introducing

A DYNAMIC GROWTH MARKET

HEALTH FOODS RESHAPING BOTH FOOD AND DRUG MARKETING

Advertising Age, Aug. 9, 1971

Health foods will become the most dynamically expanding segment of the food industry during all of the 70's.

Advertising Age, July 6, 1970

Interest in health foods . . . has become more of a movement than a fad.

Chain Store Age, Aug. 1971

Natural, organic and health food businesses are growing at a tremendous rate . . . . sales in health food stores and other outlets may reach $550 million this year, up from $400 million last year.

Fortune, March 1972

Health Food volume prediction: 5% of grocery sales in 2 years.

Supermarket News, Feb. 21, 1972

Health foods may follow gourmet and diet foods in quickly becoming a standard section in most modern markets.

Supermarket News, Oct. 25, 1971

In less than two years, health foods has become one of the fastest turning, most profitable product categories in the entire specialty food field.

Specialty Food Merchandising, Aug. 1972

Virtually every drug store that has installed a health foods department—no matter how small—has done well with it.

American Druggist, Jan. 24, 1972

The health foods business has proved so profitable for some pharmacies that they are seeking space to enlarge the department or looking for sites on which to locate adjoining health food stores.

American Druggist, Jan. 24, 1972

A COMBINATION OF POWERFUL SOCIAL AND ENVIRONMENTAL PRESSURES NOW PROMISES EXTENSIVE GROWTH FOR HEALTH FOODS

Advertising Age, Aug. 9, 1971

Growing concern about chemical additives, pesticides, preservatives.

New food attitudes of young people favoring a return to the "simple life", vegetarianism, a back-to-nature movement.

Growing concern about a deteriorating ecology, animal cruelty.

Increasing education and public awareness concerning nutrition, disease, fat and cholesterol.

Consumerism movement.

WORTHINGTON FOODS...
HELPING MAXIMIZE YOUR HEALTH FOOD PROFITS

Why Vegetable Protein?

- Contains no meat or meat derivatives
- Rich protein source (soy & wheat) comparable to meat
- Lower in total fat (with polyunsaturates predominating)
- Lower in calories
- Virtually no cholesterol
- No preservatives
- Economical (pre-cooked, little or no shrink, no excess fat, no gristle, no waste)
- Longer shelf life

The ever-increasing price of meat, plus a growing concern about nutrition, have conspired to make imitation meat-type products one of the greatest potential markets in the world.

In dollars, the experts are predicting that the soy protein market will reach the $2 billion mark by 1980, up from the current $20,000,000 or so now.

Advertising Age, Nov. 1, 1971

The Widest Most Complete Line of Vegetable Protein "Meatless Meats"

AND HERE ARE YOUR FREE MERCHANDISING AIDS

19 x 25″ Window/Wall Banner
(also available as easel)

2¼ x 20″ Shelf Strip

7 x 10″ Shelf Talker
(also available as easel)

Pamphlet Pocket for this wide selection of free recipe/information pamphlets:

PLUS

an advertising allowance program and newspaper ad mats and slicks

WORTHINGTON

SERVING THE HEALTH FOODS INDUSTRY SINCE 1939... WHEN YOU SELECT WORTHINGTON YOU SELL THE VERY FINEST

To Meet The Growing Demand

Among several recent additions to Worthington Foods is a new plant which approximately triples production capacity

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