WHAT’S IN A NAME?

Companies use a variety of terms to position their bread products. But unless it says “whole grain,” it’s usually not. When in doubt, check the label.

**Multigrain/Seven-Grain:** Product contains more than one grain, but not necessarily “whole” grains.

**Enriched/Fortified:** Flour to which nutrients are added back to make up for what was lost in processing.

**Organic/Heirloom:** Only indicates how the grain was grown, or the type of seed.

**Unbleached/Stone-Ground/Unrefined:** Only indicates how the grain was processed.