



ULTRAGRAIN® – Transforming School Menus Across the Country.

Ultragrain is the only patented whole wheat flour that delivers whole grain nutrition with the mainstream appeal, taste and texture of white flour. Compared to conventional whole wheat foods, which can be bitter or gritty, students won’t notice changes in color, taste or texture with Ultragrain and foods made with Ultragrain. That’s because Ultragrain is milled from specially selected white wheat to the finest granulation possible, so it’s milder, sweeter and lighter in color than traditional whole wheat flour.

Ultragrain starts in the field, where we work directly with family farms in Colorado and surrounding states to grow exclusive white wheat varieties that are milder and sweeter than standard red—and even white—whole wheat. Most whole wheat flours are made from red wheat, so they’re typically darker, grittier and show more brown specks. In fact, the more appealing texture of conventional white flour results

from sifting out the bran and germ, which contain the majority of fiber and nutrients. When milling Ultragrain, we grind the entire kernel—including the bran and germ—in a unique way, achieving the same consistency and fine granulation as white flour. This retains 100% of the whole grain nutrition in the wheat kernel, including the naturally occurring fiber, vitamins and minerals. Ultragrain delivers whole grain nutrition with the appeal of white flour, and gives you the best of both worlds.

Available to you for scratch cooking and baking in the popular Ultragrain All-Purpose Flour Blend T-2 and two 100% whole wheat flour varieties, Ultragrain can also be found in a variety of great-tasting foods students love. It’s the ideal choice for satisfying student demand for great-tasting whole grain-rich foods on school menus—from pastas and pizzas to breads, tortillas, snacks, pancakes, muffins and more.

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How To Use This Bid Request Guide

This year’s SuperKid’s 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 2016-2017 school year. Also included are phone numbers 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.



Want to find out more about the growing and harvesting of Ultragrain at Kalcevic Farms? Visit youtube.com/ardentmills.

CoolSchoolCafe®

Score Cool School Points on Qualifying Purchases of Ultragrain®.

Ultragrain is again pleased to take part in the Cool School Cafe® program. Like last year, you’ll get valuable Cool School Points for all qualifying purchases of Ultragrain flour products. Plus, you can earn 5 additional Cool School BONUS Points on purchases of qualifying products made with Ultragrain. To receive your bonus points, simply look for products made with Ultragrain from Flowers Bakeries, Tyson, Fernando’s, J&J Snack Foods, Lender’s® and Chef Pierre®.

If you’d like to learn more about Cool School Cafe®, call 800-468-3287 or visit CoolSchoolCafe.com.



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

2016-2017 Bid Request Guide



SuperKids WHOLE GRAIN SAMPLING PROGRAM

Featuring Foods and Ingredients made with
Ultragrain® Whole Wheat Flour



The SuperKids Whole Grain Sampling Program is brought to you by Ultragrain.

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	Product	For More Information
	Ultragrain® Salad Shell Serve crisp, Shape & Bake great tasting salad shells without frying with Azteca’s Ultragrain Salad Shells. Freshly baked with a crisp flaky finish, perfect every time.	(901) 490-6864
	2 oz Whole Grain Brownie 1.3 oz Whole Grain Brownie Bite Buena Vista’s brownies and brownie bites are great for lunch, a la carte and as a Smart Snack. They are also 51% whole grain.	(818) 266-1978
	Three Cheese Calzones (16272 20120) Frozen handheld calzone, par-baked, IQF. CN labeled. Filling to consist of low fat mozzarella cheese, parmesan cheese, Romano cheese and sauce. Minimum portion weight of 4.69 oz. Calzone must contain 2 equivalent grains, 2 Meat Alt and 1/8 cup red/orange vegetable. Contains 16g of whole grain flour. Whole wheat flour must be Ultragrain® Brand. Minimum of 250 calories. Maximum 420mg Sodium. Packed 60, 4.69 oz. portions per case.	(800) 357-6543
	Meat Combo (16272 20121) Frozen handheld calzone, par-baked, IQF. CN labeled. Filling to consist of low fat mozzarella cheese, diced turkey pepperoni, turkey sausage crumbles and sauce. Minimum portion weight of 4.69 oz. Calzone must contain 2 equivalent grains, 2 Meat/Meat Alt and 1/8 cup red/orange vegetable. Contains 16g of whole grain flour. Whole wheat flour must be Ultragrain® Brand. Minimum of 250 calories. Maximum 480mg Sodium. Packed 60, 4.69 oz. portions per case.	
	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.	(800) 810-6633
	Whole Grain Rich Buffalo Chicken Grab Wrap® (5263) Whole Grain Rich Turkey Sausage, Egg & Cheese Grab Wrap® (5264) Whole Grain Rich Cheese & Chicken Fiesta Stix®, Pre-Fried (5274) Fernando’s products are a perfect addition to school foodservice operations, offering variety and ease of service.	(800) 544-6888 ext 6487
	B4S™ 6” Whole Grain Hoagie Each B4S hoagie bun contains 51% whole grain, is 2.75 CN (16g) bread/grain servings, has zero trans fats and no high fructose corn syrup. This great tasting hoagie bun has the preferred appearance of white bread yet is packed with all the nutritional value needed for child nutrition programs.	(866) 357-6225
		
	READI-BAKE® BeneFIT® 51% Whole Grain Cinnamon Rolls (01610) SUPERPRETZEL® 51% Whole Grain Baked Mini Pretzel – I/W (30131) SUPERPRETZEL® 51% Whole Grain SUPERSTIX® BITES – Cinnamon (7258) SUPERPRETZEL® 51% Whole Grain SUPERSTIX® BITES – Sweet Cream Cheese (7259) 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
	“CN” Mini American Cheese Pierogies Manufacturer Product Code: 41164-00833 Made with rich American cheese and creamy whipped potatoes, folded in a mini whole grain pasta shell. Serve flavorful, irresistible Mrs. T’s® pierogies today and fill your students with happiness.	(610) 334-4039
	IW French Toast – Cinnamon Glazed Great for breakfast, lunch or snack, kids love cinnamon-glazed whole grain French toast and so will you! This whole grain kid favorite is easy to prepare, fully cooked, versatile and nutritious with 8 grams of protein, calcium and vitamin A.	(800) 872-3447
	Ultragrain Pasta® 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.	UltragrainPasta @sdaatl.com
	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 Ardent Mills: Ultragrain Hard 100% Whole Wheat Flour and Ultragrain Soft 100% Whole Wheat Flour.	jill.egnoski @ardentmills.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.