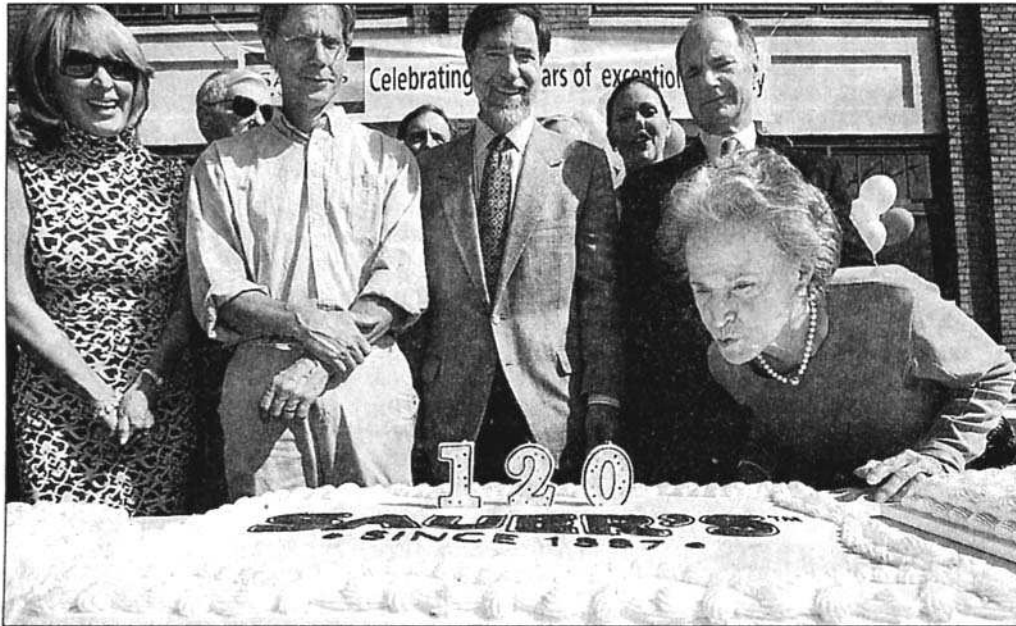


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JOE MAHONEY/TIMES-DISPATCH

Happy 120, C.F. Sauer

Barbara Sauer blew out candles on a cake made with Duke's mayonnaise at a gathering yesterday to celebrate the 120th anniversary of C.F. Sauer Co., the Richmond-based producer of flavorings, extracts and sauces. From left are Vicki Sauer, Tyler Sauer, Brad Sauer and CEO Conrad F. Sauer IV. Conrad Sauer also unveiled a new look for packaging (right), with the red and yellow scheme giving way to a maroon and pale green. Joe Collerd, vice president of marketing, said the new look has been fully tested, is easier to read and should have more impact on consumers.

