

## **HOUSE OF BREAD CONVERTS TO USING CERTIFIED ORGANIC FLOURS AND IS HOSTING A TASTE CHALLENGE TO PROVE THE ENHANCED FLAVOR**

(SAN LUIS OBISPO, Calif., January 2, 2006) - House of Bread, a San Luis Obispo bakery specializing in all natural made-from-scratch breads, sandwiches and other baked goods, will now feature organic wheat berries, flours and oats in all of its breads. To prove the organic lines taste better, House of Bread will be hosting a bread bowl taste challenge on Super Bowl Saturday, February 4<sup>th</sup>.

The switch to all-organic ingredients couldn't have come at a better time. According to a recent survey by the Whole Foods Market Organic Foods Trend Tracker, 27 percent of consumers are using more organic products than they did a year ago. The same survey also revealed that 10 percent of consumers use organic products regularly or several times a week.

The demand for organic products has led to decreased ingredient costs allowing House of Bread to produce a product that offers the best flavor at a good value.

"Using organic ingredients to create is always something House of Bread has focused on," said House of Bread founder and CEO, Sheila McCann. "Prior to the organic boom, the expense of buying all-organic ingredients was simply too high, but now I can offer my customers the organic products they request at a reasonable price point."

"While consumers may be drawn to House of Bread's organic products initially because of the health benefits, they tend to come back for more because the organic products are even more flavorful and delicious" said McCann. In order to dispel the myth that organic products have a compromise in flavor, House of Bread will be conducting a "bread bowl" challenge on Saturday, February 4<sup>th</sup> between 10:00 AM and 4:00 PM.

Everyone is invited to sample unknown bread slices of the House of Bread Organic Honey Whole Wheat vs. Earthgrains Extra Fiber Whole Wheat Bread made with honey and Oroweat Honey Fiber Whole Grain Loaf. For the white based bread there will be unidentified samples of the Organic Grandma's White loaf vs. Wonder Bread and Oroweat Country White. All participants will receive a free round loaf of Honey Whole Wheat or Grandma's White made with 100% organic flours. The round loaves will make great bread bowls for dips during the next day's big game. The results will be sent out on a news wire and placed on our web site at [www.houseofbread.com](http://www.houseofbread.com).

### **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 expanded into 7 states by the end of 2005. All House of Bread recipes rely on fresh, high-quality ingredients, such as the high-protein wheat berries from Montana that are ground into flour daily at each House of Bread location. Now, these wheat berries will be 100% certified organic. For more information, go to [www.houseofbread.com](http://www.houseofbread.com). House of Bread locations can be found in Flagstaff, AZ; Fremont, Roseville, San Luis Obispo, and Albany, CA; Plymouth, MI; Reno, NV; Salt Lake City, UT and Mill Creek, WA. Future locations include Arroyo Grande, Long Beach, Yuba City, CA, and Carson City, Nevada.