

FLOUR MATTERS.

The single most important thing for a baker to understand about flour is that all flour is **NOT** created equal.

THERE ARE

7

KINDS OF WHEAT:

- HARD RED WINTER
- HARD RED SPRING
- SOFT RED
- HARD WHITE WINTER
- HARD WHITE SPRING
- SOFT WHITE
- DURUM

100% ORGANIC We make organic versions of our signature flours, with the same commitment to quality and consistency. They taste delicious and are particularly well suited to sourdough and yeast baking.



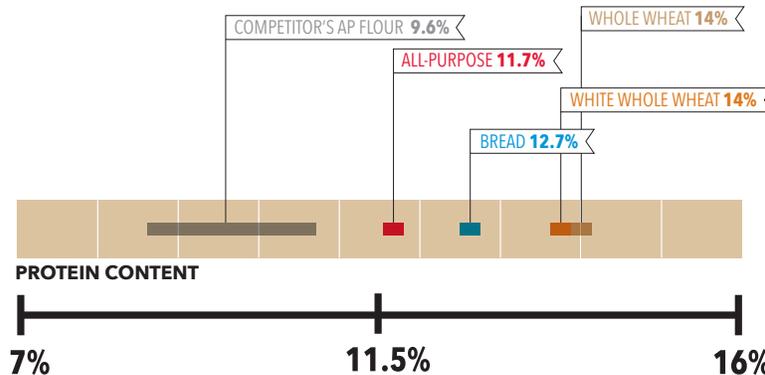
HARD WHEATS

are higher protein wheats, best for yeast-leavened goods. Durum wheat is a hard wheat ideal for pasta.

SOFT WHEATS

have less protein, and are perfect for more tender baked goods like, cakes, biscuits, pancakes, etc.

WHAT'S IN THE NUMBERS? QUALITY YOU CAN COUNT ON.



King Arthur Flour has the most rigorous standards for the wheat used to mill our flour – which mean consistent baking performance, always.

WE ALLOW A VARIANCE OF ONLY .2% IN PROTEIN CONTENT

Our competitors allow a 2% or higher variance in the wheat they use in their flour.



— FOUNDED 1790 —
223
YEARS OF QUALITY

King Arthur was born because high-quality flour was hard to find when our country began. We have been keeping the promise of consistent quality to bakers ever since.

NEVER BLEACHED
NEVER BROMATED



EMPLOYEE - OWNED
U.S. – GROWN WHEAT

PICK YOUR FLOUR.

Create the perfect baked goods by choosing the best flour for your baking needs.



USES:
All of your baking, from tender biscuits to high-rising yeast breads.

PROTEIN: 11.7%

WHEAT SOURCE: hard red

BAKING CHARACTERISTICS:
A great all-around flour: enough protein/gluten for high-rising yeast breads, yet tender enough for pie crust, cake, cookies, muffins, and biscuits.



USES:
Biscuits, cookies, cakes, pancakes, and muffins.

PROTEIN: 8.5%

WHEAT SOURCE: soft red

BAKING CHARACTERISTICS:
A lower-protein flour with non-aluminum baking powder and salt added for convenience. Makes delightfully tender biscuits, pancakes, baked doughnuts, cakes, and more.



USES:
Use in recipes calling for whole wheat; ideal in many white-flour recipes, too.

PROTEIN: 14%

WHEAT SOURCE: hard white

BAKING CHARACTERISTICS:
Nutritionally identical to our Premium whole wheat flour, this lighter-colored, milder-tasting whole wheat flour is a great way to add whole wheat to all your favorite baked treats.



USES:
Use in any recipe calling for whole wheat flour.

PROTEIN: 14%

WHEAT SOURCE: hard red

BAKING CHARACTERISTICS:
Ground from the entire wheat berry, with all the goodness of both bran and germ, this flour produces breads, cakes, cookies, muffins, and pancakes with the hearty flavor of whole wheat.



USES:
Ideal for yeast baking, and certain other recipes calling for bread flour.

PROTEIN: 12.7%

WHEAT SOURCE: hard red

BAKING CHARACTERISTICS:
Higher protein means more gluten, which makes this flour the perfect choice for all of your yeast baking. Use with rye or whole wheat to create wonderful whole-grain loaves.

SPECIALTY FLOURS



ITALIAN-STYLE FLOUR

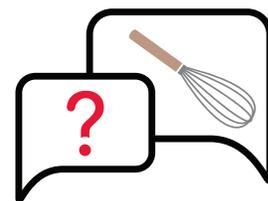
Italian-Style Flour, our American version of Italian 00 flour, is perfect for pizza, bread sticks, flatbreads, and focaccia; try it in crackers and pasta, too. Its mellow 8.5% protein level makes a very user-friendly dough: easy to roll out and shape, with no "fighting back." And the resulting crust or bread? Light as air, with superior flavor.



GLUTEN-FREE MULTI-PURPOSE FLOUR

Bake your favorite foods in gluten-free versions, without grittiness or any unpleasant aftertaste: our Gluten-Free Multi-Purpose Flour is perfect for all of your gluten-free recipes. Our carefully tested blend of white rice and whole-grain brown rice flours, tapioca starch, and potato starch is Certified Gluten-Free™ by the non-profit Gluten-Free Certification Organization (GFCO).

WE'RE HERE TO HELP



BAKER'S HOTLINE

call | email | chat

855-371-BAKE (2253)

KINGARTHURFLOUR.COM/CONTACT

find thousands of recipes,
tips, and techniques at

KINGARTHURFLOUR.COM