

SuperKids Whole Grain Sampling Program

BID REQUEST GUIDE



Featuring ULTRAGRAIN® & SUSTAGRAIN®

2012-2013

The SuperKids Whole Grain Sampling Program Bid Request Guide is brought to you by JM Swank.

JM SWANK

The SuperKids Program Bid Request Guide features products made with Ultragrain® and Sustagrain®

ULTRAGRAIN WHOLE GRAIN APPEAL
Sustagrain ULTRA-HIGH FIBER WHOLE GRAIN

Ultragrain Pasta® from JM Swank.

With products from these food companies





INTRODUCING Ultragrain Pasta Plus™

- Good source of protein
- Excellent source of fiber
- 1 cup serving = 1 M/MA* and 1 G (8 oz. by volume)

Ultragrain Pasta®

Pastas so appealing, you won't believe they're whole grain.

Now it's even easier to incorporate the benefits of whole grain into your menu, while maintaining the taste, texture and appearance of traditional pastas. Made with revolutionary Ultragrain® whole wheat flour and traditional semolina, Ultragrain Pasta and Ultragrain Pasta Plus™ offer a mild flavor, light color, speck-free appearance, al dente bite and superior holding power—with proven student appeal and the health benefits of whole grain nutrition.

Ultragrain Pasta

For whole grain-rich **Ultragrain Pasta**, choose from lasagna, penne, elbow, rotini, spaghetti, egg noodle and our newest varieties, farfalle "bow tie," fettuccine and orecchiette, all made with 51% Ultragrain; or 51% whole 9-grain orzo** made with Ultragrain.



lasagna



penne



elbow



rotini



spaghetti



egg noodle



orzo**

New Shapes Available: farfalle "bow tie," fettuccine and orecchiette.

NEW!

Ultragrain Pasta Plus

Whole grain-rich **Ultragrain Pasta Plus** is an excellent source of fiber and a good source of protein with a one-cup serving equalling 1 M/MA* and 1 G. Choose from spaghetti and elbow varieties.

Experience the Appealing Taste of Ultragrain Pasta

Contact Ingredient Marketing directly at **(866) 717-9265** or email pasta@conagrafoods.com for samples or to order.

 **JM SWANK**
jmswank.com

Benefits of Ultragrain Pasta® and Ultragrain Pasta Plus™

- Whole Grain-rich
- Mild Flavor
- Smooth Texture
- Light in Color and No Brown Specks
- Kids Love It = Less Waste
- Holds Up Well After Cooking
- Made with Ultragrain Whole Wheat Flour;
Learn more at Ultragrain.com.

Ultragrain® Whole Grain Nutrition, White Flour Appeal.



When ConAgra Mills first launched Ultragrain whole wheat flour in 2004, common perceptions about whole grains began to change for many students. That's because all-natural Ultragrain combines whole wheat goodness with the appealing taste, appearance and texture of white flour that kids love.

Compared to traditional whole wheat flour foods which can be bitter or gritty, students won't notice changes in color, taste or texture with Ultragrain and foods made with Ultragrain—a fact that's been proven in several studies. Made with specially selected white wheat and patented milling, Ultragrain is available in a number of flours and blends and can be found in a variety of great-tasting foods that deliver whole grain nutrition with white flour appeal. In fact, for today's school cafeterias, Ultragrain stands ready to add whole grain-rich nutrition to a variety of foods from breads and bagels to pizzas, pastas, cereals, cookies and more. With Ultragrain, students get the best of both worlds: the whole grain nutrition of 100% whole wheat and the taste they crave!

Ultragrain Flours and Blends are Ready to Help with Your Cooking and Baking.

Choosing the right Ultragrain flour has never been easier:

- **Ultragrain All-Purpose Blend T-2** – This whole grain-rich blend is 55% Ultragrain and 45% enriched white flour and is ideal for school foodservice.
- **100% Ultragrain Hard Whole Wheat** – Made from hard white wheat, it's ideal for breads, pizzas, and other baked goods.
- **100% Ultragrain Soft Whole Wheat** – Provides a unique option for cakes, cookies, crackers and pastries.

Sustagrain® 3X the Fiber of Oats.



Whether you're making recipes from scratch, using it as a topping, or trying new products for your cafeteria menu, ConAgra Mills' revolutionary Sustagrain adds whole grain nutrition and fiber to everything from breads and hot cereals to snack bars and side dishes, as well as meat recipes like meatloaf or meatballs.

Available as ultra-fine flour or oat-like flakes, ultra-high fiber Sustagrain is made from a proprietary variety of barley. With its unique blend of both soluble and insoluble fiber (including heart-healthy beta glucan), all-natural Sustagrain supplies three times the soluble and total dietary fiber (TDF) of oats. Best of all, thanks to its neutral flavor, Sustagrain offers a convenient and easy way to discretely add whole grain nutrition to a range of recipes for school meals.



Build SuperKids with the Ultragrain® Super Heroes.

When filling out your bid or looking for new menu choices, request Ultragrain® and foods made with Ultragrain.



PRODUCTS

DESCRIPTION

FOR MORE INFORMATION ON THESE PRODUCTS, CONTACT:



Whole Grain Blueberry Muffin

Whole Grain Banana Muffin

Whole Grain Double Chocolate Muffin

These 2 oz. whole grain muffins are great for breakfast, lunch or snacking. With 8 g. or more whole grain per serving, they provide the nutrition that kids need. Available individually wrapped or in bulk formats.

Sara Lee Foodservice

Downers Grove, IL 60515
www.saraleefoodservice.com
(800) 682-SARA (7272)

- Jennifer McDavid,
Sales Contact,
Jennifer.McDavid@hillshirebrands.com



Giant Goldfish® Vanilla Grahams

Made with whole grains and meeting 1 ounce equivalent grains per serving, Giant Goldfish Vanilla Grahams meet the Alliance for a Healthier Generation nutritional requirements. Taste the natural flavors that meet your need to serve wholesome treats.

Pepperidge Farm

595 Westport Avenue
Norwalk, CT 06851
(800) 879-7687

- For more information on these products, contact your Campbell Soup/Pepperidge Farm Sales Representative or call (800) 879-7687.

100% Whole Wheat Goldfish® Bread

Goldfish bread features 100% whole grain, is a good source of fiber and contains no high fructose corn syrup. Two slices (43g) meet USDA guidelines for 1 ounce of equivalent grains. Make your students smile with its fun, friendly appeal.



Mountain Farm™ 4" Hamburger Buns made with Whole Grains



Each Mountain Farm hamburger bun offers 18 g. of whole grains, 2.25 bread servings per bun, zero trans fats, no high fructose corn syrup and only 140 calories. The great tasting bun has the preferred appearance of white bread yet is packed with all the nutritional value needed for child nutrition programs.

Flowers Bakeries Foodservice

5087 South Royal Atlantic Drive
Tucker, GA 30078
(866) 357-6225

- Mike Fromme,
VP Foodservice Sales,
(866) 357-6225



See Where All-Natural Ultragrain® is Grown and Harvested.

Scan here to see a video about Kalecvic Farms, or visit: youtube.com/the ultragrainchannel.



PRODUCTS	DESCRIPTION	FOR MORE INFORMATION ON THESE PRODUCTS, CONTACT:
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Dick & Jane Educational Snacks-all varieties

**English & Spanish,
States & Capitals,
and Presidents**

Delicious, all-natural cookies loaded with learning, Dick & Jane Educational Snacks were designed to help kids (K-8) "eat right and do well in school." 65% Whole Grain, 2 g. Fiber, 1 Bread 16 g., 100 cal. 100% Nut Free.

Dick & Jane Baking Company
900 Wilshire Drive,
Suite 202
Troy, MI 48084
(248) 519-2418

- Dick Held,
Sales Contact,
(248) 797-4777



Domino's Pizza® Smart Slice Sample Form & Brochure*

Domino's Pizza Smart Slice - A line of pizzas created specifically for schools and delivered fresh from the oven! Our dough is made with 51% Ultragrain white whole wheat flour for nutrition benefits and great taste. Domino's proprietary Lite Mozzarella cheese has half the fat of regular mozzarella, improved flavor and reduced sodium. Topping variety is limitless; we even have reduced fat, reduced sodium pepperoni and reduced sodium sauce! Give our new specialty pizza, BBQ Smokehouse, a try!

Domino's Pizza
30 Frank Lloyd Wright Drive
P.O. Box 997
Ann Arbor, MI 48106-0997

- Domino's School Lunch Team, (734) 930-3155

www.schoollunch.dominos.com



Ultragrain Pasta®

Ultragrain Pasta delivers a better-for-you whole grain-rich option with mainstream appeal. Ultragrain Pasta offers a mild flavor, light color, speck-free appearance, al dente bite and superior holding power—with proven student appeal and the health benefits of whole grain nutrition.

Ultragrain Pasta Plus™

Now available: Ultragrain Pasta Plus™. Offering a good source of protein and an excellent source of fiber in a whole grain-rich pasta your whole district will love. Call now to learn more.

JM Swank Co.
395 Herky Street
P.O. Box 365
North Liberty, IA 52317
(866) 717-9265

- Shannon Sojka,
Sales Contact,
(866) 717-9265

Build SuperKids with the Ultragrain® Super Heroes.

When filling out your bid or looking for new menu choices, request Ultragrain® and foods made with Ultragrain.



PRODUCTS	DESCRIPTION	FOR MORE INFORMATION ON THESE PRODUCTS, CONTACT:
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Ultragrain® Tortillas

Made with 62.5% Ultragrain whole wheat, Azteca's Lower Sodium Ultragrain Tortillas are a whole grain option for school meals that's both tasty and nutritional.

Azteca
P.O. Box 427
Summit-Argo, IL 60501
(708) 563-6678

- Bob White,
Sales Contact,
(708) 563-6678



Pop-Tart® Toaster Pastry Made With Whole Grain Frosted Brown Sugar Cinnamon

When you're offering Kellogg's Pop-Tarts Toaster Pastries Made With Whole Grains to your students, you're giving them a wholesome choice they actually love to eat. Meets all nutrition standards to qualify for Healthier U.S. School Challenge and USDA meal guidelines.

Kellogg's
545 Lamont Road
Elmhurst, IL 60126
(877) 511-5777

- Johanna Metz,
Sales Contact,
(630) 956-9741



ConAgra Mills®

Ultragrain® All-Purpose Flour Blend T-2



Ultragrain All-Purpose Flour Blend T-2 is made with 55% Ultragrain and 45% premium enriched white flour.

Also available from ConAgra Mills: Ultragrain Hard 100% White Whole Wheat Flour and Ultragrain Soft 100% White Whole Wheat Flour.

ConAgra Mills
Eleven ConAgra Drive,
Mail Stop 11-345
Omaha, NE 68102
(800) 851-9618

- Don Trouba,
Marketing Contact,
(402) 240-5153
- Jill Egnoski,
Sales Contact,
(303) 227-4121

*Also from
ConAgra Mills...*

Sustagrain® Ultra-high Fiber Flour



Sustagrain® Ultra-high Fiber Flakes

Sustagrain, the ultra-high fiber whole grain.

Sustagrain is the highest fiber whole grain available, with three times the soluble and total fiber of oats. Available in flour and flakes, try it in place of oat flour or flakes in your favorite recipes for an added fiber boost.

SuperKidsSampling.com Has a Whole New Look—And Much More!

Check out our redesigned website and see what's new. We've revamped SuperKidsSampling.com to make it more dynamic—with more content and helpful links. You'll find it's easier to navigate and find the information you need.



Learn more by scanning this QR tag.

PRODUCTS	DESCRIPTION	FOR MORE INFORMATION ON THESE PRODUCTS, CONTACT:
integrated FOOD SERVICE		
Hot Off The Grill™ Cheeseburger Sliders	"Hot Off The Grill" is proud to introduce Cheeseburger Sliders. Whole Grain Reduced Fat/Reduced Sodium delicious mini twin sliders. 2 Bread/2 Protein, individually wrapped.	Integrated Food Service 310 W. Alondra Boulevard Gardena, CA 90248 (310) 523-3664 <ul style="list-style-type: none">• Sales Contact, sales@integratedfoodservice.com• Michelle Reitzin-Bass, Samples Contact, (818) 266-1978
Hot Off The Grill™ Grilled Cheese Sandwiches (1.5 grain/protein & 2 grain/protein)		
BUENA VISTA FOOD PRODUCTS <small>A STERLING FOODS COMPANY</small>	Moist, chewy, low-fat chocolate and whole wheat varieties to satisfy hungry kids and school requirements, Whole Grain Buena Vista brownies raise the bar on your snack and meal offerings.	Buena Vista Food Products 823 W. 8th Street Azusa, CA 91702 (626) 815-8859 <ul style="list-style-type: none">• Laura Trujillo, Sales Contact, (626) 815-8859
Whole Grain Fudge Brownies		
Jane's Dough Foods	Jane's Dough Foods is proud to present 7-, 12- and 14-inch, par-baked pizza crusts ready for you to finish with your students' favorite toppings. Our 51% Ultragrain crusts are sure to deliver the great pizzeria taste and nutritional values your students will love!	Jane's Dough Foods 935 Taylor Station Road Columbus, OH 43230 <ul style="list-style-type: none">• Collin Sanders, Business Development, (614) 416-6866
7" Par-Baked, 51% White Whole Wheat Pizza Crusts		
FUELED BY EONI Mixed Berry Barookies Orange Cranberry Barookies Raspberry Apple Barookies	EONI's Barookies have the power of a bar and taste of a homemade cookie. Barookies feature many benefits such as low sodium, 100% whole grain and are a great source of fiber. Product is sold in 48 count pre-cut sheets.	EONI 122 Stribling San Antonio, TX 78204 (210) 475-9981 <ul style="list-style-type: none">• Chris Dinnin, Sales Contact, (210) 464-6681

Bid Request Guide Information

2012-2013 BID REQUEST GUIDE

Finalize Your Bid Requests...Put Ultragrain® and Sustagrain® First.

As you learned in this year's SuperKids Whole Grain Sampling Program, two revolutionary ingredients—Ultragrain whole wheat flour and Sustagrain, the ultra-high fiber whole grain—can help you incorporate more whole grain foods into your school menu. The program included a wide selection of whole grain foods and ingredients with proven student appeal, all designed to help meet USDA guidelines for more whole grain-rich foods.

For your convenience, you'll find a variety of great-tasting menu options within this Bid Request Guide, all made with Ultragrain whole wheat flour or Sustagrain, the ultra-high fiber whole grain. As you finalize your bids for your school district or add new items throughout the year, be sure to specify one or more of these delicious whole grain foods that students love to eat.

BID INSTRUCTIONS

Make sure the products you specify are made with Ultragrain or Sustagrain.

When creating your bid requests, please use this particular language to specify these ingredients:

- **Product A, made with Ultragrain whole wheat flour**
- **Product B, made with Sustagrain barley**

*Questions about the SuperKids Program
or bid request process?*

*Simply contact SuperKids Headquarters at
(877) 862-8828.*

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SuperKids Whole Grain Sampling Program featuring Ultragrain & Sustagrain

P. O. Box 16170
St. Louis, MO 63105-9713

