

## Performance tested. Consumer preferred.

Leave it to Horizon Milling to bring you a better solution for creating premium whole wheat products that appeal to more consumers. New WheatSelect™ white spring whole wheat gives your products a select advantage – combining 100% whole wheat nutrition with premium baking performance and more of the sensory attributes consumers prefer. Horizon Milling’s totally integrated supply chain controls quality from the seed to finished product, so you can count on WheatSelect™ flour to provide consistent baking results in your formulas.

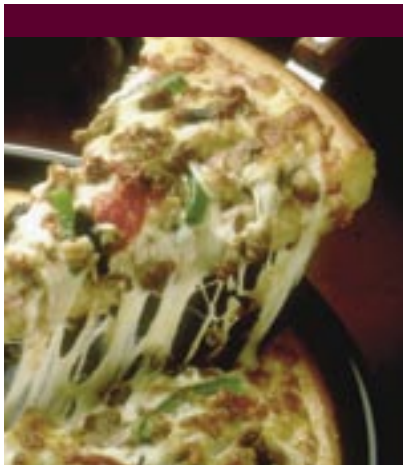
## The select choice for creating exceptional *whole wheat* products

### ■ Premium baking performance

WheatSelect™ white spring whole wheat is made from select wheat varieties that optimize key baking characteristics like volume, mixing and processing tolerance – to deliver superior baking performance.

### ■ Consumer preferred taste\*

Taste panel testing of competitive white spring whole wheat flours has shown that consumers prefer the light color, soft texture and mild taste of breads made with WheatSelect™ flour.



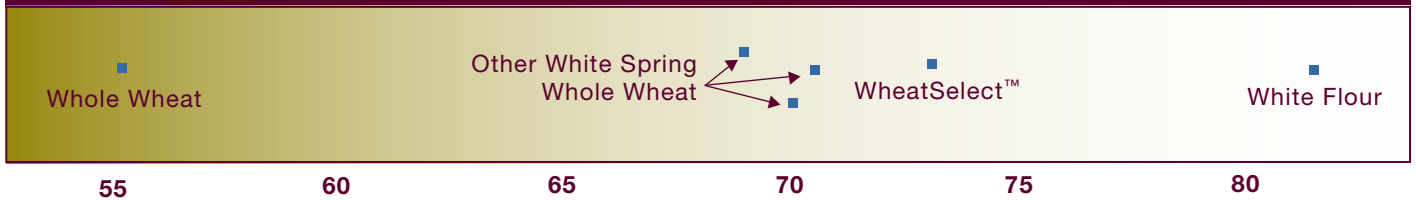
	WheatSelect™ White Spring Whole Wheat	Enriched Flour	Whole Wheat Flour
High Volume	■	■	
Smooth Texture	■	■	
Light Color	■	■	
Mild Flavor	■	■	
Mix Tolerance	■	■	
Increased Fiber	■		■
Increased Vitamins & Minerals	■		■
Increased Antioxidants	■		■

WheatSelect™ white spring whole wheat gives products all the nutrition of whole wheat with color, taste and texture more like white flour.

\*Based on internal taste tests.



## BREAD COLOR COMPARISON



WheatSelect™ white spring whole wheat flour produces bread with the lighter color many consumers prefer.

## Whole wheat science brings you a *select advantage*

Horizon Milling's industry-leading expertise in wheat breeding and processing gives

WheatSelect™ white spring whole wheat superior performance that leads to superior products.

### ■ Exclusive wheat varieties

Horizon Milling is affiliated with the breeding company WestBred, LLC. We work closely with WestBred to develop proprietary wheat varieties with improved performance attributes.

### ■ Extensive selection and breeding

We analyze and bake test dozens of hard white spring wheats each year to ensure we're breeding and selecting the end wheat varieties that provide the best combination of baking performance, color, texture and flavor in diverse end-product applications.

### ■ Expert milling technology

The advanced flour milling processes used to create WheatSelect™ flour result in a fine-grind product that preserves all of the whole grain nutrients while optimizing granulation size for baking performance.

### ■ Total supply chain management

From our seed breeding programs to our contract grower network to our strategically located wheat mills, Horizon Milling has comprehensive supply chain, identity preservation and tracing systems in place to manage and control the quality of WheatSelect™ flour from start to finish.



## WheatSelect™ Product Applications

- Bread
- Pizza crust
- Breakfast breads
- Buns
- Pasta
- Pancakes & waffles
- Bagels
- Cookies
- Snacks & cereal bars
- Tortillas
- Crackers

HORIZON MILLING™

A CARGILL FOODS AFFILIATE