

# BRAND IDENTITY GUIDE



**Ardent Mills®**

*Nourishing what's next.*



# Table of Contents

## UNDERSTANDING THE BRAND

Together, We Are Ardent Mills ...	3
Company Overview .....	4
Vision & Values.....	5
The Ardent Mills Name.....	6
Brand Essence .....	6

## VISUAL IDENTITY

The Ardent Mills Logo .....	8
Logo Iconography .....	9
Logo Orientation .....	9
Registration Mark .....	10
Color Variations .....	10
Minimum Size .....	10
Logo Misuse.....	11
Area of Non-interference.....	11
Non-interference Area Misuse .....	12
Uncluttered Backgrounds .....	12
The Non-interference Area in Practice .....	13
One Proportion; Many Applications .....	13
The Logo & Tagline Lock-up.....	14
Misuse of the Lock-up.....	14
The Lock-up's Area of Non-interference ..	14
Approved Lock-up Variations .....	15
The Annex by Ardent Mills™ .....	16

Product Logos and Trademarks .....	17
Product Logos .....	18
The Ultragrain® Family of Products .....	22
Product Trademarks.....	23

## Color and Typography .....

Color Palette .....	24
Supporting Colors .....	26
Primary Font Usage.....	27
Secondary Font Usage .....	28

## Signage .....

Exterior Signs .....	30
Mobile Innovation Center.....	31

## Design Applications .....

Photography .....	33
Advertising .....	34
Corporate Brochure.....	35
Product Sales Collateral .....	36

# UNDERSTANDING THE BRAND

## Together, We Are Ardent Mills.

For any company, the challenge of expressing its identity in a way that's clear, compelling and memorable is all-important. For a new company, it's even more essential. That's why we've put together this Brand Identity Guide. It's a handy reference to the visual and verbal guidelines that will put us—and all of our communications partners—on the same page.

The more we all understand our brand, the easier it will be to define our identity and positioning in the industry. The information on the pages that follow will help ensure that our many voices join together to express a singular vision and a clear, consistent identity for Ardent Mills.



## Company Overview

A new company. A great new era for grain.

W elcome to Ardent Mills.

We are a company dedicated to helping our customers grow in a challenging marketplace. A company that offers the industry's broadest range of flours, mixes, blends and specialty products, customized to meet the industry's needs and backed by unrivaled technical support, customer service and the supply assurance of a coast-to-coast network of more than 40 flour mills and bakery-mix facilities along with a specialty bakery and Mobile Innovation Center, all located in the U.S., Canada and Puerto Rico.



## Vision

Our vision is to be the trusted partner in nurturing our customers, consumers and communities through innovative and nutritious grain-based solutions.

## Values

Our values set out the principles and expectations of the Ardent Mills Way. We will make a positive impact upon our employees, customers, communities, and partners by:

- Working to earn Trust every day, always operating with reliability and integrity.
- Serving others with understanding, respect, and care.
- Operating with Simplicity, clarity and transparency, removing barriers and letting people do what they do best.
- Ensuring the Safety of our products and people; doing what's best to create the safest environment now and for the future.

# The Ardent Mills Name

We chose the name Ardent Mills because the word “ardent” communicates passion and intense devotion—attributes at the very heart of our company. “Ardent” clearly expressed our passion for providing innovative, new products, services and solutions and our unwavering commitment to helping customers grow their businesses.

The basic shape of the Ardent Mills logo was inspired by the silhouette of a kernel of wheat. A vertical “arrow” was incorporated in the center to represent the progressiveness of our company. The design features three “pieces” that represent our three companies coming together to form a cohesive unit. We used warm colors because, like the company’s name, they are passionate, energetic, inviting, earthy and natural, tying back to the products produced at our community mills.

## Brand Essence: Nourishing What’s Next<sup>®</sup>

Our tagline—Nourishing What’s Next<sup>®</sup>—expresses the “heart and soul” of the Ardent Mills brand. We are committed to nourishing innovation, from field to mill to healthy grain-based products that consumers’ demand. We’re the “can do” grain people who will help you succeed with our game-changing innovation, unmatched expertise and the largest network of community mills in North America.





# VISUAL IDENTITY

Communicating the Ardent Mills® brand effectively builds trust in the company and drives customer loyalty and enthusiasm. Visual cohesion and consistency helps promote a strong, well-planned brand identity. These positive attributes are extended to the company as a whole. Every time Ardent Mills delivers a compelling message that is consistent, it earns trust.

The  
Ardent Mills  
Logo



## Logo Iconography

All internal and external communications from Ardent Mills business groups should include the following master logo mark (i.e. logo icon + wordmark).



## Logo Orientation

When space allows, it is preferable to use the horizontal orientation of the Ardent Mills logo. The logo icon can be used on its own *only* when a logo with the accompanying wordmark appears somewhere in the same piece of communication or within the same environment.

In special circumstances, such as signage or packaging, it may be preferable to use a logo with larger icon to increase recognizability. This orientation should be used sparingly.



HORIZONTAL



VERTICAL



ICON



EXTRA LARGE ICON

## Registration Mark

The Ardent Mills wordmark and the tagline “Nourishing What’s Next” are registered trademarks in the United States and Canada.

An “R” (®) must be used in the lower right position, adjacent to the wordmark every time it is used and the first time it is written in text.



## Color Variations

### Spot Color

The spot-color logo is the truest version of the Ardent Mills mark. Use it when economically feasible.



### Single Color (Spot Orange)

When multicolor printing is not available, the logo may be reproduced in PMS 179 orange only.



### Process Color (CMYK)

Use this version for four-color process printing when extra spot colors are not available.



### Single Color (Black)

When multicolor printing is not available, it is preferable to reproduce the logo in black.



### No Drop-Shadow

This version should be used when reproduction capabilities are unable to render the drop-shadow—such as in small embroidery. In applications where the logo is reproduced with dimension—raised-letter signage, for example—the logo should be used without its drop shadow.



### Reversed

Reversed versions of the logo are to be used only to create enough contrast on a background.



## Minimum Size

Please refer to these guidelines when sizing the logo. Always consult with vendors to ensure quality reproduction.



Minimum size:  
1" wide



Minimum size  
for embroidery:  
1.5" wide



If the logo must appear in very small sizes, consider using the version with no drop-shadow.

## Logo Misuse

It is important to maintain the look, feel and legibility of the Ardent Mills logo. To ensure proper usage, please adhere to the guidelines outlined in this reference. These examples illustrate treatments that should never be applied to the logo.



Never replace the typography



Never combine or replace colors



Never compress or distort



Never add elements



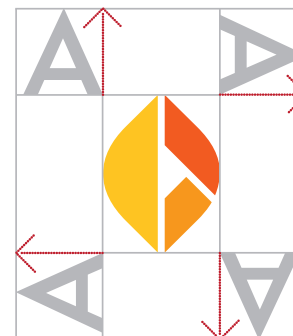
Never use unapproved colors



Never alter proportions of the elements

## Area of Non-interference

At all times, an area of non-interference should be maintained around the Ardent Mills logo. This area is equivalent to the height of the letter "A" in the wordmark.

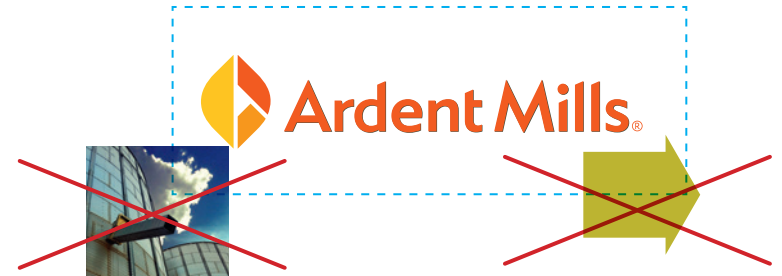


## Non-interference Area Misuse

As the term implies, the non-interference area is intended to establish a visual buffer zone around the logo in order to maintain its primary importance in the aesthetic hierarchy of all Ardent Mills communications.



Never place text within the non-interference area



Keep all photos and graphics outside of the non-interference area

## Uncluttered Backgrounds

The non-interference area does not mean that the Ardent Mills logo must always be seen against a white background.

The logo may indeed be used in conjunction with photographic or illustrated backgrounds, as long as those backgrounds are visually uncluttered and provide good tonal contrast, allowing the logo to always remain easily legible and immediately recognizable



YES:  
A background free of distracting clutter which also provides excellent contrast



YES:  
A simple background that allows the logo to be seen clearly



YES:  
This graphic's uncomplicated background insures good legibility



NO:  
Although the contrast is adequate, the background is far too complicated



NO:  
Extreme background clutter makes the logo nearly unreadable



NO:  
This graphic's intrusive clutter and low contrast make it a poor background choice

## The Non-interference Area in Practice

To achieve visual consistency across a wide variety of applications, the non-interference area should always be used to create a *minimum* of clear space around the Ardent Mills logo.

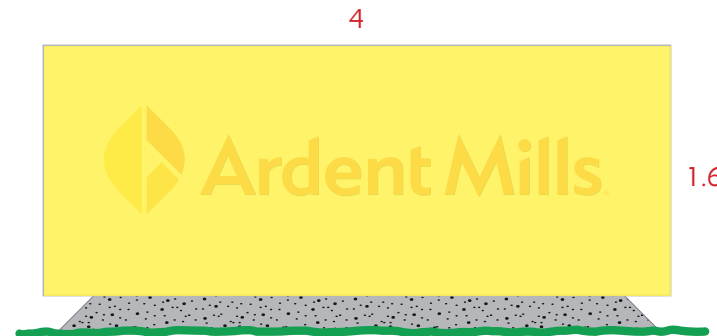
In practice however, a more visually pleasing look is usually achieved when additional clear space is added beneath the logo.



*The area of non-interference dictates the minimum clear space required around the logo*



*In practice, additional space beneath the logo will create a stronger visual foundation*



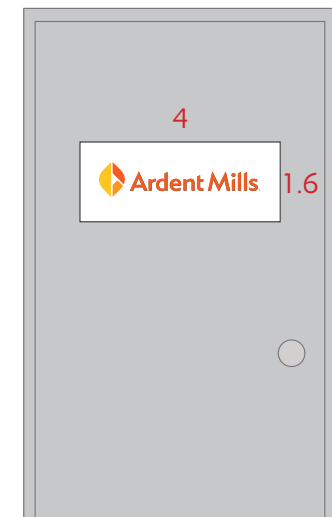
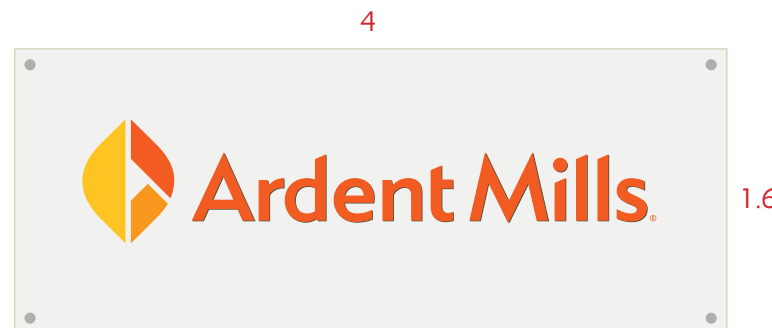
## The 4:1.6 Proportion

When the additional space is incorporated at the bottom of the non-interference area the results are a horizontal rectangle with an approximate proportion of 4 to 1.6.

Accordingly, a sign four feet wide will have a height of approximately 1ft. 7in.

## One Proportion; Many Applications

Apply the 4:1.6 proportions in all situations where it's possible to dictate the dimensions of new signage and materials that use solely the Ardent Mills logo, with no extra text or visual elements.



## The Logo & Tagline Lock-up

The approved tagline in the US and Canada is “Nourishing what’s next.” The alignment, proportions and position of the tagline, relative to the logo, have been carefully considered and together are known as the “lock-up.” Use only approved versions of the lock-up as provided by an authorized Ardent Mills brand manager. Never alter the lock-up.



*Nourishing what’s next.®*

## Misuse of the Lock-up

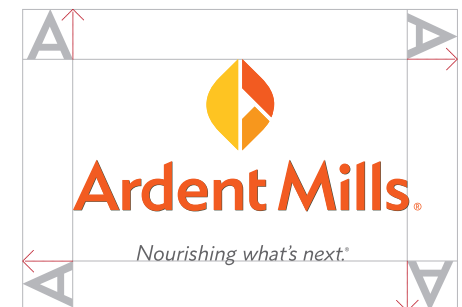
It is important to maintain the look, feel and legibility of the Ardent Mills lock-up. To ensure proper usage, please adhere to the guidelines outlined in this reference.

The examples provided illustrate treatments that should never be applied to the lock-up.



## The Lock-up's Area of Non-interference

The area of non-interference should be adjusted as shown when the logo/tagline lock-up is used.



## Approved Lock-up Variations

Having a visually consistent brand identity reflects well upon Ardent Mills as a whole, fostering a sense of foresight and stability among customers and employees alike. Thus, only authorized versions of the Ardent Mills logo/tagline lock-up should be used. Consult with an Ardent Mills brand identity manager for a complete library of lock-up variations.



## Copyright Notice

It is recommended that materials produced for Ardent Mills in the United States have a copyright notice placed at the bottom or end of the document, in text.

©[YEAR] Ardent Mills, LLC

## Logo and Copy Trademarks

### The Annex by Ardent Mills

Cultivating the future of specialty grains and plant-based ingredients

At Ardent Mills, we are passionate about bringing people the goodness of plants and grains in innovative and unique ways. That's why we created The Annex by Ardent Mills, a dedicated team committed to exploring what's next in whole grains, pulses, mixes, custom multigrain blends and finished breads.

## Brand Mark/Tagline



## Usage in Copy

The Annex by Ardent Mills

## Notes

## Brand Colors

**PMS 376C**  
**CMYK** 55 3 100 0  
**RGB** 129 188 0  
**WEB** 81BC00

**PMS 292C**  
**CMYK** 58 19 3 0  
**RGB** 100 171 216  
**WEB** 64ABD8

# Product Logos and Trademarks



## Logo and Copy Trademarks

Refer to the general Ardent Mills logo usage in the preceding pages.

When a brand name is first used in the copy of a print ad or brochure, include the appropriate <sup>™</sup> or <sup>®</sup>. After that, it is not necessary to repeat the symbol.

Please note that the logo and the copy usage may require different trademark symbols.

All logo and copy trademarks presented here are for the US. For Canadian usage please refer to the Canadian Brand Standards Manual.

## Brand Mark/Tagline



## Usage in Copy

Ardent Mills Proudly Supports Family Farms<sup>®</sup>

Ultragrain<sup>®</sup> Proudly Supports Family Farms

Ardent Mills Ancient & Heirloom Grains





Ancient & Heirloom Grains

Cuatro Cosechas<sup>™</sup>

Innovative Bakery Resources<sup>®</sup> (IBR)

## Notes

Information updated July 2019.

Logo and Copy Trademarks	Brand Mark/Tagline	Usage in Copy	Notes
		Mixes & Blends	
		Ardent Mills Nature's Color™ Barley or Nature's Color™ Barley <ul style="list-style-type: none"><li>• Pure-Purple™ Barley</li><li>• Blackjack™ Barley</li><li>• True Blue™ Barley</li><li>• Black &amp; Tan Barley Flakes</li></ul>	
	 	Primo Mulino® Neapolitan- Style Pizza Flour	

Information updated July 2019.

Logo and Copy Trademarks	Brand Mark/Tagline	Usage in Copy	Notes
	 	SafeGuard®  SafeGuard® Treatment and Delivery System  SafeGuard® Ready-To-Eat Application Flour	
	 <small>unenriched, unbleached &amp; unbromated</small> 	Simply Milled by Ardent Mills™  (e.g. <i>Simply Milled by Ardent Mills™ Organic All-Purpose Flour</i> )	
		Ardent Mills Solutions	

Information updated July 2019.

Logo and Copy Trademarks	Brand Mark/Tagline	Usage in Copy	Notes
	 	Ardent Mills Sprouted™  Ardent Mills Sprouted™ White Spring Whole Wheat Flour	
		Sustagrain® Barley	

Information updated July 2019.

## Ardent Mills Ultragrain® family of products

Logos for the Ultragrain® family of products may be used with or without the tagline: “Whole grain nutrition with white flour appeal®”.  
Note that Ultragrain® in copy should always have the Registered Mark “®”.

### Brand Mark/Tagline

### Usage in Copy

### Brand Mark/Tagline

### Usage in Copy



**Ultragrain® 100%**  
For use on Ultragrain® packaging when the ingredients are 100% Ultragrain® flour (Hard, Soft and White Whole Wheat)



**Made with Ultragrain Whole Wheat Flour™**  
For use on co-branded packaging.



**Ultragrain® Blend**  
For use on packaging when the ingredients are a blend of Ultragrain® flour and refined flour (All Purpose, T-1 Blend, T-2 Blend)

Note that this logo should appear with a TM in Canada.



**Ultragrain® High Performance**  
For use on Ultragrain® High Performance packaging and collateral.



**Ultragrain®**  
For use on marketing materials.



**Ultragrain® Pasta**

## Copy Trademarks

These products without logos are trademarks or registered marks of Ardent Mills®. When a brand name is first used in the copy of a print ad or brochure, include the appropriate ™ or ®. After that it is not necessary to repeat the symbol.

### PREMIUM HIGH GLUTEN

- Kyröl®
- Full Power®
- Hummer®
- Canadia®

### MID PROTEIN

- Producer®
- Urban's Special®

### PREMIUM PATENT

- Magnifico Special®
- Spring Hearth®
- Spring King®

### STANDARD PATENT

- King Midas Special®
- Qualitate®
- Sun Spring®

### SHORT PATENT

- Occident®
- Sapphire®

### HIGH PROTEIN

- Minnesota Girl®
- Denrado®

### LOW PROTEIN

- Buccaneer®
- Drinkwater®
- Cuatro Cosechas™

### HOTEL & RESTAURANT

- Ardent Mills® H&R

### SELF-RISING

- Ardent Mills® H&R Self-Rising

### CLEAR

- Powerful™

### CAKE FLOUR

- American Beauty®
- Pikes Peak®
- Kings Peak®

### PASTRY FLOUR

- White Spray®
- Simply Milled™ Organic Pastry Flour

### WHOLE WHEAT

- Ardent Mills® Stone Ground Whole Wheat Flours
- Ardent Mills® Whole Wheats
- Gran-O-Wheat®

### MALTED BARLEY

- Ardent Mills® Malted Barley

### QUINOA

- Colorado Quinoa™

### WORLD FLOURS

- Mumbai Gold® Atta Flour
- King Midas® Extra Fancy Durum
- Ardent Mills® Farina
- Ramsay® Medium Rye
- King Midas® No. 1 Semolina
- Cuatro Cosechas™ Tortilla Flour

### SIMPLY MILLED

- Simply Milled by Ardent Mills™ Organic All Purpose Flour
- Simply Milled by Ardent Mills™ Organic Bread Flour
- Simply Milled by Ardent Mills™ Organic Durum
- Simply Milled by Ardent Mills™ Organic Premium Bakers Flour
- Simply Milled by Ardent Mills™ Organic Whole Wheat Flour

### MIXES

- Ardent Mills® Classic Pizza Mix
- Primo Mulino® Neapolitan-Style Pizza Mix
- Ultragrain® Biscuits & More Mix

**Canadian Brand Trademarks**

[PAGES TO BE DEVELOPED]

*Information updated June 2019.*

## Color and Typography

Metro Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

*Metro Nova Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%^&\*()*

Metro Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

*Metro Nova Medium Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%^&\*()*

Color Palette

These are the approved colors for the Ardent Mills brand.

Primary Brand Colors

PMS 123  
CMYK 0 24 94 0  
RGB 255 196 37  
WEB FFC425

PMS 179  
CMYK 0 79 100 0  
RGB 241 93 34  
WEB F15D22

PMS 144  
CMYK 0 48 100 0  
RGB 248 151 29  
WEB F8971D

Primary Accent Colors

PMS 447  
CMYK 16 0 31 82  
RGB 68 77 62  
WEB 444D3E

BLACK

WHITE

Secondary Colors

PMS 7765  
CMYK 30 21 100 0  
RGB 187 178 30  
WEB BBB21E

PMS 5415  
CMYK 42 8 0 40  
RGB 93 134 160  
WEB 5D86A0

Secondary Accent Color  
(sparingly, for text, line art, etc.)

PMS 704  
CMYK 0 90 72 29  
RGB 179 45 51  
WEB B32D33

Supporting Colors

These are the approved supporting colors for the Ardent Mills brand. They are primarily selected for use in the marketing and advertising of individual Ardent Mills products.

Supporting Colors for Marketing and Advertising of Ardent Mills products

	CMYK – 20C   95M   100Y   10K RGB – R183   G47   B38		CMYK – 29C   18M   30Y   40K RGB – R122   G128   B120
	CMYK – 44C   8M   18Y   0K RGB – R142   G193   B202		CMYK – 20C   16M   70Y   0K RGB – R209   G197   B109
	CMYK – 66C   31M   25Y   0K RGB – R95   G149   B172		CMYK – 34C   22M   75Y   0K RGB – R178   G177   B100
	CMYK – 66C   31M   25Y   20K RGB – R79   G125   B144		CMYK – 42C   26M   90Y   15K RGB – R141   G145   B62
	CMYK – 61C   55M   27Y   6K RGB – R112   G112   B142		CMYK – 36C   6M   90Y   0K RGB – R175   G199   B74

## Primary Font Usage

The approved typeface for Ardent Mills communications is Metro Nova. Type builds character. Type creates hierarchy. The Metro Nova font family is clean, readable and approachable.

### Metro Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### *Metro Nova Thin Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### Metro Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### *Metro Nova Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### Metro Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### *Metro Nova Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### Metro Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### *Metro Nova Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### Metro Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### *Metro Nova Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### Metro Nova Extra Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

### *Metro Nova Extra Black Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

## Secondary Font Usage

---

When Metro Nova is not available, Gill Sans is the approved secondary font.

Gill Sans is widely distributed and should be available for use in presentation applications such as PowerPoint or Keynote.

*Gill Sans Light*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

*Gill Sans Light Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

**Gill Sans Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

*Gill Sans Regular Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

**Gill Sans Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

***Gill Sans Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*()

## Signage



## Exterior Signs

These examples of permanent outdoor signs are intentionally kept straightforward and unembellished to communicate as sense of lasting reliability.



### Typical Site Sign

*The 4:1.6 proportions apply in this case.*

*(See page 13 of this Guide for more discussion of the 4:1.6 proportion.)*



### Logo & Text Site Sign

*In this example the sign's background area is increased at the bottom to keep the added text outside of the logo's area of non-interference.*



### Typical Site Sign-Vertical

*The horizontal logo orientation is strongly preferred. In cases where existing materials or other factors will not allow a horizontal format, the vertical version should be used.*



### Directional Signs

*Legibility is the primary concern with outdoor signage due to ever-changing lighting conditions. Create maximum contrast and readability with large, capital letters in white against an uncluttered background of PMS 447 dark gray.*

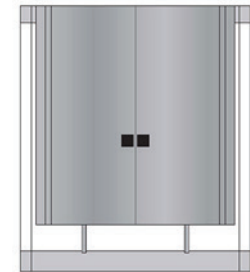


..... PMS 447



## Mobile Innovation Center

The Ardent Mills Mobile Innovation Center (MIC) design showcases the Ardent Mills branding, clean colors and messaging.



## Design Applications



## Photography

The Ardent Mills photography style is best described as “real moments in the sun.” Whether it be people, people interacting with Ardent Mills products, Ardent Mills products in an environment, or Ardent Mills products by themselves, authenticity is key. People, places, and products should never be overly styled to the point that they become fake or unbelievable. People should always appear to be real—not models—and environments should be places where the products would naturally appear.



These are examples of print and digital advertising promoting Ardent Mills product lines.



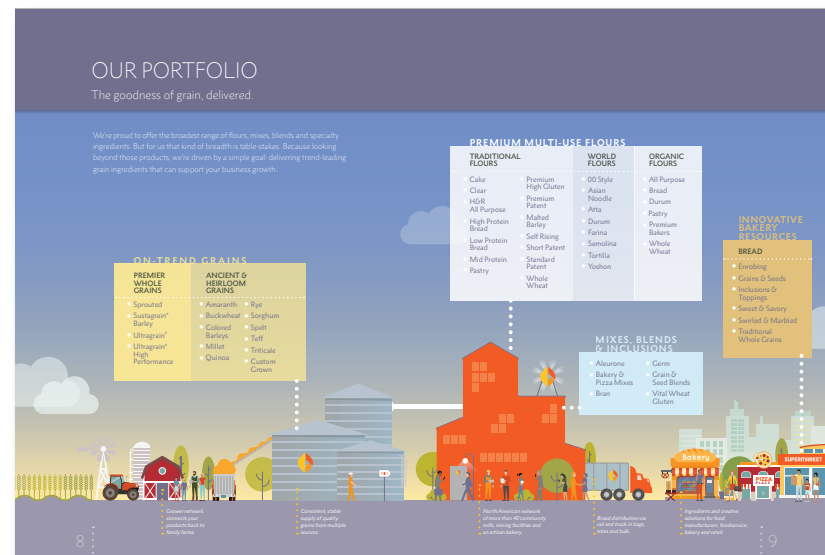
PRINT ADS



## DIGITAL ADS

## Corporate Brochure

Below are representative pages from an Ardent Mills corporate brochure.



## Product Sales Collateral

Below are sample covers and representative pages from Ardent Mills Product Information Sheets.





### The Whole Wheat Flour To Replace White Flour In Mainstream Foods.

From consumer surveys to increasing menu scrutiny to an unwavering call to "make half our grains whole" in the Dietary Guidelines for Americans, there's never been a better time to begin transitioning everyday foods to the nutrition of whole grains. Start by incorporating 15% or 30% Ultragrains whole wheat flour—along with RGO marketing and insights support from Ardent Mills—and you can make the switch without compromising the appeal of your packaged foods or menu items.



### Growing Wheat For Ultragrains Flour—And For Future Generations.

Kalene Farms is one of the many family farms growing specially selected whole wheat that is milled into Ultragrains. With over 100 years of farming history, the Kalene family-owned farm is proud of its agricultural legacy as American growers.

Thanks to their continuing commitment, it's no wonder Kalene Farms is fully dedicated to bringing the finest quality wheat not only for Ultragrains, but also for generations to come. Visit the Kalene Farms at [www.kalenefarms.com](http://www.kalenefarms.com) or call 800-951-9518.

Contact Ardent Mills to learn how we can help fill your own grower story thanks to the Ultragrains Grower Network.

**We're excited to be part of the Ultragrains flour program. What we're doing here is growing a product to help feed the world...and that's a pretty exciting thing.**

—DANIEL KALEVIC

WHY OTHER FLOURS CAN'T COMPARE TO ULTRAGRAINS			
CONSUMER BENEFITS	WHITE FLOUR	WHOLE WHEAT FLOUR	ULTRAGRAINS
Good Source of Fiber	○	●	●
Whole Grain Nutrition	○	●	●
Milder, Slightly Sweeter Flavor	○	○	●
Lighter Color	○	○	●
Reduced Visibility of Bran Specks	○	○	●
Softer, Smoother Texture	○	○	●
Unique, Ultra-fine Milling	○	○	●
Specially Selected Wheat	○	○	●

For more information, samples, or to order, contact your Ardent Mills account manager, visit [ardentmills.com](http://ardentmills.com) or call 800-951-9518.

**Ardent Mills.**  
Nourishing what's next™

### Ultragrains® Whole Wheat Flours



- EXCLUSIVE white wheat varieties with light color and mild flavor
- FINEST SMOOTHEST extraction of any whole wheat flour
- ALL NATURAL, clean label and non-GMO

**Ardent Mills.**  
Nourishing what's next™



For questions regarding  
the brand identity, contact:

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