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Rudi's Organic Bakery Adds New Bread and Bun Variety to Sandwich Bread Line

For the devout 100% Whole Wheat bread-lovers

BOULDER, Colo. - (April 19, 2006) –Rudi's Organic Bakery – maker of America's No. 1 brand of organic bread – introduces new USDA-certified organic bread and buns to its well-known and **Sandwich Bread** line. The new **100% Whole Wheat Bread** joins Rudi's Organic Bakery's Honey Sweet Whole Wheat, Colorado Cracked Wheat, Cinnamon Raisin, Multi-Grain Oat, Rocky Mountain Sourdough, Country Morning White and Jewish Light Rye sandwich breads. The **100% Whole Wheat Buns** join Rudi's Organic Bakery's popular White and Wheat Hamburger and Hotdog bun selections.

“Our Honey Sweet Whole Wheat is the No. 2 selling item in the category*, but we aim to give consumers choices,” says Victoria Hartman, vice president of sales and marketing for Rudi's Organic Bakery. “We've added the 100% Whole Wheat bread and buns for consumers looking for a hearty, whole wheat option without the touch of honey.”

Starting with whole wheat flour, adding coarsely ground cracked wheat and finishing with a hint of molasses, Rudi's Organic Bakery created its **100% Whole Wheat Bread** and **100% Whole Wheat Buns**. Flavor and nutrition in every bite, the **100% Whole Wheat bread and buns** provide a delectable whole grain alternative for health-conscious consumers or those just looking for a savory staple food. Rudi's Organic **100% Whole Wheat Bread** boasts 3 grams of fiber and 4 grams of protein per slice and the **100% Whole Wheat Buns** pack 5 grams of fiber and 7 grams of protein per bun, a complement to any meat, cheese or veggie sandwich concoction.

Rudi's Organic Bakery's **100% Whole Wheat Bread** and **100% Whole Wheat Buns** are now available for retailers and consumers nationally in natural food stores and select grocery stores. The new organic bread varieties made their debut at the Natural Products Expo-West tradeshow, March 23-26, 2006 in Anaheim, Calif. For more information about Rudi's Organic Bakery and its breads, visit www.rudisorganicbakery.com.

FDA Provides Guidelines for Defining Whole Grain Foods

Consumers often are confused with nutrition label lingo – and what actually constitutes a whole grain product. In February 2006, the Food and Drug Administration (FDA) issued recommended guidelines for the definition of a whole grain food. The FDA points out that a whole grain food should contain the three key cereal grain ingredients – the bran, endosperm and germ – all present in the same proportions they exist naturally. To cut through the confusion, Rudi's Organic Bakery's new **100% Whole Wheat bread** and **buns** will carry the Whole Grains Council's stamp denoting the products as an "excellent source of whole grains." The Whole Grain Stamp helps consumers identify foods made with whole grains. Additionally, Rudi's Organic breads and buns already carry the USDA organic seal on each loaf's package.

All of Rudi's Organic Bakery's breads, buns and tortillas are free of hydrogenated oils, trans fats, and artificial colors and preservatives. Rudi's Organic breads and buns are still made in small batches using the finest certified organic ingredients produced without the use of dangerous pesticides, artificial ingredients or high-fructose corn syrup.

100% Whole Wheat bread: SRP = \$3.59-\$3.79, Weight = 22 ounces

100% Whole Wheat buns: SRP = \$3.59-\$3.79, Weight = 18 ounces

Editors note: Product samples and images available upon request.

About Rudi's Organic Bakery

Rudi's Organic Bakery, headquartered in Boulder, Colo., and celebrating its 30th anniversary this year, is the nation's largest and fastest growing brand of USDA certified organic breads.* Nutrition Business Journal's 2004 Silver Business Achievement award-winner for growth of a small company, Rudi's Organic Bakery distributes its breads throughout the United States. The breads are available in both natural foods stores and mainstream supermarkets. Founded in 1976, Rudi's Organic Bakery offers organic artisan breads, sliced sandwich breads, and hamburger and hot dog buns, as well as a popular line of organic spelt (an heirloom grain and a viable option for many wheat-sensitive individuals) breads, buns and tortillas. For more information, visit the Web site at www.rudisorganicbakery.com.

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