

Pillsbury and DRINC Announce Six New Refrigerated Candies

"All Butter Fudge" and five other new refrigerated candies developed by Pillsbury under a shared-cost project with Dairy Research, Inc., (DRINC) are now being sold in test markets at Fort Wayne, Ind., and Fresno, Calif.

"These six items are the first of a number that we expect to introduce as a result of our shared-cost product development contracts with nationally known food brands," reports Dr. Richard E. Farrar, executive vice president of DRINC. "They mark the first time that the DRINC name or the name of any other producer-supported organization has appeared on packages of a brand distributed in all states of our country."

Sold as Pillsbury "Creamery

Candies," the line of six confections take advantage of refrigerated distribution to use fresh dairy ingredients.

"Country butter," "dairy sweet milk," "sweet cream" and similar descriptive terms are used extensively in packaging and promotion to stress fresh, home-made quality.

In addition to All Butter fudge, other varieties offered in test markets are Golden Cream Fudge, Chocolate Cream Caramels, Mint Chocolate Meltaways, Orange Chocolate Creams, and Chocolate Pecan Sticks.

All six are being sold in packages of a half-pound or less at prices approximately half that charged for comparable quality candy store items.

While no special attention is being called to the Chocolate Pecan Sticks, the label notes that imitation pecan nuts meats are being used. The new discovery made with dairy ingredients is virtually indistinguishable in taste and appearance from real pecan meats, and costs approximately half the price. A number of other food applications are being studied.

The candies all all "open dated" on the packages to assure the customer of freshness. The readable dates also encourage food stores to rotate stock to guarantee quality.

Test market promotion of the candies includes a TV commercial featuring Pillsbury's "Poppin' Fresh" animated character. He also appears on all

packages next to a picture of the traditional milk can, milk pail, and ladle. Newspaper advertising and coupons are also being used in the test market campaigns.

Fresh dairy ingredients are named in the listing on each package. The DRINC logotype appears on the back panel of each package with the message "Developed with Dairy Research Incorporated."

DRINC, with headquarters in Arlington Heights, Ill., is a non-profit research and market development organization established in 1969. Its purpose is to stimulate the development of new or increased uses for milk and milk products. DRINC funds come exclusively from dairy farmers investing in the United

Dairy Industry Association.

The announcement of the new Pillsbury products marks the first time that DRINC has identified one of the food companies with which it has product development contracts. For competitive reasons, such companies understandably do not want to be identified with new product work until such products are exposed publicly in test markets.

All shared-cost projects with commercial firms are, however, approved by DRINC's Executive Committee of five milk producers before they are signed.

"Every major food firm is today getting more than half of its income from new products that were not on the market 10 years ago," according to Alden Grimes, DRINC's vice president of market development.

"It is obvious that not just the growth, but the very survival of the dairy industry demands new dairy products and new uses for dairy ingredients. The major dairy firms of a few years ago are spending most of their research effort on non-dairy substitutes. The research facilities of the larger cooperatives are doing a tremendous job of trying to replace that commercial effort, but most concentrate primarily on short-term product developments to move products this year and next

"The job of looking five and 10 years ahead and assuming the risks of developing products for that future market must and is being borne by dairy farmers through their support of DRINC. The fact that we are able to get nationally known food firms to invest three or four times the DRINC investment in such projects should give producers renewed faith in the future of dairying."

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In the Kitchen

SOUR CREAM

- 1/2 cup skim milk
- 1 tsp. lemon juice
- 1/4 tsp. salt
- 1 (8-oz.) container uncreamed cottage cheese

Blend all ingredients until smooth in container of electric blender or whip with rotary beater until there are no lumps. Keep refrigerated until ready to serve. Makes slightly more than one cup



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