



# FLOUR FACTS

Information Provided by General Mills Foodservice  
GeneralMillsFoodservice.com



## Weekly Market Highlights

JANUARY 22, 2015

- Wheat futures prices are slightly lower than they were a week ago; basis premiums are firm to higher, especially for high protein spring wheat.
- Supplies of wheat around the world are ample. The strength of the U.S. dollar limits export sales that could support wheat futures here at home.
- Tensions between Russia and the Ukraine made the news again this week but the wheat markets have not reacted.
- Flour prices have been declining over the last few months and are now at more attractive levels.
- Producer selling has slowed with cash wheat prices far below where they were months ago. This could change the balance of supply and demand, ultimately leading wheat prices to rally.

## Facts on Flour

### King Wheat

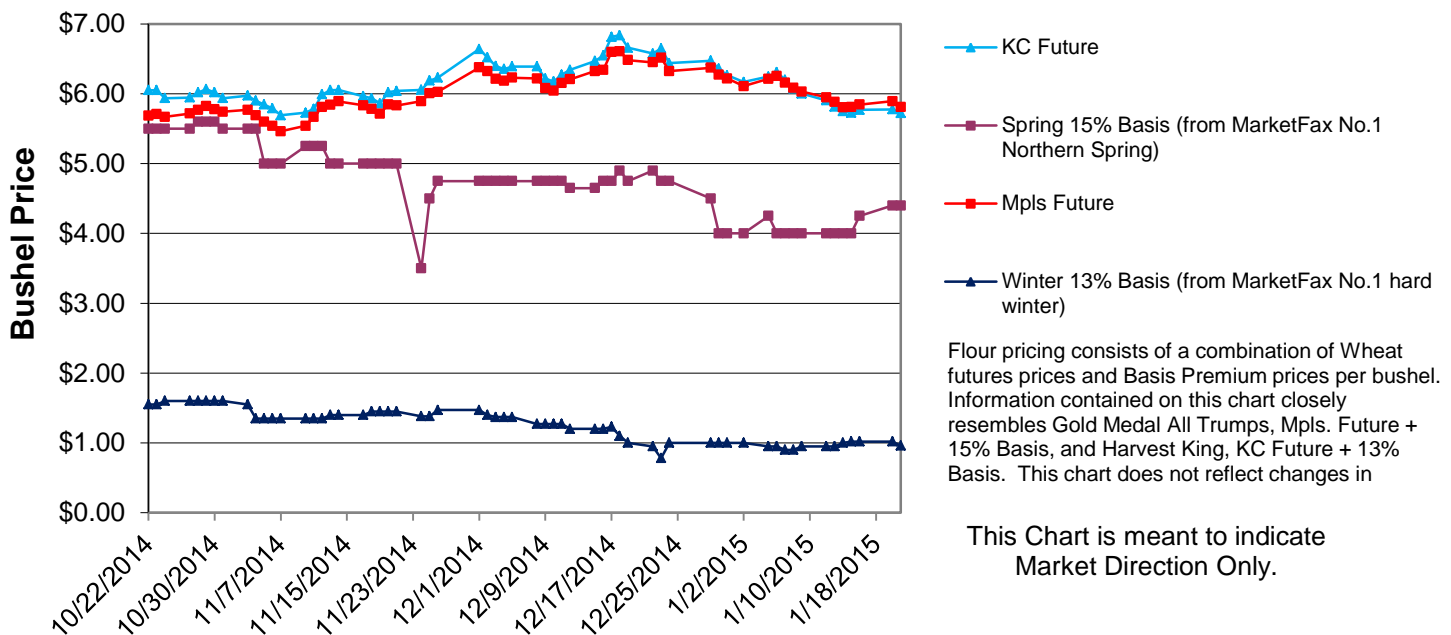
The standard of the winter wheat flours, King Wheat is widely used in bakeries from the largest wholesaler to the smallest retailer. It has very good tolerance and is recommended for all types of yeast-raised products.

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



General Mills Foodservice 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.

