

Ingredients in core Kraft Dressings	Ingredients in other common dressings	Benefits of Kraft Dressing ingredients
High content of 100% pure soybean oil	High water content	Provides better flavor dispersion in the mouth and a balanced, well-rounded flavor.
High egg yolk content	Whole eggs	Needs no artificial emulsifiers to bind dressing, resulting in better cling.
Buttermilk	Natural flavoring	Delivers the taste of real buttermilk. No artificial flavors and a cleaner taste.
Lemon juice	Vinegars	Contains natural acid, a less astringent acid that allows the intended flavors to come through.
Herbs such as parsley and chervil	Non descript particulate	Add distinctive flavor with herb balance. Promote a premium appearance and savory flavor.
Sugar	High-fructose corn syrup	Provides a cleaner taste and doesn't mask other important flavors. A healthier ingredient than corn syrup.
Tomato puree	Tomato paste	Delivers well-rounded, natural tomato flavor with less bite.
Classic mayonnaise base	Starches	Results in a natural full-bodied texture and better coloring.
Natural coloring	Artificial coloring	Contains fewer chemicals and provides a more natural appearance.
Romano and Parmesan cheeses	Parmesan only	Add depth and warmth to the flavor, and give a more appealing texture.
Red wine vinegar	Distilled vinegar	Creates balanced flavor and a sweeter, less astringent profile.
Worcestershire sauce	Artificial flavors	Improves the depth of flavor (meaty, nutty).
Grey Poupon Dijon mustard	Other non-branded mustard	Provides a more balanced Dijon mustard flavor with horseradish and white wine notes.
Apple cider vinegar	Distilled vinegar	Adds a sweeter profile to create a well-balanced flavor.
Extra virgin olive oil	Lesser quality olive oils	Delivers a depth in flavor and a smooth taste that lingers on the palate.