



HEALTHY CHOICE
ALL-PURPOSE
FLOUR WITH
ULTRAGRAIN

Healthy Choice® All-Purpose Flour With Ultragrain® Going Whole Grain Just Got a Whole Lot Easier.

You know *Healthy Choice* as the pioneer brand that makes convenient, great-tasting, good-for-you foods. And you've also heard of *Ultragrain*®, the revolutionary 100% whole wheat flour that combines the goodness of whole grains with the taste, texture and appeal of refined flour. ConAgra Mills™ brings the two together in *Healthy Choice All-Purpose Flour Blends with Ultragrain*. *Healthy Choice T-1* is the only whole wheat flour blend that offers a seamless 1:1 replacement for traditional white flours. The *T-2* flour blend provides an even greater concentration of whole grain nutrition.

1:1 Transition to Whole Grain Goodness

If you've been waiting to put your mainstream products on the whole grain track, *Healthy Choice All-Purpose Flour Blend T-1 with Ultragrain* is the innovation you need to begin the transition. It combines 30% Ultragrain with 70% premium enriched white flour, giving bakers and product developers a direct replacement for standard all-purpose flour that's flexible enough to function across all applications. No need to adjust water levels. No additional ingredients. No problems. Now everything from sandwich slices and pizza crusts to muffins and breadings can go whole grain without changes in production. Research shows even the most taste- and appearance-sensitive consumers—kids—will enjoy products made with this transitional whole grain flour blend.¹

The Ultragrain Appeal

Ultragrain is a unique, all-natural, 100% whole wheat flour that is specially milled to deliver the clean taste and smooth texture of white flour while maintaining

whole grain nutritional advantages: increased fiber, minerals, B vitamins, antioxidants and phytonutrients. In a marketplace eager to go whole grain—but not interested in sacrificing white-flour appeal—these are compelling qualities.

Ultragrain Solutions for All Your Formulations

Major manufacturers have already tapped *Ultragrain*—in various inclusion levels—as a palate-pleasing strategy for bringing whole grain nutrition to everything from snack crackers and frozen entrées to bread, burritos and school breakfast and lunch offerings.

Healthy Choice All-Purpose Flour is available in two unique blends*:

- **Healthy Choice All-Purpose Flour Blend T-1** includes 30% *Ultragrain* for a convenient 1:1 transition.
- **Healthy Choice All-Purpose Flour Blend T-2** includes 55% *Ultragrain* for higher whole grain inclusion.

100% *Ultragrain* is available in Hard and Soft varieties for customizing inclusion in your unique formulations*:

- **Ultragrain Hard** for formulation in whole grain breads, bagels, pizza dough, pastas, tortillas, coatings and biscuits.
- **Ultragrain Soft** for formulation in whole grain crackers, cookies, cakes and pastries.



¹Chan, H-W., et al., Incorporating white whole wheat flour (Ultragrain®) into traditional grain foods in an elementary school cafeteria. In: Whole Grains and Health: A Global Summit, Minneapolis, MN, May 18-20, 2005

*Recipe adjustments may be required with higher whole grain inclusions. For technical assistance, please call: (402) 595-4282.

Applications

- Breads
- Pizza Crusts
- Tortillas
- Cookies
- Batters & Breadings
- Pancakes & Waffles
- Bagels
- Cakes & Pastries
- Handheld Foods
- Snacks

Healthy Choice All-Purpose Flour T-1 with Ultragrain Features and Benefits

- 1:1 replacement for white flour across all applications
- Made with 30% *Ultragrain*, blended with 70% premium enriched white flour
- Bakes and tastes like white flour, but delivers whole grain nutrition
- Contains 9 grams of whole grain per 1-oz. serving
- Adding whole grain increases the product's consumer value.
- Studies show *Ultragrain* labeling significantly increases purchase intent.²
- Available in convenient 50-lb. bags

²ConAgra Foods 2006 Bases Ultragrain Study



