



Great Harvest Bread Co.®

WHOLE GRAINS: THE POWER OF THREE!

According to the new USDA Dietary Guidelines & the new food pyramid MyPyramid (www.mypyramid.gov), we should all eat **3 SERVINGS OF WHOLE GRAINS** every day.

AT GREAT HARVEST BREAD CO., WE UNDERSTAND THE MAGIC OF WHOLE GRAINS.

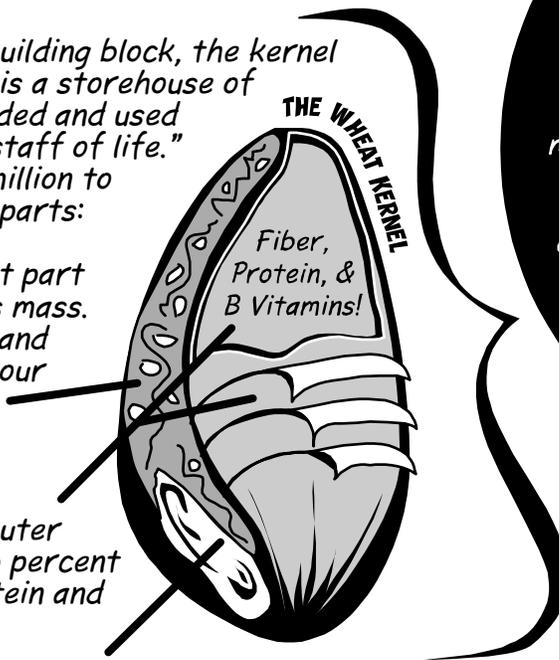
That's why we're here. We have been the whole-grain headquarters for nearly 30 years. Whole grains are our niche, our specialty - they're what we do. We mill whole grains in our store every day, so they're always fresh.

Let's take a look at our basic building block, the kernel of wheat. This natural miracle is a storehouse of nutrients that people have needed and used for thousands of years - the "staff of life." Each kernel (it takes about a million to fill a bushel basket) has three parts:

1) The **ENDOSPERM** is the largest part with 83 percent of the kernel's mass. This is where starch is stored and where the largest amount of flour comes from. It contains carbs, protein, iron and B-complex vitamins.

2) The **BRAN** is the fiber-rich outer layer that makes up about 14.5 percent of the kernel and contains protein and B-complex vitamins.

3) The **GERM** is the nutrient-rich embryo, the sprouting section, that packs abundant E & B-complex vitamins and trace minerals.



In baking **WHOLE-GRAIN BREADS**, Great Harvest uses the **ENTIRE KERNEL**. Defined by the USDA: "Whole Grain = Whole Grains as well as foods made from them and consist of the entire grain seed, usually called the kernel." By contrast, many commercial bread makers, producing highly refined white breads and other breads that pose as "whole wheat" or "multi grain," strip away the bran and germ to make soft, airy breads with a longer shelf life. They bleach the flour, and then add vitamins and minerals to replace the lost nutrients. But many nutrients aren't added, and the lost fiber can't be replaced.

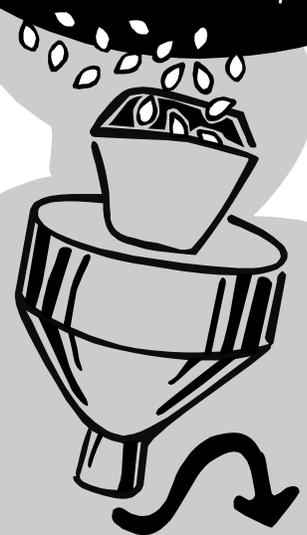
WHY WE MILL FRESH WHOLE-GRAIN FLOUR EVERY DAY...

Great Harvest bread is made completely from scratch. Great Harvest's whole-grain breads are made using freshly ground flour that we mill from whole-wheat kernels in our store daily.

Freshly ground 100% whole-wheat flour that's never more than 48 hours old gives Great Harvest bread its **EXCEPTIONALLY FRESH TASTE**. It also gives Great Harvest bread its **GENEROUS SIZE**. Other bakeries use dough conditioners or chemicals to boost loaf volume. At Great Harvest we just use fresh wheat, carefully and stringently selected from the arid high plains of America's best wheat growing regions. That's it. Freshly ground whole wheat - plus proprietary parts of our recipes and baking process - enables most Great Harvest breads to remain fresh 7 to 10 days... **WITHOUT THE USE OF ANY PRESERVATIVES**.

At Great Harvest we are all about making the **BEST-TASTING, MOST NUTRITIOUS WHOLE-GRAIN BREADS** you can find anywhere. We believe that eating our bread can help you eat right to live a healthier and longer life.

**MORE NUTRITION!
FRESHEST TASTE!**



• TO WEIGH LESS, BE HEALTHIER, & LIVE LONGER... EAT MORE GOOD CARBS •

GOOD CARBS:

- Include whole grains, beans, dark leafy vegetables, and many fruits-but not fruit juices.
- Are digested slowly, gradually delivering sugars as a steady source of energy throughout the day.
- Make us feel "fuller" sooner and longer, reducing calorie intake.
- Are naturally rich in fiber, vitamins, and minerals that are important for health and disease prevention.

GOOD CARBS = WHOLE GRAINS

WHY SHOULD I EAT WHOLE GRAINS? ↪

TASTE RULES! *If it doesn't taste phenomenal, we don't bake it. That's the difference between Great Harvest whole-grain breads and all the others. Many of our first-time customers bite into their first slice of Great Harvest bread and say they never really knew what whole-wheat bread tasted like until they tasted Great Harvest. Even kids love our whole-grain Honey Whole Wheat! And that says a lot, because we all know kids just eat what they like!*

WEIGH LESS. *Whole-grain foods are digested slowly, making us feel "fuller" longer, shutting down hunger sooner, and reducing calorie intake. Some fiber-rich, whole-grain carb calories even leave the body unabsorbed.*

BE HEALTHIER. *Whole grains are rich in fiber, vitamins, trace minerals, antioxidants, and phytochemicals. Many studies have proven that whole grains help fight heart disease and cancer.*

LIVE LONGER. *Whole grains have been shown to significantly reduce the risks of cancer, heart disease, gastrointestinal disorders, and Type 2 diabetes. They help you live longer.*

HOW CAN YOU GET 3 SERVINGS OF WHOLE GRAIN A DAY?

1) Eat a sandwich. Just two slices of Great Harvest's **100% WHOLE-GRAIN** breads equal three servings!

2) Choose products made with whole-grain **WHOLE WHEAT** over products made with white flour. Read the label and look for the word **WHOLE**. Wheat flour, enriched flour, and enriched wheat flour are **NOT** whole grains. To make finding whole grains easier, Great Harvest uses the nationally endorsed Whole Grain Stamp to identify the best sources of whole grain foods.

3) Don't forget breakfast. Choose **WHOLE-GRAIN** toast or cereals like granola or oatmeal.



Great Harvest is your **WHOLE GRAIN** Headquarters! Our neighborhood bakeries specialize in phenomenal stone-ground **100% WHOLE-WHEAT** breads baked fresh from scratch. Our wholesome breads can fit into every diet.

 **Great Harvest Bread Co.®**