

How To Use This Bid Request Guide

This year's SuperKids Bid Request Guide features a variety of great-tasting foods from leading food companies, all made with Ultragrain®. Use this guide as a quick reference while you complete your bids for the 2017-2018 school year. Also included is contact information for each of the companies.

For additional information contact SuperKids@sdastl.com.

Ask your distributor to carry the foods and ingredients found in this guide today!



From Field to Table... Ultragrain® Is Transforming School Menus with Whole Grain Nutrition and White Flour Appeal.

Compared to conventional whole wheat foods, which can be bitter or gritty, students prefer the color, taste and texture of foods made with white flour. Fortunately, in studies students have consumed foods made with Ultragrain just as much, or more than, their white-flour equivalents.¹ In fact, Ultragrain is the only whole wheat flour made from a patented process that combines whole grain nutrition with the mainstream appeal, taste and texture of white flour, which makes it the perfect fit for school menus—from pastas, pancakes and pizzas to snacks, tortillas, muffins, breads and more.

The journey of Ultragrain to your school starts in the field, where Ardent Mills partners with family farms to grow specially selected white wheat varieties that are milder and sweeter than standard red—and even white—whole wheat. Then we uniquely mill the entire kernel using a patented process to the finest granulation possible, including the bran and germ. This not only retains 100% of the whole grain nutrition in Ultragrain, but results in the same consistency and texture as white flour.

¹ Chan, et al., J Child Nutrition Management, 2008
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Ultimately, that's how Ultragrain is brought to you. . .from the farm to the mill. . .and from the mill to your school tables. Ultragrain brings whole grain nutrition plus the appeal of white flour to school menus across the country. Want to find out more about the growing and harvesting of Ultragrain at Kalcevic Farms? Visit [youtube.com/ardentmills](https://www.youtube.com/ardentmills).



Ultragrain® Biscuits and More Mix – Back to Scratch

Ardent Mills' new Ultragrain Biscuits and More Mix offers versatility, student appeal, and simplicity which are key reasons why school districts will want to get back to scratch. School foodservice staff will find the product quite easy to use, and will appreciate how it allows them to flex their culinary creativity with a variety of whole grain-rich items. Users simply add water and their choice of inclusions to the mix. Some savory examples include using the new mix for empanadas and to prepare cheddar and green onion scones to serve with chili or for breakfast. On the sweeter side, the mix also makes excellent breakfast pastries, fruit cobblers, cinnamon rolls and more.

Get back to scratch with Ultragrain Biscuits and More Mix.



It's Back to School For Ultragrain Pasta®

Ultragrain Pasta is now available to school foodservice from Armour Specialty Marketing.

From the very first bite, Ultragrain Pasta delivers proven student appeal combined with the benefits of whole grain nutrition. It features a mild flavor, smooth texture and light color with no brown specks. In addition, it holds well after cooking and provides a good source of fiber.

Ultragrain Pasta now comes in six classic shapes: spaghetti, rotini, penne, elbows, lasagna and egg noodles. It's ideally suited for a wide range of pasta recipes, and for school foodservice programs interested in putting whole grain-rich pasta back on the menu. Ultragrain Pasta also serves as an excellent replacement for existing whole wheat pastas that are often bitter, gritty or show visible specks, further improving your menu's overall appeal with students. With Ultragrain Pasta, students may not even realize they're eating a whole grain-rich food.



SuperKids Whole Grain Sampling Program
P.O. Box 16170
St. Louis, MO 63105-9713

2017-2018 BID REQUEST GUIDE



SUPERKIDS WHOLE GRAIN SAMPLING PROGRAM
Featuring Foods and Ingredients made with Ultragrain® Whole Wheat Flour

WITH PRODUCTS FROM THESE FOOD COMPANIES



WHEN FILLING OUT YOUR BID THIS YEAR, REMEMBER TO REQUEST THESE GREAT-TASTING, WHOLE GRAIN-RICH FOODS MADE WITH ULTRAGRAIN,[®] AND FEATURED IN THIS YEAR'S SUPERKIDS PROGRAM.

Company	Description From Manufacturers	For More Information
	Ultragrain[®] Biscuits and More Mix With the Ultragrain Biscuits and More Mix, it's easy to meet USDA guidelines and make the switch to whole grain-rich for your school menus. Simply add water to the Ultragrain Biscuits and More Mix and customize with flavor inclusions to create a variety of delicious scratch baked foods like scones, drop biscuits, biscuit dogs, jammers, empanadas and dumplings. Also available: Ultragrain All Purpose Flour Blend T-2, Ultragrain Hard 100% Whole Wheat Flour and Ultragrain Soft 100% Whole Wheat Flour.	Jill.egnoski@ardentmills.com
	Ultragrain Pasta[®] (Egg Noodles, Elbow, Penne, Rotini, Spaghetti, Lasagna) Ultragrain Pasta delivers better-for-you nutrition 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.	(972) 660-9980
	Ultragrain[®] Tortillas – 6" (06109) Ultragrain[®] Tortillas – 8" (06209) Made with 62.5% Ultragrain whole wheat flour, Azteca's Reduced Sodium Ultragrain Tortillas are a whole grain option for school meals that's both tasty and nutritional.	(901) 490-6864
	Whole Grain Chocolate Chip Cookie (79185) Whole Grain Red Velvet Cookie (79920) Buena Vista's chocolate chip and red velvet cookies are great for lunch, a la carte and as a Smart Snack. They are also 51% whole grain.	(818) 266-1978
	IW Whole Grain Banana Muffin, 2 oz. (8861) IW Whole Grain Double Chocolate Muffin, 2 oz. (8862) IW Whole Grain Blueberry Muffin, 4 oz. (41322) Sliced Natural Butter Flavored Whole Grain Croissant, 2.35 oz. (41315) We encourage and support health and nutrition education in the classroom with Chef Pierre whole grain muffins and croissants. They help nourish students so they grow and learn to their fullest potential.	(800) 24-TYSON
	The MAX Real Slice Extra Cheese Buffalo Chicken Pizza (77387-12619) The MAX Real Slice Extra Cheese Mozzarella Cheese Pizza (77387-12617) Real Slice Extra Cheese pizza has the classic pizza shape, size and taste that kids expect with 25% more cheese than similar Real Slice products and is 51% Whole Grain-rich!	(800) 357-6543
	Banana Flavored Whole Grain Individually Wrapped Mini Pancakes (629) Kids will go bananas over these banana flavored whole grain mini pancakes from DeWafelbakkers! These ready to eat pancakes don't require syrup and meet or exceed USDA standards.	(813) 601-4856
	Domino's Pizza[®] Smart Slice A line of pizzas created specifically for schools and delivered fresh to your schools from our ovens! Our dough is made with 51% Ultragrain white whole wheat flour for nutrition benefits and great taste.	(800) 810-6633
	Whole Grain Rich Cheese & Bean Red Chili Burrito, CN (5226) Whole Grain Rich Fiesta Style Cheese & Bean Burrito (IW), CN (5827) Whole Grain Rich Egg, Turkey Sausage & Cheese Breakfast Burrito (IW), CN (5828) Fernando's products are a perfect addition to school foodservice operations, offering variety and ease of service. All three products are CN labeled.	(800) 338-8128 ext 6487
	B4S[®] 6" Whole Grain Hoagie B4S[®] 4" Whole Grain Kaiser Each B4S hoagie bun and Kaiser roll contains at least 51% whole grain, has zero trans fats and no high fructose corn syrup. These great tasting Baked for Schools buns and rolls have the preferred appearance of white bread yet are packed with all the nutritional value needed for child nutrition programs.	(866) 357-6225
	READI-BAKE[®] BeneFIT 51% Whole Grain Red Velvet Cookie Dough (14406) READI-BAKE[®] BeneFIT 51% Whole Grain Red White & Blue Cookie Dough (14403) SUPERPRETZEL[®] 51% Whole Grain Baked Pretzels – I/W (30410) SUPERSTIX[®] 51% Whole Grain Cheddar Cheese Filled Soft Pretzel Stick (7298) J&J Snack Foods has offered healthy, nutritious student approved products for over 30 years. With offerings for breakfast, lunch, after school snack, summer feedings and a la carte, we provide fun and healthy foods for every time of day.	(800) 486-9533 ext 6140
	Pop-Tart[®] Toaster Pastry Made With Whole Grain Frosted Fudge When you're offering Kellogg's Pop-Tarts Toaster Pastries Made With Whole Grains to your students, you're giving them a U.S.D.A. compliant choice they actually love to eat. Meets Smart Snack requirements. One count and two count varieties meet trayline requirements.	(877) 511-5777
	White Whole Grain Bagel IW White Whole Grain Blueberry Bagel IW White Whole Grain Cinnamon Raisin Bagel IW Lender's legendary quality and flavor are baked into every bagel we make. Each bagel is whole grain rich and provides 2.0 oz. eq. grain. Enhance your menu with Lender's, a great American tradition.	(866) 816-7313
	Individually Wrapped Whole Grain French Toast Sticks – Cinnamon Glazed (40084) Great for breakfast, lunch or snack, kids love cinnamon glazed whole grain French toast and so will you! Available in individually wrapped packages for extra freshness, safety and single-serve convenience.	(800) 872-3447
	Antibiotic-Free Whole Wheat Chicken Dumplings (517A) Kids love antibiotic-free, whole wheat chicken dumplings! A five dumpling (4.5 oz) serving contributes 2 Meat, ½ Vegetable and 2 Grains for NSLP meal platter requirements.	(718) 777-8899 sales@waterliliesfood.com
		

To learn more about each of these companies and their foods made with Ultragrain, visit our website SuperKidsSampling.com and click on the Product Samples tab.

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