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COLLATERAL COPY

CLIENT: **ConAgra Mills**

JOB: **Homestead Baking Sales Sheet**

HEADLINE:

Meeting the growing demand for whole grains and fiber couldn't be easier.

Finally, an easier way to add the health benefits of whole grain into your school's meals.

Baked goods so enticing ... kids won't notice they're whole grain.

Now, it's even easier to incorporate the benefits of whole grain into your school's meals.

Enhancing the whole grain benefits in your school's meals couldn't be easier.

SUBHEAD:

**INTRODUCING –
Ultragrain® White Whole Wheat Baked Goods
From Homestyle Baking Company**

**NEW –
Ultragrain® White Whole Wheat Baked Goods
From Homestyle Baking Company**

COPY:

You'll be amazed at how easy it is to incorporate the benefits of whole grain and fiber into your school's meals with our new line of Ultragrain® products. Your students will love the taste, and you'll love how easy it is to deliver enticing, flavorful and nutritional meal options with Ultragrain. Choose from:

- 34316 Wheat Hamburger Bun 16
- 10916 Wheat Hot Dog Bun 16
- 107 Wheat Pan Dinner Roll 12

- 3223 Wheat California Deli Roll 12
- 375 Wheat Crown Roll 12
- 34112 New England Strips 12

More products will be coming soon, as we continue to expand our line of Ultragrain baked goods.

All the benefits of whole grain with the taste, texture and appearance kids love!

Ultragrain is whole wheat flour milled from specially selected white wheat, using a patented process that allows it to retain 100% whole grain nutrition, while delivering the ultra-smooth texture and mild flavor of refined white flour. It also produces a lighter color and excellent functionality with no artificial additives.

CALLOUTS:

Experience the Refined Whole Grain Taste of Ultragrain

To order your Ultragrain baked goods today, call (name) at (phone number).

MANDATORIES:

- Ultragrain logo and branding
- Photo: Not necessary, but images of Ultragrain flour could be used.
- Reference as Homestead Baking Company (no logo)