



NEWS RELEASE

February 22, 1991

Country Creme Filling

Last year, after many months of extensive research and development at Halben, our new family of creamy fresh filling mixes were introduced to the food service industry.

These new fillings are marketed under the brand name of Lasco "Country Creme Filling Mixes". There are four flavors available: Chocolate, Cocoanut, Banana and Pistachio.

Each flavor is packed in a 28 oz. foil bag, packed 8 bags to the case. Each bag will yield 152 ounces of rich and creamy filling (1 gallon plus 3 cups).

The request for the development of this line of filling mixes came from two of our National Family Chain Restaurant Accounts. At the time they were using two National brands of instant pudding and pie mixes. They were not happy with the quality they were receiving while using milk that was called for in label directions. They started testing these same brands using half and half, whipping cream, or liquid vanilla ice cream mix in place of the milk. In most cases they achieved the quality they were looking for; however, it resulted in a higher food cost.

Our "Country Creme Filling Mixes" will give them the same high quality dessert while using only milk. They were able to lower their food cost for a high quality pudding and pie filling.

These customers discovered that when they made up our "Country Creme Filling" for pudding, it held up better on the salad bar than the brands they were using. Their brands would break down after continuous stirring by the self serve customer.

It was also reported that our creme fillings did not crack and remained rich and creamy while being held under refrigerator for later use.

It was also reported that the cream pies made from our fillings held up for days under refrigeration after being sliced, and placed on a serving plate.

So there you have it—your customer can now serve that homemade taste goodness in all of their puddings and cream pies.

Allen Foods is proud to have these "Country Creme Filling Mixes" part of our current line of over 235 different Lasco Quality Food Products



Lasco
QUALITY FOOD PRODUCTS FROM
allen af foods

*Serve with confidence
every time!*

INSTANT

Country Creme Filling

ARTIFICIALLY FLAVORED

1. Place 1 Gallon of milk in mixing bowl.
2. Add contents of package. Mix at medium speed with wire whip for 1 minute.
3. Scrape down bottom and sides of bowl. Mix at medium speed for 2 minutes.
4. Pour immediately into baked pie shells or serving dishes.
5. Chill pies until firm (Approx. 2 hours) pudding will set in 15 minutes.

Note: To Make One Pie Only:

Use 21 Fl. oz. milk and 3/4 cup of mix.

Yield: 1 Gallon plus 3 Cups

6-9" Pies

38/4 oz. Servings

Special Features

4 Flavors

1070823	Banana
1070726	Chocolate
1070742	Coconut
1070807	Pistachio

Puddings: Remains Rich and Creamy Even After Overnight Refrigerated Storage.

Pies: Will Cut Clean and Smooth . . . Slices Will Not Crack Even When Refrigerated Overnight

Cost: .0369¢ per oz.
(Includes price of milk @ \$2.50 Gal)

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