



VERMONT COMPANY TAPPED FOR NATIONAL BUSINESS ETHICS AWARD

The King Arthur Flour Company joins Gap, Dell Computer and Clif Bar as it is named winner of the 16th Annual Business Ethics Awards, announced today by Minneapolis-based Business Ethics magazine.

December 13, 2004-The King Arthur Flour Company in Norwich, VT, has been selected as one of five winners in the 16th Annual Business Ethics Awards, announced today by Minneapolis-based Business Ethics magazine. King Arthur Flour was the winner of the Social Legacy Award, recognized for “handing down to employee owners a centuries-old tradition of purity, for both the consumer and the environment.” The other winners of this year’s awards are: Clif Bar, Inc. of Berkeley, CA, Gap Inc. of San Francisco, CA, Dell, Inc. of Round Rock, TX and Chroma Technology of Rockingham, VT.

“We are humbled by this award,” said Steve Voigt, President and CEO of The King Arthur Flour Company. “For over two centuries, King Arthur Flour has held itself to the highest ethical and product standards and we are proud to be recognized for our efforts.”

“The story of King Arthur Flour is truly inspirational, and we're proud to be able to tell it to the world,” said Marjorie Kelly, editor of Business Ethics.

The Business Ethics article states, “The most lasting social legacy of King Arthur is the product itself: flour which has never been tainted with chemical additives or genetically modified wheat. The company’s commitment to “Never Bleached, Never Bromated” flours demonstrates its centuries-old tradition of purity, both for the consumer and the environment. Also, King Arthur Flour was one of the first companies in New England to hire Irish workers and extend credit to allow Jewish merchants to make flour purchases. Decades ago, those were bold moves fostering a respect for diversity. In the early 1990s, the company began an open book management system, allowing all employees access to financial statements. Today King Arthur Flour is 100% employee-owned.”

The awards will be announced in this month’s issue of Business Ethics magazine, a 17-year-old publication focused on corporate social responsibility. The complete article is available at <http://www.business-ethics.com/annual.htm>.

For more than 200 years, the King Arthur Flour Company has provided America’s bakers with premium-quality flour. Employee-owned since 1996, the company is also the largest single educator of bread bakers in the world. All the bakers at King Arthur Flour work from their 12-sided post-and-beam headquarters in Norwich, VT.