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King Arthur 100% Organic White Whole Wheat Flour Makes Whole-Grain Baking Better Than Ever
Norwich, Vt. – July 2006 – America’s oldest flour company is bringing together its 216-year tradition of producing high-quality flours and its desire to offer healthier choices for bakers with its new 100% Organic White Whole Wheat Flour.

“Many of our customers prefer to use organic products whenever possible, and our new organic white whole wheat flour is a response to their demand,” said King Arthur Flour Senior Vice President and General Manager Michael Bittel. “Our test bakers have raved about the high quality of this new product, and we look forward to a positive response from both the home- and professional-baking communities.”

King Arthur 100% Organic White Whole Wheat Flour is ground from organic white wheat, a grain with all the nutritional value of traditional red wheat but lacking in the compound that gives red wheat its dark color and strong flavor. Because white whole wheat is milder in flavor than its red counterpart, it can easily be added to almost any recipe for delicious, healthier baked goods – and in many recipes, no one will notice the difference.

King Arthur Flour has been offering white whole wheat flour to customers since the early 1990s, and the product has garnered attention recently as a helpful way to incorporate healthy whole grains into home-baked goods. The new organic version of the flour has become a favorite around King Arthur Flour’s test kitchen and is sure to become a staple among organic bakers nationwide.

Five-pound bags of King Arthur 100% Organic White Whole Wheat Flour are available in select grocery and specialty food stores nationwide, through The Baker’s Catalogue, online at www.bakerscatalogue.com, and at The Baker’s Store in Norwich, Vt. King Arthur 100% Organic White Whole Wheat Flour is the third organic offering from the company, whose 100% Organic Whole Wheat Flour and Select Artisan 100% Organic All-Purpose Flour are the number one and two selling organic flours in the nation.

King Arthur Flour is one of America’s best-selling flours, known by avid bakers for its consistent baking performance and lack of chemical additives. King Arthur Flour is the parent company of The Baker’s Catalogue, which offers more than 1,000 professional-grade baking tools and ingredients through
its catalogue, online at www.bakerscatalogue.com, and at The Baker's Store in Norwich, Vermont. The oldest flour company in America, the King Arthur Flour Company has been employee-owned since 1996.

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100% employee-owned, 100% committed to quality  
Named the 2006 Outstanding Vermont Business

Winner of the Better Business Bureau 2006 Local Torch Award for Excellence

Winner of the Business Ethics magazine 2004 Social Legacy Award