



Great Harvest Bread Co.®

YOUR WHOLE GRAIN HEADQUARTERS

For more than 30 years Great Harvest bakers have handcrafted amazing tasting breads and treats made from freshly ground premium whole wheat. We grind high-protein whole wheat daily in the bakery because we know you can taste the difference. We love to offer you something you'll never find on a grocery shelf — warm, fresh, flavorful and nutritious bread. Eating right can taste awesome and keep you healthy and full of vitality!

Whole grains are our niche, our specialty. We make bread the way you would - from scratch, with fresh, wholesome ingredients that combine to create a taste and smell that's incredible.

LET'S TAKE A LOOK AT OUR BASIC BUILDING BLOCK

The kernel of wheat is a natural miracle, a storehouse of nutrients that has nourished people 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. It contains the largest amount of starch and is packed with protein, iron, and B-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.

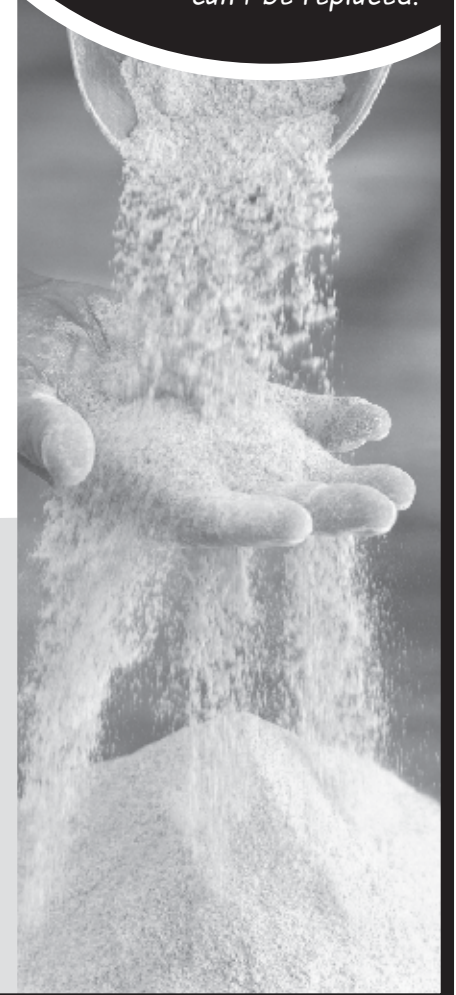


In baking WHOLE GRAIN BREADS

Great Harvest uses the entire kernel. By contrast many commercial bread makers produce breads that pose as "whole wheat" or "multi grain," but the truth is they strip away the bran and germ to make soft, airy breads with a longer shelf life. They also bleach the flour, and then add vitamins and minerals to replace the lost nutrients. Unfortunately, many nutrients aren't added in the same quantity and the lost fiber can't be replaced.

WHY WE GRIND FRESH WHOLE GRAIN FLOUR EVERY DAY

Our freshly ground 100% whole wheat flour is never more than 48 hours old. That's what gives Great Harvest bread its exceptionally fresh taste. It also ensures essential nutrients are preserved and ready to nourish your body! Our fresh ground flour also gives Great Harvest bread its generous size. Other bakeries use dough conditioners or chemicals to boost loaf volume, making it airy. 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 our proprietary recipes and baking process - enables most Great Harvest breads to remain fresh 7 to 10 days.



GOOD CARBS = GOOD HEALTH!

- 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?

TO LOSE WEIGHT. 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.

TO BE HEALTHY. Whole grains are rich in fiber, vitamins, trace minerals, antioxidants, and phytochemicals. Proven to help fight heart disease and cancer.

TO LIVE LONGER. Whole grains have been shown to significantly reduce the risks of some forms of cancer, heart disease, gastrointestinal disorders, and Type 2 diabetes.

HOW DO I INCLUDE MORE WHOLE GRAINS IN MY DIET?

1) Eat two slices of 100% whole grain Great Harvest Bread a day.

2) Choose products made with **WHOLE** grains. Make sure you carefully read the label. Wheat flour, enriched flour and enriched wheat flour are **NOT** whole grains. Whole wheat, multigrain and 12 grain breads are **NOT** whole grain unless the first ingredient listed on the label is **WHOLE** grain.

3) Don't forget breakfast and choose whole grain cereals like granola or oatmeal.

TASTE RULES! If it doesn't taste phenomenal, we don't bake it. Many of our first-time customers bite into a slice of Great Harvest bread and say they never really knew how awesome whole wheat bread could taste. Kids love our whole grain Honey Whole Wheat! That says a lot.

Your neighborhood Great Harvest Bread Co.® bakery specializes in phenomenal stone-ground **100% WHOLE WHEAT** breads baked fresh from scratch.



Proud to be bringing healthy whole grain products to more than 200 locations nationwide. Please visit www.greatharvest.com for the location nearest you.