

FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

JANUARY 3, 2013

- Wheat futures prices continued to slowly decline through the Holidays.
- Basis levels held firm but have not moved higher to offset falling futures prices, delivering a break in flour prices in most grades.
- Snow across Nebraska and much of the remaining red winter wheat growing area temporarily eased concerns over the drought-stricken crop.
- Rainfall in April and May will be much more important, but snow is very welcome at this time.
- Declining wheat prices spurred some improvement in export sales. Prices are attractive at these levels.

Facts on Flour

Gold Medal Stone Ground Whole Wheat Flour and Wheat-a-Laxa

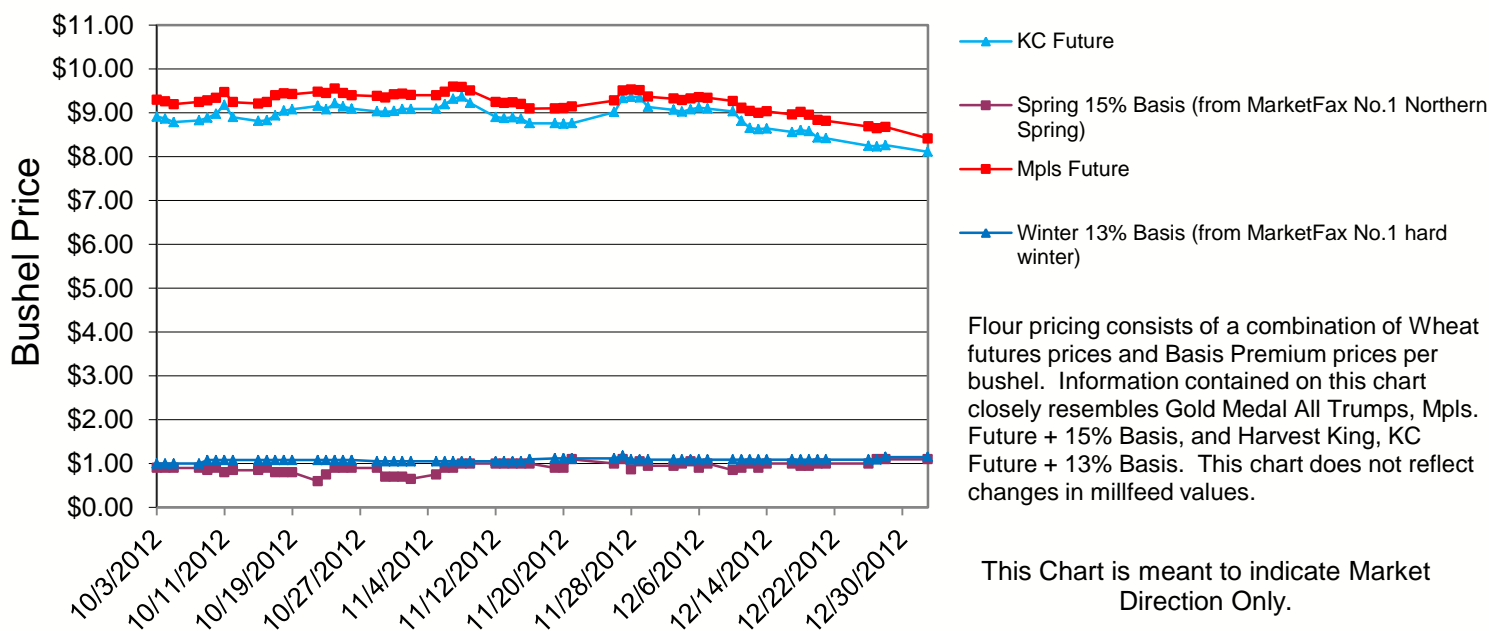
Stone Ground Whole Wheat flour provides the old fashioned, natural whole grain texture and flavor America loves. It is the perfect flour to promote to health conscious customers. Stone Ground Whole Wheat flour has a high protein level, an excellent tolerance and a fine granulation. Wheat-a-Laxa is perfect for creating that hearty textured look customers like.

Description: High quality whole wheat flours milled from a selected blend of Hard Red Spring Wheats.

Uses: Whole wheat or multi-grain breads and rolls, specialty breads, thick crust pizza, muffins and cookies. Wheat-a-Laxa is an excellent textured topping flour as well.

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Futures & Basis Markets



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Experience inspires confidence.

