

News Of Nutrition

New Breads Offer Whole Grain Nutrition, White Bread Taste

(NAPSA)—There's more than just a kernel of wisdom in the nutritional benefits of incorporating more whole grains into your diet, especially when it comes to kids. The problem is that most children don't like the flavor of wheat.

The good news for parents is a new line of whole grain breads that tastes like white bread. America's most popular brand of bread has introduced three new bread varieties created for people who love the taste and texture of white bread, but who want to add more nutrition to their diets. The loaves of Wonder Made With Whole Grain White, Wonder White Bread Fans 100% Whole Grain and Wonder Kids are now appearing in stores across the nation.

A Source Of Calcium

The new breads provide an excellent source of calcium and folic acid, a good source of fiber and nine vitamins and minerals and no trans fat. Wonder White Bread Fans 100% Whole Grain is the first real 100 percent whole grain bread that has the taste and softness of regular white bread. In addition to being an excellent source of folic acid, it's also a good source of fiber and calcium. Wonder Kids is a fortified white bread with added fiber and calcium.

Food Pyramid

Last year, the USDA released



ANY WAY YOU SLICE IT, a new study shows whole grain bread that tastes like white will be popular.

new food pyramid guidelines recommending that at least half of all grains consumed come from whole grains.

While white bread remains by far the largest segment of the bread category—accounting for almost half of total bread unit sales—a growing desire for more nutrition is causing some white bread consumers to look for alternatives. According to a recent study, eight out of 10 white bread consumers are interested in bread that has whole grain nutrition, but the taste of white bread.

To all those lovers of good, old-fashioned white bread the company said, “be not afraid, our traditional white breads will still be available.”