



HOME BAKERS FLOUR

THE KING ARTHUR DIFFERENCE



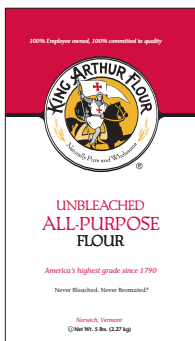
One hundred years ago, in the marketplace of Boston, European immigrants would dip their hands into barrels of King Arthur® Flour. “Ah,” they would declare, “this feels just like the flour I used back home.” They knew King Arthur® Flour’s superior baking properties simply by feel.

Our flour is as superior today as it was back then. Open the bag to see the flour’s rich, creamy color. Feel its smooth, silky texture. You’ll discover that King Arthur® Flour contains good, strong, protein-unspoiled by bleach, bromate or any other chemicals.

Even if you don’t trust your ability to distinguish flour by look and feel, you can always trust the results. The King Arthur® difference will always be most apparent in the finished product—your baked goods.

FIVE AMAZING VARIETIES

None of our flours for home bakers contain bleach, bromate or chemicals of any kind.



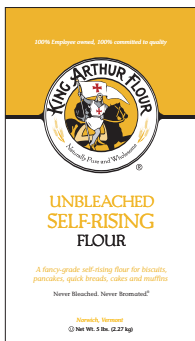
KING ARTHUR UNBLEACHED ALL-PURPOSE FLOUR

Milled to the same strict specifications since 1896, this flour is our best seller. Milled solely from hard red winter wheat grown in Kansas, it has the strength to make high-rising bread dough, yet is mellow enough for tender, flaky piecrust, moist brownies and perfect scones. Critics everywhere praise its high protein level, which yields breads that rise higher and baked goods that stay fresh longer.



KING ARTHUR TRADITIONAL WHOLE WHEAT FLOUR

When the recipe calls for the bolder flavor and extra nutrition of whole wheat, you need a hearty, robust flour like King Arthur's Traditional Whole Wheat. Finely ground from the hard red spring wheat of the Northern Great Plains, this flour includes 100% of the bran and germ of the wheat berry. This means you get the full goodness of the bran and germ in everything you make it with; be it pancakes, breads, pizza or brownies. Some bakers like to use Traditional Whole Wheat along with milder All-Purpose or Special Bread flour by mixing them in a ratio of 1:1 or 1:2.



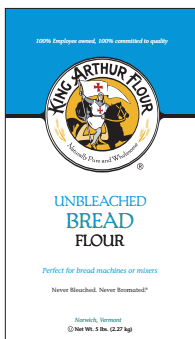
KING ARTHUR UNBLEACHED SELF-RISING FLOUR

With the leavening and salt already measured and mixed in for you, it's quick and easy to make tender, high-rising biscuits, pancakes, muffins, quick breads and cakes. If you're a beginning baker, you'll find this soft wheat flour very "forgiving" if you over-mix or over-handle it. You'll also find it tastier than other self-rising flours; we've lowered the salt just a touch, and use a non-aluminum, no-aftertaste baking powder.



KING ARTHUR 100% WHITE WHOLE WHEAT FLOUR

Imagine all the nutrients of whole wheat flour without the strong flavor. This flour is milled from hard white winter wheat, a variety lacking the bitter compounds (phenolic acid) of red wheat. And though it includes 100% of the bran and germ of the wheat berry, it remains mild with a sweet taste and golden hue—providing great nutrition and great taste. Use it in place of traditional whole wheat for lighter color and sweeter flavor. Or, substitute 100% White Whole Wheat Flour for all-purpose flour in any cookie, quick bread or brownie recipe—your family won't suspect a thing.



KING ARTHUR UNBLEACHED SPECIAL BREAD FLOUR

If the bread machine or heavy-duty mixer is a heavily used tool in your kitchen, then you'll love King Arthur's Unbleached Special Bread Flour. Our Special Bread Flour thrives under the rigors of mechanical kneading. Milled from hard red spring wheat grown in the Northern Great Plains, it has 12.7% protein—higher than ordinary bread flours. This enables a vigorous rise for all yeast breads, and gives breads containing whole grains, seeds or other low-gluten ingredients a welcome boost.

WHAT'S IN IT?



PREMIUM HARD WHEAT

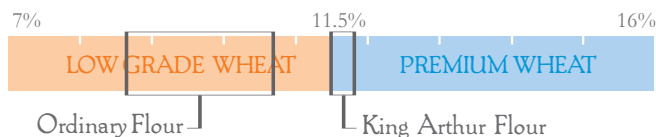
King Arthur® Flour begins with the highest grade of hard wheat; it's more expensive than soft wheat and lesser grades of hard wheat. We select it especially for its baking properties. The difference shows in the unmatched texture, taste and volume of everything you bake. Breads rise higher, cakes are moister, and piecrust is more tender.

MORE PROTEIN

Hard wheat contains more protein than soft wheat. As a result, King Arthur® Flour contains more protein—as much as 20% more than ordinary American flours. Serious bread bakers know that protein equals gluten, the substance that helps bread rise. That's why King Arthur® Flour performs so well for yeast breads. Protein also retains moisture, which means anything baked with King Arthur® Flour stays fresh longer.

CAREFUL MILLING

Our protein-rich hard wheats are ground to the most precise specifications in the milling industry. We allow a variance of only .2% (two-tenths of a percent) in protein content and .02% (two-hundredths of a percent) in ash content. As a baker, you can depend on King Arthur Flour for consistent performance in every bag, every time.



An example of our careful milling—the protein level of our Unbleached All-Purpose Flour compared to ordinary flour. It's no wonder why King Arthur Flour delivers consistently better baking performance.

THE HEART OF THE WHEAT BERRY

For our white flours—All-Purpose and Special Bread Flour—we mill only the innermost heart of the wheat berry, avoiding dark mineral particles near the bran and germ. Again, this is a more expensive proposition, but the payoff is great. The heart of the berry contains the lightest color and the richest, gluten-producing protein. King Arthur Flour earns its warm creamy appearance and superior baking performance naturally.



The closer to the center of the wheat berry, the lighter the color and the better the protein.

WHAT'S **NOT** IN IT



BETTER BY NATURE

Given a choice, you probably wouldn't add things like benzol peroxide, chlorine dioxide, and potassium bromate to your cookies. But at least one of these chemicals is found in most flours in America.

Most flour companies add benzol peroxide or chlorine dioxide to chemically whiten—read: bleach—their flours. If you've ever used acne cream than you're already familiar with its active ingredient, benzol peroxide. As for Chlorine dioxide? Most people would rather put chlorine in their washing machine or swimming pool. We figure that you prefer a rich, natural, cream-colored flour to a chemically processed, stark-white flour.

Some flour companies add potassium bromate to artificially strengthen their flours. Potassium bromate is a suspected carcinogen that has been banned from food products in Europe, Japan and Canada. Food in California that contains potassium bromate must bear a warning label. Because of the wheat we select and the way we mill it, our flour is naturally strong in protein, and needs no strengthening. King Arthur® Flour contains no bleach, no bromate and no chemicals of any kind. What you get in place of all those added ingredients is our 214-year commitment to purity. Not a bad tradeoff if you ask us.