



Nature's Own
100% Whole Grain
 No Artificial Preservatives, Colors or Flavors

**100% Whole Grain Health.
 100% Irresistible Flavor.**



Let your shoppers turn staple and popular meals into a wholesome and great-tasting affair!

Introducing Healthy & Delicious New Hot Dog and Sandwich Rolls from Nature's Own.

Americans have an unbridled passion for burgers, sandwiches, and hot dogs. Nature's Own shares this love of good food and takes it one notch higher with new 100% Whole Grain Sandwich and Hot Dog Rolls!

Our rolls are perfect for any occasion – from summer barbecues to everyday meals. And because we've taken great care to combine the best healthy ingredients with an uncompromising focus on flavor, these new rolls are an ideal pantry item for any family.

Consumers want wholesome food now more than ever, and government agencies are recommending the consumption of whole grains as part of a healthy diet. With our new rolls, you can give your shoppers the nutrients their bodies need and the fun food items they want.

Just take a look at what shoppers get:

MORE OF THE GOOD STUFF*

Smart Sandwich Rolls:

- 24 Grams of Whole Grains
- 4 Grams of Fiber

Healthy Hot Dog Rolls:

- 21 Grams of Whole Grains
- 3 Grams of Fiber

*Nutritional information per serving; 8 rolls per package



100% WHOLE GRAIN
Hot Dog Rolls

10229490



100% WHOLE GRAIN
Sandwich Rolls

10229500



INTRODUCING
Nature's Own

THIN SLICED BAGELS

Cinnamon Raisin



LIGHT ON CALORIES,
BIG ON FLAVOR.

A NEW ADDITION TO OUR LINE OF THIN SLICED BAGELS



Get ready to give your shoppers a delicious bagel that's as easy on the waistline as it is on the palate. Nature's Own Thin Sliced Bagels are **now available in Cinnamon Raisin** and are packed with wholesome goodness:

- Only 110 calories per serving
- No artificial preservatives, color, or flavors
- No high fructose corn syrup
- Good source of calcium and vitamins A, D, & E
- Re-sealable packaging that locks in freshness

Is there a better way for your shoppers to start their morning or treat themselves to a tasty snack? We don't think so. And with eight thin sliced cinnamon raisin bagels per package, they'll have just enough to get them through a few days before they come running back for more.



110 calories
Nature Own's Thin Sliced Bagel



300 calories
Regular Bagel

New!

Cinnamon Raisin

Plain

100% Whole Wheat



New



**Cobblestone
Mill**

DELI STYLE

Gourmet Rolls

Make Ordinary Extraordinary!

Making Life *Extraordinary* One Sandwich at a Time.

Extraordinary Rolls!

Cobblestone Mill's new Deli Style Sandwich Rolls can transform everyday meals into gourmet celebrations of premium quality and taste.



Cobblestone Mill



Ordinary

These large, soft, great-tasting rolls add a high-class touch to all the standard fixings – from burgers to chicken, deli meats, cheeses, veggies, and sauces. The water-split tops are lightly dusted with cornmeal for a beautiful presentation and more remarkable flavor.

With eight rolls per package, that's plenty of opportunity for a smart, mouth-watering sandwich shoppe experience in the comfort of home.

The next time your shoppers saunter through your bread aisle, give them a deli roll option that's a taste of the good life.



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Make Ordinary *Extraordinary!*

AUTÉNTICO SABOR MEXICANO

INTRODUCING

FRESTILLAS®

Tortillas

AUTHEMNTIC MEXICAN TASTE



— a fresh take on home style tortillas —

FRESH FRESTILLAS® Tortillas

Frestillas – new Fresh-to-Market Tortillas – are inspired by the handcrafted heritage of traditional Mexican tortilla artisans.

**Authentic Goodness & Instant Name Recognition.
Fresh, Home Style Goodness with Delicious Flavor.**

What's more, 65% of consumers surveyed said the Frestillas brand name sounded like "Fresh Tortillas"* Which means this new brand enters your tortilla section with an already established message of quality and taste. A fresh take on a staple used by millions of households for a wide range of dining occasions. A value item that features high quality ingredients plus great flavor, and a brand name that's easy for consumers to understand.



* (Addison Whitney October 2011 Research, 216 consumers surveyed).

available in
**4 DELICIOUS
VARIETIES**

FLOUR
10" – 10 count

**100%
WHOLE WHEAT**
8" – 10 count

FLOUR
7" – 20 count

WHITE CORN
6" – 30 count



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0 72250 07836 8



60923950



0 72250 07834 4



60967970



0 72250 07837 5



60995880



0 72250 07835 1