



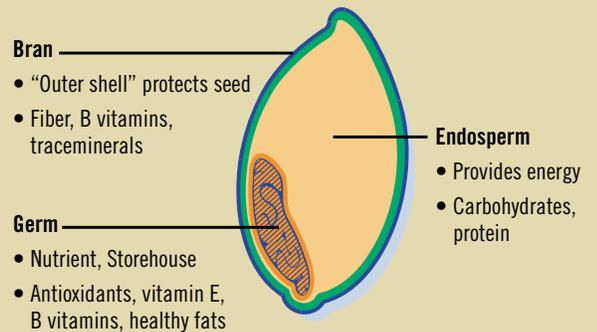
# HAVE YOU HEARD THE BUZZ ABOUT WHOLE GRAIN?

## ARE YOU LOOKING FOR WAYS TO GET MORE WHOLE GRAIN INTO YOUR MENUS?

### IF YOU ANSWERED YES TO EITHER OF THESE QUESTIONS, READ ON!

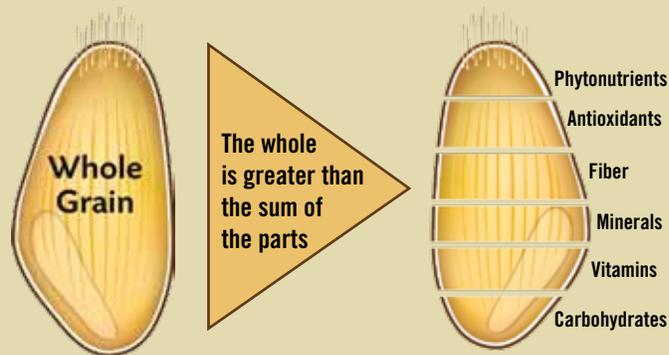
## WHAT IS WHOLE GRAIN?

Whole grain means just that – it’s the complete grain. The health benefits of whole grain come from all three parts of the whole grain – the bran, the germ and the endosperm – working synergistically in their natural proportions. The 2010 Dietary Guidelines recommend Americans consume 3 or more ounce-equivalents of whole grain products per day, or 48 grams. In general, at least half the grains consumed should come from whole grains.



## WHAT ARE THE BENEFITS OF WHOLE GRAIN?

Research shows strong and consistent support that regular consumption of whole grain provides significant health benefits, including a reduction in the risk of cardiovascular disease, cancer and diabetes, while also supporting weight management. These benefits are attributed to consumption of all parts of the whole grain including the bran, germ and endosperm.



## WHOLE GRAIN AND FIBER ARE NOT THE SAME

- Whole grain can come from any type of grain: wheat, oats, corn, rice, barley, etc. Depending on the proportions of bran, germ and endosperm naturally occurring in the grain kernel, the fiber content will vary.
- Many whole grain foods are not a good source of fiber, yet still provide the important health-promoting benefits of whole grain.
- Grain foods that provide a good source of fiber may not contain whole grain. Many high-fiber foods, such as bran cereals, do not provide whole grain. In fact, it is rare to find a whole grain food with more than 4 grams of fiber, unless an isolated fiber, such as bran, has been added.

## WHOLE GRAIN LABELING

- Look for the words “whole” plus the grain type in the Ingredient List. The word “whole” should come in front of the grain ingredient such as “whole wheat” or “whole oats,” and it should appear first or second, after water.
- Look for Whole Grains Council Stamps or “whole grain” on the front of the product.
- Please visit [www.generalmillsfoodservice.com](http://www.generalmillsfoodservice.com) for full nutritional information on all of our products available in foodservice.

# YOU CAN HELP BY SERVING WHOLE GRAIN FOODS!

## EASY WAYS TO ADD WHOLE GRAIN TO YOUR MENU!



### MEALS<sup>1</sup>:

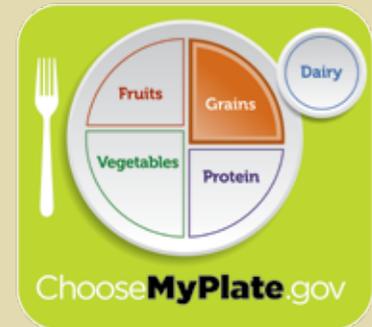
- Serve breakfast cereals made with whole grain.
- Make your pancakes and waffles from a whole grain mix.
- Serve brown rice instead of white rice.
- Serve whole grain pasta or a blend that's part whole grain, part white.
- Use whole grains in mixed dishes, such as barley in vegetable soup or stews.
- Use whole grain bread or cracker crumbs in meatloaf.
- Make sandwiches on whole grain bread.

### SNACKS<sup>1</sup>:

- Serve granola bars made with whole grain ingredients.
- Add whole grain flour or oatmeal when making cookies or other baked treats.
- Serve whole grain snack chips, such as baked tortilla chips instead of potato chips.
- Popcorn, a whole grain, can be a healthy snack with little or no added salt and butter.

### RECIPES<sup>2</sup>:

- Use whole grain baking mixes.
- Substitute half the white flour with whole wheat flour in your regular recipes for cookies, muffins, quick breads and pancakes.
- Replace 1/3 of the flour in a recipe with quick oats or old-fashioned oats.
- Add 1/2 cup of cooked bulgur, wild rice, or barley to bread stuffing.
- Use whole corn meal for corn breads and corn muffins.



**General Mills offers a delicious variety of foodservice products made with whole grain:**

***Cereal • Hot Breakfast • Grain Bars • Biscuits and Mixes***

Visit [www.generalmillsfoodservice.com](http://www.generalmillsfoodservice.com) and [www.bellinstitute.com](http://www.bellinstitute.com) for more whole grain information, including a full listing of our whole grain offerings and recipes!

<sup>1</sup> U.S. Department of Health and Human Services and U.S. Department of Agriculture. Dietary Guidelines for Americans, 2010. 7th Edition, Washington DC: U.S. Government Printing Office, December 2010.

<sup>2</sup> Whole Grains Council. Internet: <http://www.wholegrainscouncil.org/>