

FOR IMMEDIATE RELEASE

Contact: Allison Furbish, Media Relations Coordinator

802.526.1835

[allison.furbish@kingarthurfLOUR.com](mailto:allison.furbish@kingarthurfLOUR.com)

## **King Arthur Flour Extends Organic Flour Line for Home Bakers**

*Popular Organic Bakery Flours Now Available to Consumers*

Norwich, Vt. – December 27, 2007 – America’s oldest flour company is making it easier for home bakers to choose organic by adding two new premium-quality organic flours to its lineup: **Organic Baker’s Classic Bread Flour** and **Organic High Gluten Flour**.

Both flours have previously been available only by wholesale to King Arthur Flour’s professional bakery customers. Now, retail consumers can find them in 3-pound bags through *The Baker’s Catalogue*, online at [www.kingarthurfLOUR.com](http://www.kingarthurfLOUR.com), and at The Baker’s Store in Norwich, Vt.

“Organic farming is a smart, sustainable way to produce our nation’s food. It helps preserve valuable land for our children, their children, and generations to come,” said P.J. Hamel, editor of *The Baker’s Catalogue*. “As a socially conscious, environmentally responsible business, King Arthur is proud to support our nation’s organic wheat farmers by buying, milling, and selling their products.”

**King Arthur Organic Baker’s Classic Bread Flour** is milled from high-gluten, organically grown hard red spring wheat. Its 12.7% protein level – a full point higher than other national brands of bread flour – gives a stronger rise for bread and other yeasted baked goods.

**King Arthur Organic High Gluten Flour** is the highest-gluten organic flour available on the retail market today, at 14% protein. Carefully milled from organically grown hard red spring wheat, it’s a must-have for extra-chewy artisan breads, and breads made with lots of whole grains.

King Arthur Flour’s line of organic baking ingredients includes 100% Organic All-Purpose Flour, 100% Organic Whole Wheat Flour, and 100% Organic White Whole Wheat Flour – all nationwide top-selling organic flours – numerous specialty flours, vanilla, chocolate and cocoa, and herbs, as well as a variety of organic baking mixes.

King Arthur Flour is one of America's best-selling flours, known by avid bakers for its consistent baking performance and lack of chemical additives. King Arthur Flour is the parent company of *The Baker's Catalogue*, which offers more than 1,000 professional-grade baking tools and ingredients through its catalogue, online at [www.kingarthurfour.com](http://www.kingarthurfour.com), and at The Baker's Store in Norwich, Vermont. The oldest flour company in America, the King Arthur Flour Company has been employee-owned since 1996.

###