

DID YOU KNOW? Some nutrients (such as B vitamins and phytochemicals) can lose their potency over time. That's why our whole wheat kernels are fresh ground daily, giving you the freshest bread with the most nutrients, including:

- **B-vitamins**, such as thiamine, riboflavin, niacin, biotin, pantothenic acid and B6. These vitamins help in the production of energy from carbohydrates, proteins and fats. Energy is important not only for physical activity, but to help maintain growth and repair body tissues.

- **Vitamin E**, an important antioxidant vitamin.

- **Magnesium**, which helps with muscle contraction and nerve transmission;

- **Potassium**, which aids in normal fluid and electrolyte balance and helps maintain normal blood pressure;

- **Zinc**, which associates with insulin and is important in immunity, wound healing, and the ability to taste.

- There are also a number of **phytochemicals** in whole grain bread that may help in the prevention of a variety of chronic diseases.

SIMPLE WAYS TO GET MORE WHOLE GRAINS:

- Only buy baked goods that are made from whole grains (whole wheat, corn, oat, rye, rice).

- When choosing pasta, pick whole grain noodles over ones made with white flour.

- When baking, exchange refined white flour to fresh ground 100% whole wheat flour.

- The next time you make stuffing or bread pudding, make it using only whole grain bread.

FOOD FUN FOR KIDS



HAVING A HARD TIME GETTING YOUR KIDS TO EAT WHOLE GRAINS?

- Gradually make the switch. When making sandwiches, sneak a slice of Honey Whole Wheat on the bottom, while keeping a slice of Great Harvest White on the top.

- Use cookie cutters to stamp out fun bite-sized shapes. Add cream cheese, peanut butter or whole fruit spread for the perfect healthy snack.

- Try a small bowl of Great Harvest granola with milk or yogurt for breakfast. A handful of granola makes an energizing lunch bag snack, too.

- Sign up your kids for a school field trip or tour to a Great Harvest bakery. They'll learn all about how we make whole grain goodness happen every day.

This brochure has been written with the help of Carla Cox, Ph.D., registered dietitian, certified diabetes educator, and nutrition consultant for Great Harvest Bread Co.



Insert your address information here. Or if you are participating in a group buy on a professionally printed run of these flyers, this space can be used for an address sticker label.

Three servings a day! As easy as two slices of Great Harvest whole grain bread!



WHOLE GRAIN GOODNESS THAT TASTES DELICIOUS, TOO!



YOUR WHOLE GRAIN

HEADQUARTERS Since 1976

WHOLE GRAINS...

...have been at the heart of Great Harvest since we opened our doors in the mid '70s. And now the USDA Dietary Guidelines recommend that we consume three or more servings of whole grains every day.

OUR SPECIAL TOUCH

When you choose our whole grain products, you know you're getting the very best tasting and best-for-you bread around.

To guarantee phenomenal taste and great nutrition, we start by specially selecting the highest protein whole wheat we can find. But we don't stop there.

We take one extra, and critical, step to bake our breads. Every day, we grind these whole wheat kernels into fresh **100% WHOLE-GRAIN FLOUR** and bake it into our breads. That way, the incredible nutrition of the wheat kernel has little time to stale, providing a phenomenal tasting and nutritious loaf containing the critical fiber, vitamin E, vitamin B, zinc and potassium your body needs.



**MORE NUTRITION!
FRESHEST TASTE!**

WHAT ARE WHOLE GRAINS?

Great Harvest products contain a wide variety of different whole grains like whole wheat, oats, corn, rye, spelt, barley, bulgur (cracked wheat), and millet.

Whole grains or foods made from them contain all the essential parts and naturally-occurring nutrients of the entire grain seed. For example, a wheat kernel is made of three parts: bran, the fiber-rich outer layer; endosperm, the middle; and the nutrient-rich inner germ. If during processing any of the three parts are removed, then it's not **WHOLE** grain. Look for the word "whole" on ingredient labels, like "whole wheat flour." Simple "wheat flour" often has the bran and germ removed, and is not whole grain. Not all brown breads are whole grain either, so be sure to read the labels.



WHY are WHOLE GRAINS GOOD FOR ME?

Whole grains are known to help reduce the risk of developing several common chronic diseases including:

- Heart disease
- Several forms of cancer
- Stroke (in women)
- Metabolic syndrome
- Reduce insulin resistance for type 2 diabetes
- Keep extra weight off (as recent studies have shown)

WEIGHT LOSS!

FOOD FOR LIFE!

Whole grains contain fiber which...

- Allows the energy from food to slowly enter the bloodstream by slowing down the rate of digestion. Therefore, after a meal or snack, you don't get hungry as fast. That can result in you eating fewer calories and having higher energy levels.
- Exercises the muscles of the intestines, keeping them in good shape and reducing risk of intestinal conditions.
- Helps to control blood sugar levels.
- Helps to reduce gastrointestinal problems such as constipation.

ENERGY!

Whole grains contain carbohydrates which...

- are fuel for the brain and nervous system.
- provide the brain energy to solve complex problems and to enhance concentration.
- fuel muscles for physical activities and sports that require intensity or duration.

BRAIN FOOD.

ANTI-AGING!

Whole grains contain protein, zinc and B vitamins which...

- are important for energy production.
- are important for muscle development, growth, maintenance and body tissue repair (mostly protein).
- are abundant with anti-aging phytochemicals (otherwise known as antioxidants).

Special CONDITIONS

WEIGHT CONTROL

There are many causes for elevated weight. A consistent reduction in total calories with increased activity appears to have the greatest impact on weight loss. Recent reports have found whole grains to be inversely related to weight gain. Including foods rich in whole grains can help create a feeling of fullness and provide energy.

Match your food quantity to your activity. If you have a desk job, three servings of whole grains per day are adequate. The more exercise you do, the more food you can add to your day. Physical laborers can enjoy lots of wholesome whole grain goodness!

DIABETES

Everyone needs carbohydrates. However, if you have type 2 diabetes you need to be careful of the **QUANTITY** of carbohydrates. Choose high quality carbohydrates such as those found in whole grains, whole fruits and vegetables and low fat or fat free milk. Whole grains have been reported to reduce insulin resistance when compared to simple carbohydrates. Discuss the amount of carbohydrates you need with a registered dietitian.

ATHLETES

Whole grains provide carbohydrates to fuel the working muscle. The longer the workout, and the higher the intensity (except for sprinting and resistance training), the more carbohydrates you need. Whole grains not only give you energy, but they provide nutrients that help make the body's energy system work better: B vitamins, magnesium, calcium, vitamin E and more!

Match your whole grain consumption to your exercise routine. The harder and longer you work out, the more whole grain goodness you need! Marathon runners and triathletes can benefit from lots of whole grains!

Three servings a day! As easy as two slices of Great Harvest whole grain bread!

Five pure and simple ingredients are the base of our everyday whole grain breads like Honey Whole Wheat: 100% fresh ground whole wheat flour, yeast, water, honey and salt. And to ensure great taste, we never use additives, preservatives or dough conditioners. That, along with our scratch-made process, is all we need to guarantee freshness for seven days.