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SIMPLY BREAD DEBUTS AT WHOLE FOODS MARKET™

PHOENIX – (August 2006) – Ever since Simply Bread began baking in February of this year, those in the know who wanted their traditional European breads could visit either the Bread Bar, located on site at the 24th street bakery, or at the Valley's top restaurants such as the Ritz-Carlton Phoenix, Four Seasons Resort Scottsdale, Royal Palms Resort & Spa, Fairmont Scottsdale Princess, The Phoenician, Binkley's restaurant in Cave Creek, and Vincent on Camelback. Beginning September 5th, Simply Bread's luscious loaves will be available at the Paradise Valley Whole Foods Market at Tatum and Shea. The Tempe Whole Foods Market will follow with the bread offerings later this fall.

It's no coincidence that the Valley's best chefs recognized that no other product in town is on par with Simply Bread. The marriage with Whole Foods Market is the next logical step in Simply Bread's meteoric success.

The Whole Foods Market phenomenon can largely be attributed to their longstanding commitment to carry natural and organic products, as they "believe that food in its purest state — unadulterated by artificial additives, sweeteners, colorings, and preservatives — is the best tasting and most nutritious food available."

Similarly, Simply Bread head baker and bread savant Jeffrey Yankellow promises "there are no compromises, no short cuts, absolutely no hidden fats, no hydrogenated anything or unnatural flavor additives" in his products. Yankellow uses sourdough cultures rather than preservatives to maintain freshness and loves to say that "time is flavor" noting that Simply Bread's loaves require 36-72 hours to ferment. "It's this slow, tedious process that sets us apart, maintains the integrity of the bread and brings forth the natural flavor of the basic ingredients. After all these years, the best equipment is still a baker's hands." And Yankellow knows what he's talking about – he led the U.S. Team to an upset win in the last Coupe du Monde de la Boulangerie, known as the Olympics of bread baking.

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The result of Yankellow's intensity: breads that are nutritionally perfect food, have a dark crust with a substantial chew and an enticing acidic aftertaste. And finally, Simply Bread's products are Kosher, certified by the Orthodox Union, which is internationally recognized as the highest standard in the world.

Beyond the rhetoric, customers can see, smell and taste the difference in these breads. First, Whole Foods Market Paradise Valley introduced Simply Bread's products in their Prepared Foods department in June. Simply Bread began supplying the sandwich breads for the deli and customers immediately became enthralled with the diverse flavors and textures and clamored to buy the loaves to take home. Countless "hooked" customers even made the trek to the Bread Bar, Simply Bread's retail store, at its bakery on 24th Street.

Eager to satisfy the demand, the next step, through August, is a "soft" rollout of different loaves to determine which products will be baked and sold at the two Valley Whole Foods Market stores. A variety of breads will be offered including these breads traditionale:

- ***The Champ*** (Seeded Wheat) – Sesame, flax and toasted sunflower seeds bring a medley of textures and flavors to this bread. The seeds are strewn throughout this loaf made of wheat, rye and oats. When baked to a rich golden color, the aroma from the toasted seeds and long-fermented grains is irresistible. The seeded wheat is full-bodied, yet subtle enough to complement any food. It's the perfect match for roasted turkey and all the fixings or, for vegetarians, stacked high with arugula, tomatoes and avocado.
- ***The Don*** (Rustic Olive) – Plump green olives were selected to fold into this rustic style dough. Whole wheat flour is added for complexity. This bread is made in a classic French style, cut into a square and baked in a stone hearth to get a loaf with the ideal ratio of crust to crumb. It's a stand-alone loaf when it comes to eating, but it's even better with some soft goat cheese.

Simply Bread and Whole Foods Market plan in-store offerings at the Paradise Valley location (10810 N. Tatum Blvd., Phoenix) so customers can sample to their hearts' content.

- Every **second Thursday** evening beginning August 17th: Bread tastings paired with cheese and wine. Begins at 8:00 p.m.
- Bread tastings to explore the full flavor range and product line of Simply Bread: every **Thursday, Friday and Saturday**, from 10:00 a.m. until 2:00 p.m., beginning in August.

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