


Whole Grains: The New Norm

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Oldways & the Whole Grains Council
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Military: Army Chow Halls Switch to Whole Grains

Soldiers can still find pancakes on the chow line at the U.S. Army's Fort Leonard Wood training facility in Missouri.

But now they're made with whole-grain batter, adding more fiber and protein. The new focus on nutrition is part of a 'Fueling the Soldier' initiative that aims to teach soldiers to make healthier choices during military training and in combat.

Allison Aubrey, NPR, December 1, 2010

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School Kids Come to Expect Whole Grains

We've eliminated the use of white breads in our kid-friendly options like hamburgers and grilled cheese. The children have responded well, not once asking to have white bread.

*Andy Towler, Food Service Manager,
Village Community School, NY, NY*



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Whole Wheat Bread Outselling White Bread

Whole grains are the hottest trend in sliced bread, with whole wheat edging out soft white bread in total sales for the first time.

Packaged wheat bread recently surpassed white bread in dollar sales, according to Nielsen Co.

For the 52 weeks ended July 10, wheat bread sales increased 0.6 percent to \$2.6 billion, while white bread sales declined 7 percent to \$2.5 billion. White bread is still ahead in volume, but the margin is shrinking.

Americans bought 1.5 billion packages of white bread in the last year, a 3 percent decrease, and 1.3 billion packages of wheat bread, a 5 percent increase.

Chicago Tribune, August 1, 2010

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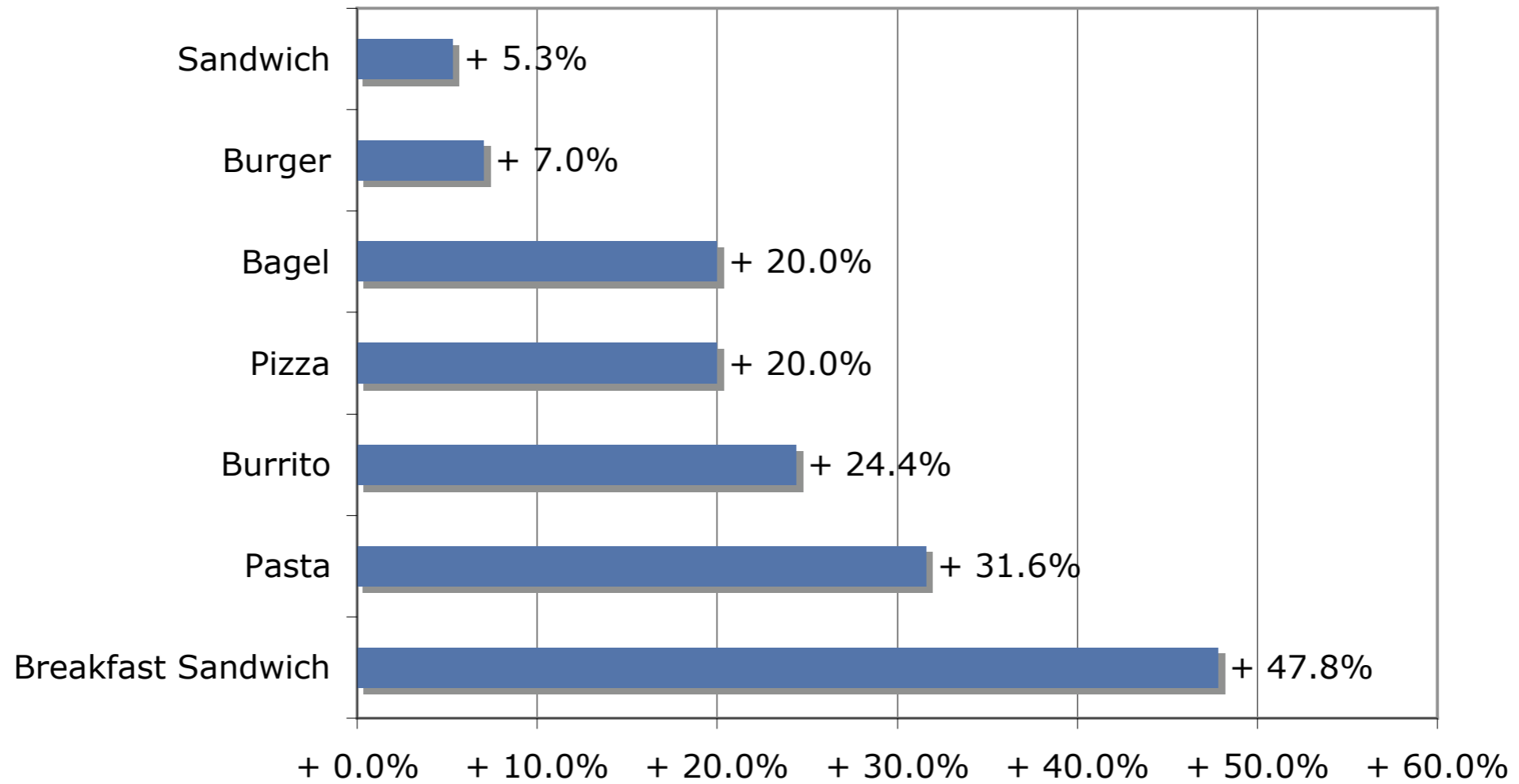
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Whole Grain Pizza Crust Increases Sales

Chris Gatto, vice president of food and beverage, Uno's Chicago Grill, says they have seen an increase in thin-crust sales because of the 2005 introduction of the Five-Grain crust, made from whole wheat, toasted wheat germ, oat bran, sesame seeds and flax seeds. Uno's was extremely surprised by its popularity.

Food Product Design, January 3, 2011

Change in Whole Grain Dishes on Menu



*Mintel Menu Insights, September 2010
Change from Q2 2009 to Q2 2010*

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Southwest Airlines, January 29, 2011

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