



Dear Colleague

May 2007

This year Woolworths added an entirely new dimension to the sandwich with the launch of two unique ranges of bread - offering a little more for your body. Woolworths is dedicated to supporting customer demand for good food that is good for their families. Therefore, each of these innovative breads in the new Woolworths Complete High Fibre and Functional ranges has been specially developed to offer the customer a specific benefit.

The Woolworths Complete High Fibre range is an exciting development; these breads contain balanced fibre as they are enriched with inulin prebiotic fibre and they contain bran - thereby, offering a more complete benefit.

We also launched the innovative Woolworths Functional bread range that includes four tasty breads that each offers a distinct benefit to the consumer. The Full for Longer Low GI Seed Loaf is a soft, crusted brown batter loaf packed with Linseeds, Sunflower seeds, Sesame seeds and crushed wheat with a GL of 18 per serving that provides a slow release of energy.

Woolworths has enriched the Low GI loaf with cholesterol-fighting soya protein. This bread has a GL of only 15 per serving. The loaves carry the claim: diets containing at least 25g of soya protein daily and which are low in saturated fat and cholesterol, may reduce the risk of heart disease by lowering cholesterol levels.

Another healthy heart option is the new Omega 3 Low GI Wholegrain Bread, enriched with Omega 3 and wheat germ. This brown wholegrain loaf is high in dietary fibre with a low GI of 19 per serving, and now also contains the essential fat Omega 3. This bread carries the claim: Regular intake of Omega 3 may help reduce the risk of heart disease.

Another new and exciting innovation is the Tante Anna loaf now enriched with selenium. This light textured loaf is high in dietary fibre and contains selenium. The thinking behind the addition of selenium is to support dietary intake. Levels of naturally - occurring selenium in crops varies greatly due to the amount of selenium available in differing soils.

For your convenience I have attached a nutritional table that gives you more specific information about the new Woolworths bread offerings.

I also include a recently formulated nutritional table for the Really Good Food for Babies range - that may also be of assistance to you.

As always I look forward to your feedback or any questions. Contact me by e-mail  
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Kind regards,

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