PURE TEXAN SERVICE COMPANY
Bakery Equipment Specialist

P.O. Box 66467 • Houston, TX 77266-6467 • (713) 529-8486 AM 10:22

Dear Sir

We at Pure Texan Service Co. are in support of keeping the term "fresh" only for truly fresh juices and urge you not to allow "FRESH" to be used on the label of processed juices. Juices are either fresh or they are processed - not both. example: Recently in Houston there was a professional golf tournament near here. A local Buick dealer offered new Buicks for the golfers to use during their tournament stay. After the tournament, the cars were sold as "Like New," because they weren't new. Maybe a table closer to being accurate would be "Like Fresh" for the juice business.

Thanks for your time.

Mike Reilly
President

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