

## Ingredient Portfolio

Pizzeys offers an extensive portfolio of MeadowPure flaxseed ingredients for baked goods, cereals and pasta. Each is rich in Omega-3s and free of trans fats and gluten, and all are certified kosher. Plus, each provides the easy handling of a dry ingredient.

MeadowPure UltraGrad is the market's only offering with all three Omega-3s—ALA, EPA and DHA—in a single ingredient. Our innovative UltraGrad ingredient uses patent pending technology to naturally encapsulate fish oil in our milled flaxseed, delivering incredible stability and fortification without compromising the taste or smell of your finished products.

### UltraGrad™ Flaxseed with Fish Oil

- Contains all three Omega-3s—ALA, EPA and DHA
- Smooth texture
- Enhanced shelf life
- Trans-fat free, gluten-free and kosher certified
- No fishy odor or taste

### SelectGrad™ Whole Milled Flaxseed

- Soft texture; mild, toasted flavor
- Trans-fat free, gluten-free and kosher certified
- Brown and golden colors
- Available in Regular, Fine, Ultra Fine and Organic
- Baked goods, snacks, cereals, pancake mixes, waffles, pastas, tortillas, partial or complete fat replacer in some baked goods

### FortiGrad™ Flaxseed Bran

- A minimally processed high-lignan/dietary fiber complex from flaxseed
- Rich in dietary fiber (56%), lignans (6%) and antioxidants
- Contains 7% Omega-3 oils
- Available as soft flakes that incorporate easily into doughs and other mixtures
- Trans-fat free, gluten-free and kosher certified
- RTE and hot cereals, snacks, baked goods, nutritional supplements

### ChoiceGrad™ Whole Flaxseed

- Whole, well-matured seeds with superior flavor and uniform color
- 100% of flaxseed nutritional value
- High in Omega-3, dietary fiber and protein
- Available in Organic
- Topping or crunchy texture in cereals or baked goods

### Partnering with Pizzeys

More than just ingredients, Pizzeys's Nutritional customers enjoy access to a wealth of unparalleled expertise and innovation. We partner closely with each customer to find the right flax for the right application, ensuring exceptional performance in an extensive range of foods and beverages.

meadowpure™  
FLAX  
for  
Bakery  
Products



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## Flaxseed Fortifies Bakery & More

Packed with Omega-3s, fiber, protein and antioxidants, flax has earned a reputation as a superfood. So how do you put the superfood to work in your foods?

Just 2 or 3% flaxseed adds nutty flavor and soft texture to baked goods, and just a little more—**only 1.3 g per serving**—can qualify your product for a nutrient content claim such as a rich/high/**excellent source of Omega-3**. In addition, its soluble fiber content helps balance moisture, soften textures and delay staling in storage.

Only 3.2 grams of **SelectGrad** per serving of bread adds one incremental gram of fiber and .64 incremental grams of protein.



**3.2g**  
of Pizzezy's  
milled flaxseed in a  
**2 oz.** serving  
of bread **= 50%**  
of ALA Omega-3 RDA

## Whole Grain Appeal

Flaxseed can even raise consumer interest by contributing to a whole grain health claim. How? Use it to replace the fat content in a bakery product, for example—Pizzezy's flaxseed contains the bran, endosperm and germ.

## Key Benefits

- Rich in Omega-3, fiber, protein for consumer appeal
- Soft texture & light, nutty flavor ideal for bakery
- Extremely stable in bakery applications
- Granulations to suit many applications

## Health & Wellness

For a rich source of Omega-3 fatty acids, dietary fiber, antioxidants and lignans, choose flaxseed. Nature's best source of the Omega-3 fatty acid alpha-linolenic acid (ALA), flaxseed offers a wide range of health benefits, particularly for cardiovascular, immune system and bone health.

In addition, flaxseed's lignans—which are strong antioxidants and phytoestrogens—can enhance women's and men's health.

And flaxseed is low in carbohydrates, high in protein and rich in dietary fiber (an amazing 27%), which offers cardiovascular benefits and helps with weight maintenance.



## Milled Flaxseed Composition

|               |     |                           |
|---------------|-----|---------------------------|
| Carbohydrate  | 30% | Less than 3% net carbs    |
| Dietary Fiber | 27% | Whole Grain               |
| Protein       | 20% | Comparable quality to soy |
| Fat           | 37% |                           |
| ALA           | 22% | Omega-3                   |
| Moisture      | 7%  |                           |

## Label & Claims

Adding Pizzezy's flaxseed ingredients to your foods can strengthen your nutrition label. Research supports nutrient content, structure function and qualified heart health claims:

| CLAIM                  | REQUIREMENTS   | USAGE LEVEL  | SAMPLES   |
|------------------------|--|--|---|
| Nutrient Content       | Just 260 mg of Omega-3 per serving for "rich," high" or "excellent" source of Omega-3 claim.   | 1.3 g SelectGrad per serving   | Rich source of ALA Omega-3  |
|                        |  | 0.65 g SelectGrad per serving  | Good source of ALA Omega-3  |
| Structure Function     | Just 130 mg of Omega-3 per serving for "good" source of Omega-3 claim.   | 0.65 g SelectGrad per serving  | Omega-3 fatty acids support cardiovascular health.  |
|                        |  |  | Omega-3 fatty acids support overall health.   |
| Qualified Heart Health | Must be based on scientific research, must be truthful and not misleading. Can only refer to affect substance may have on normal structure or function of body, cannot refer to disease. | 1.8 g UltraGrad (flaxseed with fish oil) per serving (260 mg of ALA and 36 mg of EPA and DHA combined) | Supportive but not conclusive research shows that consumption of EPA and DHA Omega-3 fatty acids may reduce the risk of coronary heart disease. One serving of [name of food] provides [x] grams of EPA and DHA Omega-3 fatty acids. [See nutrition information for total fat, saturated fat and cholesterol content. |

