



## 100% STONE GROUND

Can your current supplier (or supplier you may be considering) call their whole wheat flour 100% stone ground?

Until recently all stone ground whole wheat flour was ground on large, slow-turning stone mills. The unique flour produced by these mills is rightfully called 100% stone ground.

Recently, the big milling companies have started offering flour marked stone ground at a price equal to or very little above roller milled flour. A genuine stone mill grinds slowly - 600 to 800 pounds of fine bread flour per hour. When this slower method is coupled with highest quality, spring wheat, it requires a modest premium in price to produce it. We have been producing this excellent and honest flour for many years and know whereof we speak.

If a mill labels and presents its flour as stone ground when in fact they have only run their wheat rapidly through a stone mill either before or after milling it into flour by conventional methods, or they mill only a small percentage by stone mill and blend it with standard flour, what's the point of it all? Why go through this elaborate scheme just to label their flour Stone Ground? If it's not all stone ground, why call it stone ground?

For a hundred years or more "stone ground" has had the meaning and flavor of old-fashioned fresh, whole grain flour in the eyes of the consumer. This is especially true in today's all natural, whole grain trends. There is advantage in claiming this quality for sales, aesthetic and promotional reasons even if it is not strictly true.

Ask your flour supplier if his stone ground flour is 100% stone ground or just a "casual arrangement" within the confines of his milling operation. We have been awarded several long standing flour accounts when this breach of integrity and honesty was discovered by our customers.

Bob's Red Mill welcomes your inspection of our very real stone grinding facility where the finest whole grain bread and pastry flours are made. Bob makes 100% stone ground whole wheat flour! Let's be honest with each other our customers and ourselves. Remember ...

Bob's makes the finest quality stone ground, whole grain flours! And, they are **100% Stone Ground!**

**BOB'S RED MILL NATURAL FOODS, INC.**

*Manufacturers of*

Natural Stone Ground Whole Grain Flours • Cereals • Meals • Bulk Grains • Seeds • Beans  
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