



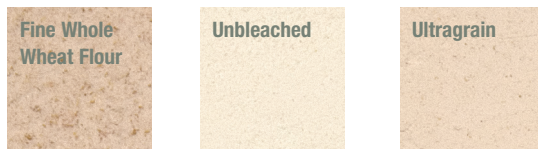
■ Ultragrain.[®] White Flour Appeal. Whole Grain Nutrition.

Ultragrain[®] is the first-ever whole wheat flour to combine the nutritional benefits of whole grains with the processing benefits and finished baked quality of refined flours. ConAgra Mills' revolutionary Ultragrain whole wheat flour offers the best of both worlds—taste and nutrition. By applying our patent-pending milling technology to a proprietary variety of white wheat, we've developed a whole grain flour that preserves the mild flavor, color and texture of refined flour. Ultragrain maintains all the nutritional advantages of whole grain flour: increased phytonutrients, lower starch content and four to five times the level of nutrients—including minerals, B vitamins and fiber—found in refined flour.

For the first time, consumers can enjoy everything from breads to pasta, pizza dough, cookies, crackers and even pastries—all with the benefits of whole grain nutrition. For technical assistance in formulating with Ultragrain, call 402-595-4282.



Ultragrain is included in numerous recent product introductions, including breads, pastas, crackers, cookies, breakfast breads, mixes and many more.



Applications	Benefits	Refined Flour	Whole Grain Flour	Ultragrain
Baked Goods				
Pizza Crusts	Increased Fiber		✓	✓
Pastas	Lower Starch Content		✓	✓
Tortillas	Increased Antioxidants and Phytonutrients		✓	✓
Cereals	Increased Essential Minerals and Vitamins		✓	✓
Coatings	Milder, Slightly Sweeter Flavor	✓		✓
Snacks	Lighter Flour Color	✓		✓
Pancakes	Reduced Visibility of Bran Specks	✓		✓
Waffles	Softer, Smoother Texture	✓		✓

Physical Properties

The product is dry, free-flowing and free of any hard lumps. It is golden in color. It will have no off odors or flavors.

Storage

Store this flour in a clean, cool and dry area. Recommended storage conditions are < 75 degrees F and < 50 percent relative humidity.

Shelf Life

Shelf life is 90 days at recommended storage conditions and using good sanitary practices; 12 months if stored refrigerated or frozen and using good sanitary practices.

Bag Code Identification

ConAgra Food Ingredients codes all bagged flour. Each bag is identified with the origin mill, month, day, year and shift packed.

Kosher Status

Rabbinical Authority: Kof-K. Kosher Certification: Parve.

Packaging

Available in 50-lb. multi-wall paper bags.

Information and Services

For a list of distributors in your area or for any other assistance, please call (800) 851-9618.

Nutritional Properties

Ultragrain is significantly higher in total dietary fiber and richer in nutrients, vitamins and minerals as contributed by the whole grain.

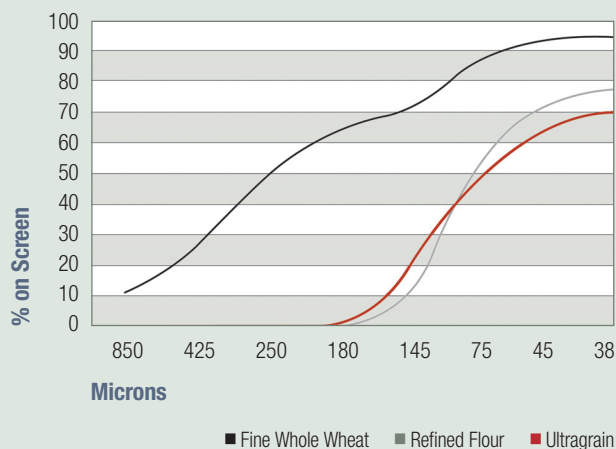
Ingredients Declaration

Ingredients: whole wheat flour.



Typical Granulation Comparison

Ultragrain Particle Size Similar to Refined Flour



Whole Wheat Flour Nutritional Data (USDA National Nutrient Database)

	Ultragrain Hard Wheat*	Ultragrain Soft Wheat**	Refined Unenriched Wheat Flour†
Nutrients			
Moisture, g/100 g	10.3	10.4	11.9
Calories, Kcal	339	340	364
Carbohydrate, by difference, g/100 g	72.6	75.4	76.3
Total dietary fiber, g/100 g	12.2	12.7	2.7
Protein	13.7	10.7	10.3
Fat	1.9	2.0	1.0
Ash	1.6	1.5	0.5

Vitamins

Niacin, mg	6.4	4.8	1.3
Vitamin E, mg ATE	1.2	1.0	0.1
Pantothenic acid, mg	1.0	0.9	0.4
Thiamin, mg	0.5	0.4	0.1
Vitamin B6, mg	0.3	0.4	0.0
Riboflavin, mg	0.2	0.1	0.0
Folate, total, mcg	44	41	26

Minerals

Potassium, mg	405	435	107
Phosphorus, mg	346	402	108
Magnesium, mg	138	90	22
Calcium, mg	34	34	15
Iron, mg	3.9	5.4	1.8
Manganese, mg	3.8	3.4	0.7
Zinc, mg	2.9	3.5	0.7
Copper, mg	0.4	0.4	0.1
Selenium, mcg	70.7	not reported	33.9

*USDA Whole Grain Wheat Flour data (#20080)

**USDA Whole Grain Wheat Flour data (#20075)

†USDA Refined Unenriched Wheat Flour data (#20081)



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