PRESS RELEASES

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Ecolab's New Victory Solution Makes Produce Clean To Eat

ST. PAUL, Minn. August 3, 2000: Businesses worried about foodborne illness outbreaks will appreciate Ecolab's new Victory fruit and vegetable wash solution. Its antimicrobial activity quickly removes harmful microorganisms from the surface of fruits and vegetables without altering the taste, look or smell of the produce.

In fact, fruits and vegetables washed in this EPA-registered solution do not even require a water rinse because unlike competitive products, Victory, at the recommended use concentration, will not leave any residual effects. And achieving the proper concentration level is simple because Victory's patented dispensing system automatically dilutes the product for maximum effectiveness and consistent results.

Produce can either be rinsed in Victory for 30 seconds or soaked for one minute. Both washing methods are fast, simple and effective, offering foodservice operators maximum flexibility with their workflow.

"Victory offers businesses 'peace of mind' because it's the only fruit and vegetable wash solution on the market that does not require rinsing, is EPA-registered, and automatically dispensed," says Leanne Adkins, product line manager, Specialty Kitchen, Ecolab. "It's a natural addition to Ecolab's comprehensive food safety program."

Ecolab Inc. is a global leader in cleaning and sanitation products, services and equipment for the foodservice and hospitality industries. For more detailed information, call 1-800-35-CLEAN.

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