

Great Harvest Bread Co.®



Great Harvest has been baking bread the way it ought to be from the beginning, and we still believe in our phenomenal bread-making process. We still believe in using pure, simple ingredients. We still bake everything from scratch. And we still fresh mill our 100% whole grain flour every day.

WHAT IS A WHOLE GRAIN?

A whole grain is any grain (not just wheat) which maintains all three of its parts. Keeping all three parts of the grain means you keep all of the beneficial components the whole grain has to offer. Whole grains can include oats, wheat, rye, barley, millet, quinoa, brown rice, and even popcorn to name a few.

WHY WE GRIND

In commercial milling, each kernel has its parts separated then recombined in the same relative proportion. And commercial flour has its bran and germ toasted to prolong shelf life.

At Great Harvest, we mill our own kernels into fresh, 100% whole grain flour every day! Our flour is exactly how it exists in the intact whole grain- what goes in is what comes out. Our whole grain flour is fresh. As soon as a wheat kernel is ground, the nutrients start to deteriorate. The reason we always use our flour within 48 hours of milling is so we can get the nutritional value, the flavor, and the quality we want in our bread.

IN BAKING, 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.

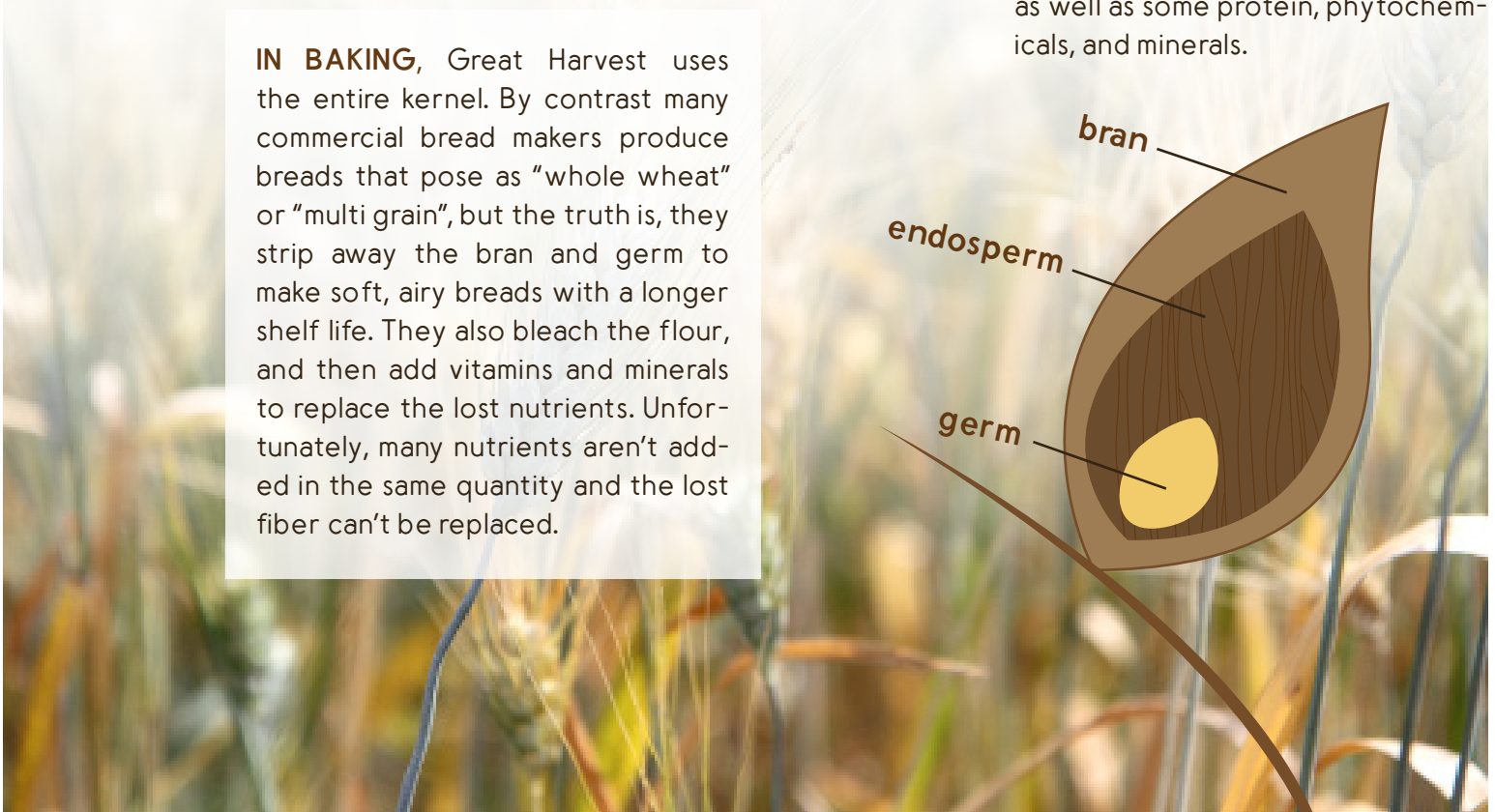
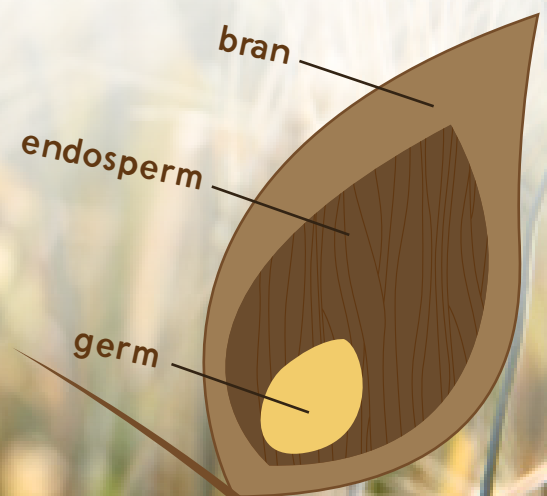
BASIC BUILDING BLOCKS

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 **BRAN** is the protective outer shell of the kernel. It contains important antioxidants, B vitamins, minerals, phenolic compounds, phytochemicals, and fiber.

2 The **ENDOSPERM** is the largest and starchiest part of the grain. The carbohydrates nourish the germ as it develops into a plant. It also provides protein, vitamins and minerals.

3 The **GERM** is the embryo that will sprout into a plant and the only portion of the grain that contains healthy fats. It contains vitamins including B vitamins, vitamin E, as well as some protein, phytochemicals, and minerals.





GOOD CARBS = GOOD HEALTH!

- Includes 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?

LOSE WEIGHT. Whole grains are not only linked to smaller waist lines and lower body weight but also to maintaining a healthy weight.*

BE HEALTHY. Whole grains provide antioxidants and phytochemicals which are protective against free radicals which cause cancer, chronic disease, and cellular damage. In fact, some studies are even showing that whole grains have an antioxidant capacity comparable to super fruits and vegetables.*

LIVE LONGER. Whole grains contain lignans which may protect against heart disease, diabetes, and some hormone related cancers.*

**Sources can be found at: <http://www.greatharvest.com/bread/benefits.html>*

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 to carefully read the label. Wheat flour, enriched flour, and enriched wheat flour are not whole grains. Whole wheat, multi-grain, 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!



Your neighborhood Great Harvest Bread Co.® bakery specializes in phenomenal stone-ground 100% whole wheat breads and goodies baked fresh from scratch.



Bread. The way it ought to be.