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A Killer Lineup - Product Background

Dave's Killer Bread's nationally available products include ten breads, four bagels, two English muffins and two burger bun varieties – all are Certified USDA Organic, Non-GMO Project Verified, and packed with protein, fiber, whole grains and Omega-3s.

Bread with BOOM

Rich in whole grains, fiber and protein, DKB breads contain no high fructose corn syrup, no artificial ingredients, no artificial preservatives, and no fillers or additives. The killer lineup of ten nationally available varieties includes:

- **21 Whole Grains and Seeds:** The best-selling DKB variety and number one selling organic bread variety in America. It's subtly sweet and seeded throughout to deliver killer taste and texture. A sandwich with two slices of DKB's 21 delivers a whopping 44 grams of whole grains, 91% of the USDA Dietary Guideline's recommended *daily* serving. The suggested retail price (SRP) is \$5.99
- **Good Seed®:** The seediest loaf in the DKB family offers five grams of protein, more than a small egg. With three grams of fiber and 520 milligrams of ALA Omega-3s in every slice, Good Seed proves DKB doesn't mess around when it comes to nutrition. SRP is \$5.99.
- **Powerseed®:** Sweetened with organic fruit juice, Powerseed contains one gram of sugar per slice, while packing five grams of protein and four grams of fiber, and 19 grams of whole grains into every textured slice. SRP is \$5.99.
- **White Bread Done Right®:** Delivering the most whole grains of any organic white bread on the market (10 grams per slice), DKB's organic take on the classic, artisan sandwich bread, combines old school flavor with new school nutrition. SRP is \$5.99.
- **100% Whole Wheat:** With a smooth texture and a touch of sweetness, DKB keeps it 100 with seedless slices packed with four grams of protein, three grams of fiber, 90 milligrams of ALA Omega-3s and 25 grams of whole grains. SRP is \$5.99.
- **21 Whole Grains and Seeds Thin-Sliced:** Perfect for scaled-down sandwiches or a scrumptious snack, this smaller version of 21 Whole Grains and Seeds still delivers 140 milligrams of ALA Omega-3s and 12 grams of whole grains per 70 calorie slice. SRP is \$5.29.
- **Good Seed® Thin-Sliced:** All the seeded goodness with 70 calories per slice. That's what we call big nutrition in a little slice! SRP is \$5.29.
- **White Bread Done Right® Thin-Sliced:** Small but mighty, DKB's organic take on the classic, artisan sandwich bread combines old school flavor with new school nutrition. With 70 calories per slice, it also packs eight grams of whole grains. SRP is \$5.29.
- **Sprouted Whole Grains Thin-Sliced:** Big on sprouts, small in stature – get ahold of DKB's newest Thin-Sliced variety with 16 grams of whole grains, three grams of protein and 70 calories per slice. SRP is \$5.29.
- **Raisin' the Roof!(R):** A healthy take on classic raisin breakfast bread that uses organic whole wheat to provide eight grams of whole grains. With 90 calories per slice, this bread is loaded with raisins, cinnamon bites, thick-rolled oats, flax seeds, sunflower seeds, and sweetened with organic cane sugar. SRP is \$5.99.



Powerfully Different Bagels

Dave's Killer Bread knows that powerful fuel can be delicious and versatile too. After changing the toast game forever, DKB upped the ante on breakfast with bagels. Certified USDA organic and Non-GMO Project Verified, DKB's four bagel varieties deliver bangin' nutrition that helps consumers slay the day. The four nationally available bagels include:

- **Plain Awesome®:** Packing 13 grams of whole grains per serving and 11 grams of protein, these soft, chewy bagels are loaded with five super grains – quinoa, spelt, rye, millet and barley. SRP is \$5.29.
- **Cinnamon Raisin Remix®:** Cinn-fully delicious bagels that are subtly sweet with swirls of cinnamon and raisins, all while packed with 12 grams of protein and 11 grams of whole grains. SRP is \$5.29.
- **Epic Everything®:** Everything plus some, with 13 grams of protein, 26 grams of whole grains, 680 milligrams of ALA Omega-3s and a rock star lineup of toppings like flax, chia, sesame, poppy, garlic and onion. SRP is \$5.29.
- **Boomin' Berry™:** Bursting with flavor, 11 grams of protein and 13 grams of whole grains, these berry good bagels are packed with four delicious super berries – cranberry, blueberry, blackberry and acai. SRP is \$5.29.

Remixed, Remastered, Remuffined English Muffins

Following its debut in the breakfast category with bagels, DKB remixed classic English muffins, packing in mega whole grains and massive flavor craters. Vegan, USDA-certified organic and non-GMO-verified, the two nationally available English muffin varieties include:

- **Killer Classic™ English Muffins:** DKB's killer take on a classic has eight grams of whole grains, six grams of protein and five super grains per muffin (quinoa, spelt, rye, millet and barley). SRP is \$4.99.
- **Rockin' Grains™ English Muffins:** Up the ante with 20 grams of whole grains per muffin (more than any other nationally available English muffin!) and six grams of protein. The killer seeds and grains in this mix are flax seeds, sunflower seeds, sesame seeds, millet and quinoa. SRP is \$4.99.

Rockin' and Grillin' with Buns

Killer taste. Killer texture. Knockout nutrition. DKB has "bun it again" with new organic hamburger buns delivering flavor from top to bottom. These anything-but-ordinary buns are available in two nationally available varieties:

- **21 Whole Grains and Seeds:** Featuring a hearty texture, subtle sweetness and DKB's signature 21 whole grains and seeds blend. Packing in 12 grams of whole grains and six grams of protein per serving, these may just become America's #1 bun. The eight-bun packs retail for \$5.99.
- **Burger Buns Done Right™:** DKB's take on the classic artisan-style bun, Burger Buns Done Right™ boast eight grams of whole grains and six grams of protein per serving, with no bleached flour or high fructose corn syrup for a bun that's anything but ordinary. The eight-bun packs retail for \$5.99.

Online: www.daveskillerbread.com

Images, recipes and nutrition information: www.daveskillerbread.com/media

For complete availability: www.daveskillerbread.com/locator

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