

Turning whole  
grains into  
**hearty sales!**



Ardent Mills presents you with Robin Hood® flour and mixes to create baked goods containing whole grain claims. Create an endless array of signature products with a “100% whole grain” or “Made with whole grain” claim.

- Claims relating to the benefits of whole grains are now the most sought after health claims on food packages, followed by claims about dietary fiber.<sup>1</sup>
- 74% of consumers look for the “100% whole wheat” descriptor at retail.<sup>2</sup>

- As of March 2011, the Whole Grain Stamp appears on over 5,000 products found on grocery shelves around the world, a 25% increase since July 2010.<sup>3</sup>



- School board nutrition guidelines are also a key driver for whole-grain seeking behavior. For example, the British Columbia School Nutrition Program lists whole grain products in the ‘Choose most’ category.

Sources: 1. Food Marketing Institute's (FMI) 2011 U.S. Grocery Shopper Trends report. 2. Technomic Inc.'s 2010 Healthy Eating Consumer Trend Report. 3. BakingBusiness.com, 3.29.11.

CODE	DESCRIPTION	PACK
<b>WHOLE WHEAT/WHOLE GRAIN FLOUR</b>		
10023	ROBIN HOOD® ALL-O-WHEAT™ Coarse Whole Wheat Flour	20 kg
10030	ROBIN HOOD® ALL-O-WHEAT™ Whole Wheat Flour	20 kg
10041	ROBIN HOOD® ALL-O-WHEAT™ Select Whole Wheat Flour	20 kg
10043	ROBIN HOOD® Whole Grain Flour Untreated	20 kg
<b>OATS</b>		
13886	ROBIN HOOD® LITTLE JOHN™ Quick Cooking Oats	10 kg
13890	ROBIN HOOD® LITTLE JOHN™ Quick Cooking Oats	25 kg
13893	ROBIN HOOD® Large Flake Iris Oats	25 kg
13908	ROBIN HOOD® Thick Quick Oats	25 kg
13992	ROBIN HOOD® Thick Granola Oats	25 kg
<b>BREAD MIXES &amp; BASES</b>		
13360	ROBIN HOOD® WHEAT WISE® Low Sodium Whole Wheat Loaf Mix 100% Whole Grain	20 kg
13361	ROBIN HOOD® WHEAT WISE® Low Sodium White Loaf Mix made with Whole Grain	20 kg
14786	ROBIN HOOD® WHEAT WISE® Whole Grain Ancient Grains Bread Mix	10 kg
13316	ROBIN HOOD® WHEAT WISE® Whole Grain Malted Wheat Bread Base (1:1)	20 kg
<b>OTHER MIXES</b>		
13228	ROBIN HOOD® WHEAT WISE® Scone Mix made with Whole Grain	10 kg
13635	ROBIN HOOD® Buttermilk Muffin Mix made with Whole Grain	10 kg
13338	ROBIN HOOD® WHEAT WISE® Whole Grain Pizza Mix	10 kg
13336	ROBIN HOOD® WHEAT WISE® Multigrain Pizza Mix	10 kg
13993	ROBIN HOOD® WHEAT WISE® Multigrain Pancake Mix	10 kg

For more information call our sales hotline number 1-888-295-9470 or visit [www.ArdentMills.ca](http://www.ArdentMills.ca)

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