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A description of each exhibitor's most important product or service, with address, telephone number, and Reader Service Faxcard number.

A listing of exhibitors categorized by type of product or service offered to the food.

Ingredients take Expo Visitors "Back to the future".

Six significant business trends.

Prevents disease ;Tastes great!

Packaging systems reflect continuing refinement.

High interest in testing for E. coli O157:H7.

University consulting: breaking down old barriers.

Food processors explore power of connectivity.

Through the eyes of publishers and associations.

A cross-functional strategy for product development.

Corn products opens redesigned facility for extracting corn germ oil.

Advertising claims substantiation.

Resolving advertising disputes between competitors.

Supporting advertising superiority claims with taste tests.

Role of marketing research in claims testing.

Supporting and challenging advertising claims with consumer perception studies.

NBC'S television advertising review procedures and Guidelines.