Supreme for all your deep frying needs**

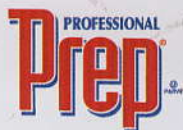
The FRYMAX SWEET SPOT Comparison



STERLING FRYING OIL

- **Pure, premium vegetable oil for purely delicious taste**
 - Sterling has no preservatives.
 - Pure, premium vegetable oil formulation helps you produce delicious, golden-brown foods with a light, non-oily taste.

PAN RELEASE



PROFESSIONAL PREP PAN RELEASE

- **Better coverage than the leading high-yield competitor**
 - Prep contains no alcohol, which causes running.
 - Professional Prep Pan Release stays where you spray it.
- **Unsurpassed anti-stick performance**
 - No other pan spray beats Prep for anti-stick performance.
- **No added alcohol in your recipes**



BUTTER FLAVORED & SPECIALTY OILS



Mazola®

Sterling®
SALAD OIL

WHIRL BUTTER FLAVORED OIL

- **Whirl's butter flavor stands up to heat**

- Original Whirl is equally preferred to butter in taste tests.
- A special flavor-release system protects Whirl's flavor at high cooking temperatures.

- **Won't scorch at high cooking temperatures like butter can**

- Whirl's smoke point is 50° higher than butter.
- Use Whirl in place of butter for grilling, sautéing, and pan frying.
- Whirl's superb in sauces, roux, and marinades.

- **More convenient than butter**

- No need to clarify or refrigerate.
- No waste, 100% usable.

- **Whirl has less than half the saturated fat of butter**

- Per serving, Whirl has only 2.5 grams of saturated fat versus 7 grams in butter.



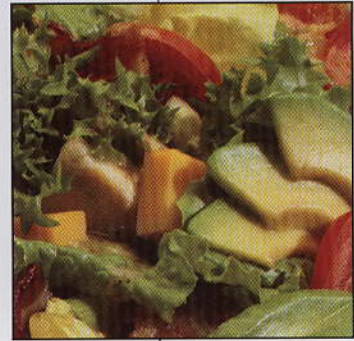
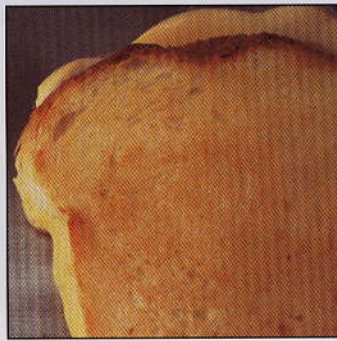
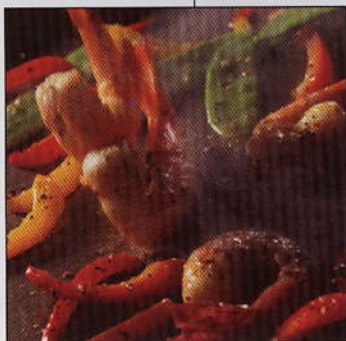
Whirl



Butter

STERLING AND MAZOLA SALAD OILS

- **Premium Salad oil for a light, clear color**
- **Outstanding clarity**
- **Superb performance in salads and more**



BAKERY SHORTENINGS



Sweetex®
U Parve

Nutex®
U Parve

ALPINE®

HYMO®



ALL PURPOSE

- **Primex®** is the all-purpose shortening for breads, cookies, pie dough and other baked goods. Primex provides consistent performance you can count on.
- **BBS®** offers all-purpose versatility with an easy-to-use consistency.

CAKE AND ICINGS

- **Sweetex®** helps you produce smooth, sweet icings that stay moist so your cakes taste as good as they look.
- **Nutex®** is a liquid, high-ratio shortening that blends easily to produce delicious, moist cakes.
- **Alpine®** provides smooth light color icings that have excellent body and volume.
- **Hymo® and Super Hymo®** are versatile shortenings with unique emulsification systems. Increased moisture retention means greater yield and longer shelf life.

SPECIALTY SHORTENINGS

- **Golden Sweetex®** is a superb roll-in shortening with a rich, buttery flavor that's perfect for your danish, puff pastries and other bakery specialties.
- **Super Fry®** is for heavy duty doughnut deep frying. Provides balanced oil absorption and excellent sugar adherence.

Primex®
U Parve

BBS®



Golden Sweetex®
U Parve

SUPER FRY®



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