



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
ProfessionalBakingSolutions.com



Weekly Market Highlights

AUGUST 22, 2013

- Corn and soybean futures are higher due to concerns with weather for the late planted crops.
- Hard red winter wheat export sales to Brazil have been very strong. In other markets the U.S. is struggling to compete on price.
- Early wheat harvest data suggests the U.S. and Canadian spring wheat crops may be larger than estimated.
- Weather over the next three to four weeks will be very important in influencing the direction prices will take. Corn, wheat and soybeans harvested without incident could mean cheaper prices, but an early frost could erase that possibility.

Facts on Flour

King Wheat

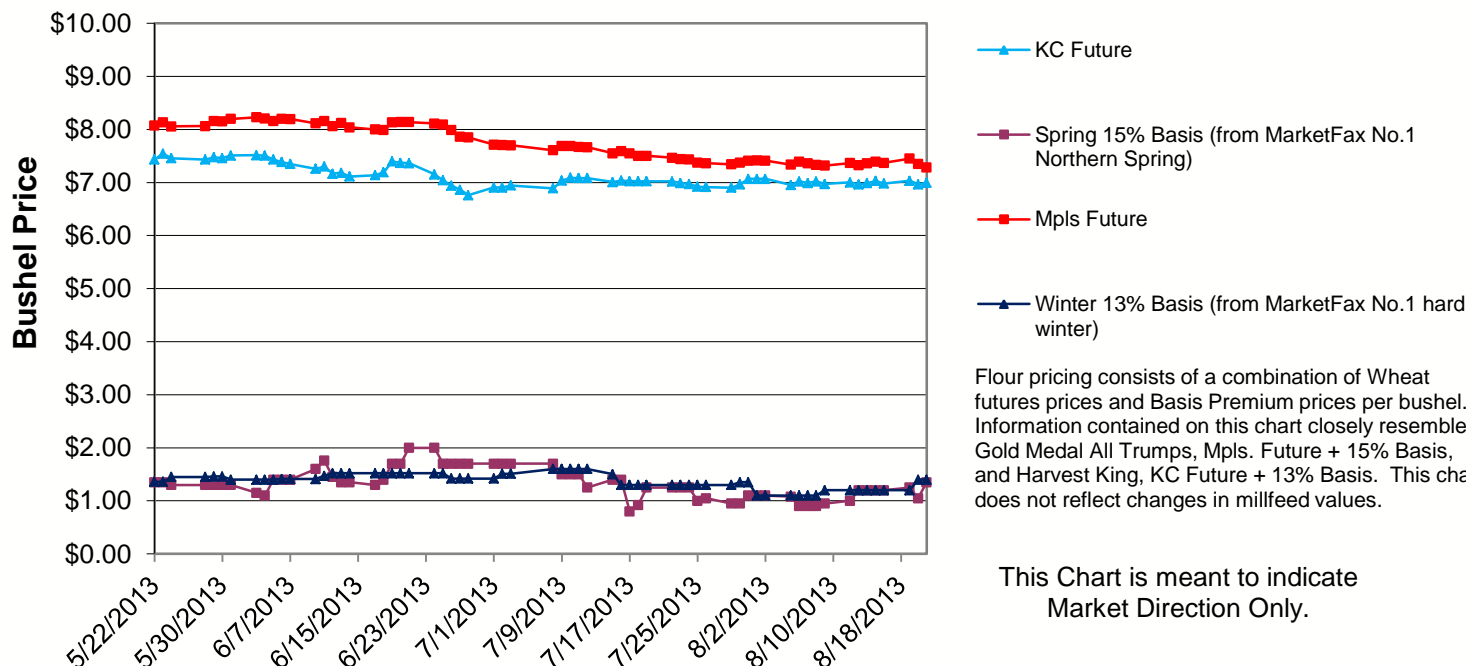
The standard of the winter wheat flours, King wheat is widely used in bakeries from the largest wholesaler to the smallest retailer. It has very good tolerance and is recommended for all types of yeast-raised products.

Description: A high quality malted flour milled from a selected blend of Hard Red Winter Wheat, King wheat is available bleached or unbleached.

Uses: Pan breads, soft rolls, sweet goods, thick crust pizza.



Futures & Basis Markets



Professional Baking Solutions is your trusted partner in baking — providing quality products, innovative business solutions and technical support to baking professionals. With product solutions for cakes, pizzas, bagels and breads, we're backed by trusted brands and recognized industry experts to offer a holistic approach to build your business.

Experience inspires confidence.

