

~ P R O G R E S S I V E B A K E R ~

update

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A D V A N C I N G T H E A R T O F S C R A T C H B A K I N G



Whole grains are not just good for your health — they're good for business, too. Inside, learn more about how Carol's Bakery, Rhode Island, promotes the health benefits of its whole grain baked goods to attract nutrition-minded customers.

Whole Grain Goodness

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Carol's Bakery 100% Whole Wheat Bread

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Vinnie DiColo grew up watching his immigrant grandfather, Vincenzo, take vitamins, grow his own vegetables, and consume an entire loaf of whole wheat bread every day for its health benefits. A man ahead of his time, the elder DiColo showed an interest in nutrition uncommon for his generation. But as zealous as he was about eating his “brown bread,” he never bothered selling it on the shelves of his Providence, Rhode Island, bakery. Why not? His customers wouldn't buy it. ☞

~ FEATURED BAKER ~

Oh, how times have changed. Since grandson Vinnie took over Carol's Bakery (named after his grandmother), whole grains have been a good source of business for the third-generation baker. Granted, customers still weren't sold on his hearty whole grain products when he first started offering them, but DiColo wasn't about to let lagging public interest stop him from making sure customers knew what was good for them.

Looking back, it seems only natural that DiColo would find a niche by appealing to a health conscious crowd. His grandfather had instilled in him a passion for health and wellness. When he stepped into the family business in 1982, DiColo decided he "wanted to do something different" with it. A college degree in biology gave him an appreciation for food science that inspired him to create a lineup of whole grain products. "Whole grains are wonderful," he says. "Full of vitamins, minerals and fiber."

Taking the health concept even further, DiColo added a nutrition center in the late 80s, relocated to a 4,500-sq-ft building in nearby Cranston, and stocked his shelves with an assortment of other health-related items, including vitamins, herbs, natural foods, books and homeopathic remedies.

DiColo has found a formula for making whole grains pay off. Make sure products taste great, offer lots of variety, and keep spreading the word about how whole grains contribute to good health. With all the hype about nutrition in the headlines these days, the climate is right for all bakers to take a lesson from DiColo's success.

Today, Carol's Bakery markets a wide assortment of whole grain breads, muffins, brownies, cookies, desserts, spinach calzones, and whole wheat pizza strips, in addition to its more traditional baked goods. The shelves are usually stocked with two kinds of salt-free, sugar-free whole wheat breads — a hard-crust Italian version and a softer "American-style" loaf. Other popular breads include whole wheat vegetable, made with onion, bell pepper and celery;



Vinnie DiColo builds sales by educating his customers on the health benefits of whole grains. His bakery has earned a loyal following among customers looking for healthier eating options.

multigrain; and a three-grain mix with sesame seed, cotton seed and flaxseed.

"Our top whole grain seller is the pizza strips," says DiColo's wife, Lorie, who joined the business full-time six years ago. "We make them using different doughs — sometimes 100 percent whole wheat, sometimes three-grain — with just a tomato sauce on top." A full-sized sheet pan yields 16 nine-inch strips. The product does so well that Carol's Bakery also sells the whole wheat pizza dough in frozen form.

Another perennial whole grain favorite is the bakery's "nerve cookie," attributed to St. Hildegard of Bingen and so named for the calming herbs it contains. It's made with whole spelt flour, molasses, liquid extracts of kava root and St. John's wort, and topped with sliced almonds.

DiColo has also created a line of sugar-free baked goods for the diabetic, from cookies and pepper biscuits to turnovers and cream puffs. Sweetening them with his own mixture of Splenda and the herb stevia,

DiColo often adds a little cinnamon extract, recently found to lower cholesterol levels and improve insulin function.

It's the bakery's broad assortment of health-minded products that prompted *Rhode Island Monthly* magazine to name Carol's Bakery the "Best Bakery for the Alternative Set" in 2000. At the same time, the bakery has won a loyal following for its more conventional offerings, including its signature pure whipped cream cakes and pastries, and the Italian zeppole that DiColo features each March for St. Joseph's Day.

How does DiColo entice more customers to try his whole grain products? He says special pricing is far and away the most effective means he's found. "If I put out white and whole wheat versions of the same product at the same price," he says, "there will be more left in the whole wheat pan at the end of the day. But if it's on special, more people will give whole grain a try."

He also believes in teaching customers about the role whole grains can play in improving their health. “An educated customer is your best customer,” he says, “so we try to inform them by giving out samples, passing out literature and advertising. Once customers understand the benefits of whole grains, they’ll come knocking on your door for them.”

DiColo builds demand by showcasing his whole grain items in newspaper ads, coupons and at the point of sale, where he periodically hands out copies of articles heralding the wholesome properties of whole grains.

For nearly 10 years he spread the word as sponsor of a local radio program, Holistic Health Line. “I went to WPRO with the idea for a show hosted by a naturopathic doctor. Later, we had a chiropractor. As sponsor, I would make guest appearances and talk. We tied in our whole grain baked goods and other items. Listeners started coming in and asking about them.”

DiColo thinks a broader public awareness campaign could help increase demand for whole grain foods. “I ask my customers why they don’t try whole grain products and many people say they don’t like them,” he said. “But it’s all a matter of education. More national buzz would help. We need the force of organizations, food companies and school lunch programs to bring out the science behind the health benefits — so people don’t think whole grain products are just another fad.”

Fads come and go. But the healthful attributes of whole grains are unchanging, and considerable. That’s something bakers can leverage to boost whole grain product sales. Take it from one Rhode Island baker who began embracing that strategy decades ago. A baker, who, like his grandfather, was ahead of his time. ■



Read profiles of other bakers at www.progressivebaker.com

Bulk Up Bread Sales with FDA Health Claims

Merchandise the healthful attributes of your products by calling attention to health-promoting ingredients on product labels. Carol’s Bakery touts the high fiber content of its whole grain breads by featuring FDA-approved dietary fiber claims on products that qualify.

The FDA allows use of the words “High-fiber” or “Rich in fiber” or “Excellent source of fiber” on labels of products that contain at least 5 g of fiber per serving. Products containing 2.5 to 4.9 g per serving can say “good source of fiber” on the label.

The FDA has also approved a health claim for whole grains. Products that contain 51 percent or more whole grain ingredients by weight and a minimum of 1.7 g of fiber per 35-g serving can promote the following verbiage linking whole grains to reduced risk of disease:

“Diets rich in whole grain foods and other plant foods, and low in total fat, saturated fat and cholesterol, may reduce the risk of heart disease and certain cancers.”

DiColo uses NutraCoster software to analyze nutrition values and verify that products meet the criteria for using FDA claims. By analyzing his ingredients, he can adapt formulas if he chooses — to bulk up the nutrition content so he can take advantage of the health claims. ■

To learn more about health claim requirements, check out the FDA web site at www.cfsan.fda.gov/label.html.



Carol’s Bakery takes advantage of the FDA’s dietary fiber health claim to promote the nutritional benefits of high-fiber baked goods.

Turn Nutrition Labels Into Marketing Tools

Carol’s Bakery uses the six-inch labels on packaged baked goods to market the health benefits of whole grains. Besides showing nutritional values, the labels do double duty as promotional tools — providing serving suggestions, and cross-merchandising other items in the bakery with offers like a free jar of jam with the purchase of a particular bread. “It all helps get a little more attention for the whole grain products,” DiColo says. “Consumers really do appreciate the information. They want to know what’s in the products they’re eating. They’re much smarter than they were 30 years ago in terms of what to put in their bodies.” ■

Health in the Headlines

Low-carb diets may be trendy, but high-quality baked goods will never go out of style.

In hopes of trimming their waists, tens of millions of consumers are watching their carbohydrate intake, following popular diets like Atkins and South Beach that restrict breads, pasta and starchy foods. The impact: Sales of white bread and per-capita flour consumption have gone a little stale in the past few years.

But trends are shifting back — good news for retail bakers. There's evidence that the low-carb craze has peaked as consumers recognize the value of a more moderate, well-balanced diet. Carol's Bakery owner, Vinnie DiColo, has seen the trend cool off considerably in his nutrition center business — where his suppliers of low-carb foods have begun offering deep discounts. He believes the low-carb movement is going the way of the low-fat frenzy of the past.

"People are looking at low-carb as a fad," he says. "They don't like the cost, the limited

food choices or the inconvenience, so they start improvising and then the diet doesn't work anymore. It's human nature. People want magic, but to be healthier what they need is a lifestyle change."

But even as carb counting wanes, carb consciousness will likely remain deeply ingrained in the American psyche, and will influence people's food choices. In fact, next year the USDA is expected to release dietary guidelines encouraging people to choose their carbohydrates wisely, especially by lowering their intake of added sugars to control weight gain.

"Instead of eliminating carbs, people will simply choose them more carefully," says Gary Murray, Progressive Baker product line manager. "Rather than 'count carbs' they'll want to make sure their 'carbs count' by selecting quality foods that are worth the investment."

When it comes to baked goods, consumer definitions of "quality" can mean anything from nutritious, whole grain breads that promote better health, to indulgent treats

that deliver decadent satisfaction. Either way, great flavor and careful craftsmanship will never lose their selling power.

"There's always a market for quality," says Dahman Benarbane, vice president of baking at Washington, D.C.-based Marvelous Markets. Serving a health-minded clientele, the chain of nine boutique food stores is known for its handmade breads, pastries and desserts — all made with fresh, local ingredients. "Our customers are very food-conscious, and they know what they're eating. They also expect to buy food here that they don't find other places."

Benarbane believes good bread is an essential part of happy and healthy living, "a pleasure, not just a necessity." His recipes incorporate a variety of intriguing ingredients, like combinations of fig and pine nut, or zaatar (an oregano-thyme-sesame seed mix) and semolina, and a lot of whole grains including whole wheat, wheat berry, flaxseeds, oats and rye seeds. "We see these as flavor additions," he says, "but our customers see them as a plus for their health. And they like knowing they're eating something special."



“People are looking at low-carb as a fad,” he says. “They don’t like the cost, the limited food choices or the inconvenience, so they start improvising and then the diet doesn’t work anymore.”

Offering something special is what the bakery business is all about. “People usually have to go out of their way to get to a bakery, unless they’re in a small town,” Vinnie DiColo points out. “But they go there because they want something better, something different — to indulge.”

“For thousands of years, bread has been cherished around the world,” Benarabane says. “Kings and pharaohs had bakers and pastry makers in their courts. We may be selling less bread now than we used to, but this will pass. We have history on our side.” ■



Whether they're looking for healthier breads or decadent desserts, people come to bakeries in search of something special — something worth indulging in.

High-Carb Heaven! Giant donut proves indulgence still sells

If you can't join a trend, beat it! Ron Youngbauer, Osseo Bakery, Osseo, Minnesota, is doing just that, bucking low-carb trends by claiming his giant 9-inch doughnuts have the “highest carb count in town.”

Youngbauer started selling the jumbo raised glazed confections (equivalent to about six regular-sized doughnuts) about six months ago, using bright orange signs in his display case to call special attention to the high-carb content. But what first was a joke has become a money-maker

once customers started eating the doughnuts up!

“People get a chuckle out of them, and many decide to try one,” Youngbauer said. “In fact, I can't believe the amount we do go through.” It's not unusual for the bakery to sell up to 20 mega-doughnuts a day. “During the week we have a number of repeat customers who buy them for work,” Youngbauer said. “But on weekends, it's mostly families and little kids who want them. And, of course, each of the children has to have their own!”

At \$2.50 a pop, it goes to show that indulgence still sells. “People still have to live and have a little fun,” Youngbauer says, “and eating a doughnut adds to the quality of life.” ■



High-carb donuts are selling well for Ron Youngbauer, Osseo Bakery.



~ PRODUCT KNOWLEDGE ~

~ FEATURED FLOUR ~

Progressive Baker Expands Whole Wheat Flour Distribution

Bakers now have broader access to Progressive Baker Whole Wheat Flour, which is now being bagged at our Ogden, Utah plant as well as in Mankato, Minnesota.

Progressive Baker Whole Wheat Flour is stone ground from high-protein hard spring wheat. Available in fine, medium or coarse granulations, it has the natural texture, appearance and taste you want in your wheat breads and rolls, pizza crusts, multigrain breads, pita breads and other specialty breads.



For complete product specifications, visit Product Profiles on our website at www.progressivebaker.com

Tell Customers How Whole Grains Bring Good Health

Your customers may know they're supposed to eat more whole grain foods, but do they know why? Give bread sales an energizing boost by educating patrons about the connection between whole grains and good health.

Because whole grains preserve all three layers of the wheat berry — the bran, germ and endosperm — they are particularly packed with beneficial nutrients like these:

- Vitamins — especially B vitamins and E
- Minerals — like magnesium, selenium, zinc, copper, iron
- Dietary fiber
- Complex carbohydrates
- Plant protein
- Healthful unsaturated fats
- Antioxidants
- Many other disease-fighting plant compounds called phytochemicals

Research suggests whole grains promote good health in a number of remarkable ways.

Disease prevention

A diet rich in whole grains has been associated with reduced risk for many major chronic diseases: heart disease, high cholesterol, certain cancers, diabetes, gastrointestinal disorders, high blood pressure, strokes and obesity. Scientists believe it is the total package of whole grain nutrients working together that has such a powerful preventive effect.

Sustained energy

Whole grains have a low glycemic index (GI) rating, which measures how quickly carbohydrates break down into sugar once they are eaten. Foods with high GI values cause blood sugar to rise and fall sharply, making one feel hungry sooner. Low-GI foods help keep levels more stable, supplying the energy needed for daily activities.

Weight control

Because whole grains are digested more slowly than other carbohydrates, they are thought to reduce hunger and help people eat less.

Use your package labels, display signage, bag stuffers, advertising and web site to tell patrons about these healthy attributes of your whole grain products.

White Flour is Packed with Nutrients, Too

Promote the goodness of your whole grain products — but don't lose sight of opportunities to tout the excellent nutrition of breads and baked goods made from white flour. Since the 1940s, white flour has been fortified with vitamin B complex, iron and folic acid — nutrients that are essential to good health and that the body cannot manufacture on its own.

~ FEATURED PROMOTION ~

Sell the Sizzle

Go online to get easy tools for merchandising your whole grain products

Chances are, your bakery case already contains a number of healthy items — even if you haven't been promoting them as such. Use our FREE Whole Grain Goodness merchandising materials to educate customers about the nutritional benefits of your whole grain baked goods.

Available on our website, the Whole Grain Goodness materials include a poster,

counter card, product descriptor and bag stuffer, all featuring professional-quality graphics. The materials are created in PowerPoint format, so you can easily customize them with specific information about the ingredients, nutritional value and pricing of your products. If you don't have PowerPoint, you can get the same graphics in PDF format, which can be viewed and customized through Acrobat Reader, a software program that can be downloaded free from the Internet.



The Whole Grain Goodness merchandising materials can be found in the Promotions and Merchandising section of the Baker's Toolbox at www.progressivebaker.com



PROGRESSIVE BAKER® ~ PRODUCTS ~

Progressive Baker® baking ingredients are available nationally in limited, but expanding geographic areas. Check our website at www.progressivebaker.com to find a local distributor nearest you.

Spring Wheat Flour

Hummer High Gluten.....	50#/100# bags*
Gibraltar Medium High Gluten.....	50#/100# bags*
Spring Hearth Spring Patent.....	50#/100# bags*
Spring King Spring Patent.....	50#/100# bags*

Bread and Pastry Flour

Qualitate Patent.....	50#/100# bags*
Artisan Bread Flour.....	50# bags*
Bread Flour.....	25#/50#/100# bags
H&R All Purpose Flour.....	25#/50# bags
Pastry Flour.....	50#/100# bags*
High Ratio Cake Flour.....	50#/100# bags*

Oils and Shortening

All Purpose Shortening.....	50# cube
Perfection Icing Shortening.....	50# cube
Cake and Icing Shortening.....	50# cube
Donut-Frying Shortening.....	50# cube
Regal & Omega Flakes.....	50# carton
All-Purpose Baking Spray.....	16 oz can

Cocoa and Chocolate

Semisweet Chocolate Drop... 25#/50# carton/1000 & 4000 count	
Cinnamon Drop.....	50# carton/5000 & 10,000 count
Milk Chocolate Drop.....	50# carton/1000 & 4000 count
White Chocolate Drop.....	50# carton/1000 count
Chocolate Flavored Confectionery Drop... 25# carton/4,000 count	
Bittersweet Chocolate.....	10# blocks in a 50# carton
Milk Chocolate.....	10# blocks in a 50# carton
White Chocolate.....	10# blocks in a 50# carton
Chocolate Liquor.....	10# blocks in a 50# carton
Cocoa Powder.....	50# bags

Salt

Premium Baker's Salt.....	50#/80# bags
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*Available in 25# bags in certain markets





~ FEATURED FORMULA ~

Carol's Bakery 100% Whole Wheat Bread

Ingredients	Std Wt	Metric Wt	Bakers %
Progressive Baker® Whole Wheat Flour	50 lb	22.679 kg	100%
Filtered water	22 lb	9.979 kg	44%
Whole eggs	8 lb	3.629 kg	16%
Progressive Baker Premium Baker's Salt	1 lb	.453 kg	2%
Instant yeast	7 oz	.198 kg	0.8%
Natural dough conditioner	1 lb 4 oz	.567 kg	2.5%
Vital wheat gluten	2 lb 0 oz	.907 kg	4%
Honey	4 lb 0 oz	1.814 kg	8%
Oil	3 lb 0 oz	1.361 kg	6%
Natural Butter Flavor	4 oz	.113 kg	0.4%
Apple Cider Vinegar	4 lb	1.814 kg	8%

Process:

Carol's Bakery uses this formula to create a rich, wholesome 100% whole wheat bread with 3 g dietary fiber per slice.

Mix dough, following directions for type of dough conditioner used.

Scale loaves to 1 lb. 8 oz. Rest 10 minutes after scaling. Mold into bread pans sprayed with Progressive Baker® All-Purpose Baking Spray.

Proof 45 minutes. Bake at 425°F. Add steam if desired. Check after 25 minutes for color. If needed, drop temperature to 400°F until done.

Yield: 64 loaves

Variation: Kick up the fiber to 5 g per slice by adding more fiber to the formula. Make other adjustments as necessary.



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TO RECEIVE MORE INFORMATION ON
PROGRESSIVE BAKER® PRODUCTS AND WHERE TO
OBTAIN THEM, CALL TOLL-FREE (800) 356-8799.
OR VISIT WWW.PROGRESSIVEBAKER.COM

*The Progressive Baker® Update is published
quarterly by Horizon Milling to provide
bakers with tips, trends and ideas for building
a profitable scratch-baking business.*

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