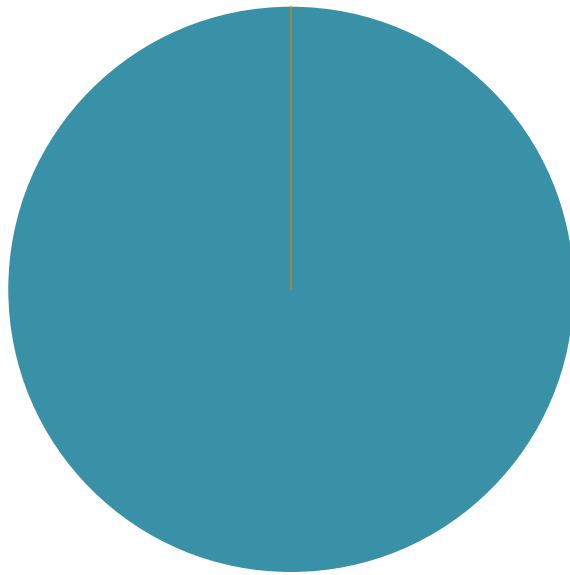
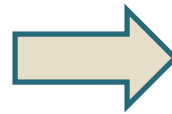


# Product Differentiation

**Cream Cheese**



**Cream Cheese  
Differentiation**



■ Regular

■ 1/3 Less Fat

■ Fat Free

■ Flavored