



Breton® Popped!™ Fact Sheet

The cracker aisle in Canada just got more interesting with the introduction of Breton® Popped!™, Canada's first supergrain cracker chip. A blend of whole grain "supergrains" is air-popped into naturally flavourful, nutritious cracker chips, making it a healthy alternative to satisfy crunchy cravings.

ABOUT BRETON® POPPED!™

Varieties

Breton® Popped!™ comes in three taste- bud-popping flavours: barbecue, cheddar and sea salt.

Availability and Pricing

All three varieties are now available in 100g packages at major grocery and mass merchandise stores across Canada with a suggested retail price of \$2.99.

In March 2013, look for the 25g size (\$0.99 - \$1.49) for a light and crispy snack-on-the-go.

Air-popping Process

Breton® Popped!™ uses an air-popping process that applies heat and pressure to the whole grains. This process ensures the chip's natural flavours are enhanced and that each one is light, airy, crispy and nutritious.

Nutritious

Each 20g serving (17 or 18 cracker chips) has the following nutritious features:

- Made with 10g of whole grains
- Only 90 calories
- No artificial flavours
- No artificial colours
- No cholesterol
- Trans fat free
- Low in saturated fat

ABOUT SUPERGRAINS

Like superfruits, "supergrains" are known for their nutritive benefits, such as being high in protein and fibre. Other characteristics can include organic, gluten-free, high omega-3 fatty acid content and non-bioengineered.¹

Breton® Popped!™ is uniquely made with the following supergrains²:

- Amaranth: Amaranth was a staple of Aztec culture, until Cortez, in an effort to destroy that civilization, decreed that anyone growing the crop would be put to death. Amaranth has a high level of very complete protein; its protein contains lysine, an amino acid missing or negligible in many grains.

¹ <http://www.bakingbusiness.com>

² <http://wholegrainscouncil.org>



- Barley: Barley is one of the oldest cultivated grains. It is very high in fibre.
- Buckwheat: Buckwheat is the only grain known to have high levels of an antioxidant called rutin, and studies show that it improves circulation and prevents LDL cholesterol from blocking blood vessels.
- Millet: Not just "for the birds," millet is a good source of some very important nutrients, including manganese, phosphorus and magnesium.
- Oat flour: Oat flour is a flour made from ground oats. Like barley, oats contain a special kind of fibre called beta-glucan found to be especially effective in lowering cholesterol.
- Quinoa: Quinoa dates back three to four thousand years ago when the Incas first realized that the quinoa seed was fit for human consumption. The abundant protein in quinoa is complete protein, which means that it contains all the essential amino acids our bodies can't make on their own.
- Sorghum: Also called milo and believed to have originated in Africa, sorghum can be eaten like popcorn, cooked into porridge, ground into flour for baked goods, or even brewed into beer. A gluten-free grain, it is especially popular among those with celiac disease.
- Spelt: With a deep nutlike flavour, spelt is a cousin to wheat that is recently receiving renewed recognition. It is rich in protein and easy to digest.
- Teff: Teff grains are minute – just 1/150 the size of wheat kernels – giving rise to the grain's name, which comes from teffa, meaning "lost" in Amharic. It has more than twice the iron of other grains, and three times the calcium.
- Triticale: Triticale is a hybrid of wheat and rye, and was first bred in laboratories during the late 19th century. It is high in protein.

ABOUT DARE FOODS LIMITED

Dare is a Canadian, family-owned company with a 120-year history of providing Canadians with the quality products they love, including cookies, candies, fruit snacks, crackers and fine breads.

The company was a pioneer in offering peanut-free food solutions, and continues to develop delicious new products to satisfy the changing needs of Canadian families. Key brands include Breton, Bear Paws, RealFruit, Whippet, Simple Pleasures, Boulangerie Grissol and Wagon Wheels.

With six plants and more than 1,100 employees in North America, Dare is headquartered in Kitchener, Ontario.

For more information about the company and its brands, please visit www.darefoods.com.
For more information about Breton® Popped!™, please visit www.facebook.com/Breton.

-30-

Media Contact:
Kathy Khamis, Senior Account Executive
Ketchum Public Relations Canada
416.355.7415; kathy.khamis@ketchum.com