

**FORMER ATTORNEY, NOW BREAD EXPERT,
TAKES ON THE CARBOHYDRATE BASHERS
WITH HER NEW BOOK ON BAKING HEALTHY BREAD**

(San Luis Obispo, Calif., May 18, 2004) Challenging the latest weight-loss craze, bread expert Sheila McCann argues that bread can be part of a healthy, balanced diet – provided that the proper ingredients are used. In fact, she feels so strongly about the issue she’s written a book aimed at teaching people to bake healthy breads from scratch, using only quality ingredients.

McCann, formerly an attorney and founder and owner of the House of Bread franchise company (UIR:HQA0132), has written “*House of Bread Made Easy*” to counter the current opposition to carbohydrates.

McCann explains, “Bread can be good or bad for you, depending on how it is made. Breads that contain highly processed, refined ingredients – the so-called ‘bad carbohydrates’ – really are fattening. But bread made with natural ingredients and whole grains – ‘good carbohydrates’ – can improve health and actually promote weight loss.”

McCann’s recipes have certainly proved healthy for House of Bread. While the popularity of low-carbohydrate diets has taken a bite out of more than one food company, House of Bread continues to grow, with plans to add eight new franchises by the end of 2004.

“With this cookbook, I want to teach people to bake healthy, wholesome bread like the kind we produce in our bakeries,” McCann said. The book contains two dozen recipes, discussed in sufficient detail to make the process comprehensible and even easy for someone who has never baked a homemade loaf of bread before. Beware: None of the recipes in this book is adapted for a bread machine. McCann believes that the best breads are made from scratch -- kneaded and shaped by hand, then popped into the oven.

The recipes in “*House of Bread Made Easy*” rely on fresh, healthy ingredients.

McCann refuses to use chemical emulsifiers and dough conditioners, which are often added to store-bought breads to eliminate rising time. She relies mostly on honey (and some brown sugar) as a sweetener, rather than highly processed corn syrup. “Most of the recipes contain no added fats or oils, and they are loaded with fiber, protein and B vitamins,” she says.

McCann’s recipes are based on solid nutritional research. In her book, she describes how she visited more than 100 bakeries and talked with wheat farmers across the country before trading her attorney’s briefcase for a baker’s apron and opening her first bakery in San Luis Obispo, Calif., in 1996.

The cookbook is available at all House of Bread bakeries, or may be obtained by visiting the House of Bread site ([HYPERLINK "http://www.houseofbread.com"](http://www.houseofbread.com) www.houseofbread.com) or calling 1-800-545-5146.

About House of Bread

Sheila McCann opened the first House of Bread in San Luis Obispo, Calif., in 1996. In 1999, she began a national franchise program that has since expanded to five states. All House of Bread recipes rely on fresh, high-quality ingredients, such as the high-protein wheat berries that are ground into flour daily at each House of Bread location. In addition to the original San Luis Obispo location, House of Bread franchises can be found in Fremont, Irvine and Sacramento, California; Denver, Colorado; Plymouth, Michigan; Reno, Nevada; Flower Mound, Texas and Salt Lake City, Utah. Additional stores will open soon in Arizona, California, Connecticut, Louisiana, Minnesota, and Washington.