

A Full Line of General Mills Flour





EVERY TYPE OF FLOUR FOR EVERY KIND OF NEED

General Mills offers a complete portfolio of flours for a multitude of uses. Our selection includes many flours that are particularly well suited for pizza crusts and bakery items including breads, cakes, muffins, scones and biscuits. Our portfolio consists of four key brands:



General Mills

General Mills flour is milled from select varieties to ensure maximum consistency and baking performance. From the finest winter and spring wheats, to the industry's most popular high glens, General Mills offers a flour for virtually every baking application.



Pillsbury™

From the very beginning, Pillsbury has been a leader in developing technology that enables consistency in flour milling. It's also one of the first companies to develop specialty flours for different baking applications.



Gold Medal™

Since 1880, Gold Medal has earned the trust of professional bakers. By using carefully selected grades of premium wheat and performing quality checks throughout the milling process, Gold Medal offers consistent results – time after time, recipe after recipe.



Sperry™ Organic

Produced in compliance with the USDA's organic certification requirements, Sperry Organic wheat products have a heritage of meticulous wheat selection and custom blending techniques resulting in organic products of consistent and dependable quality.

SALES & TECHNICAL EXPERTISE

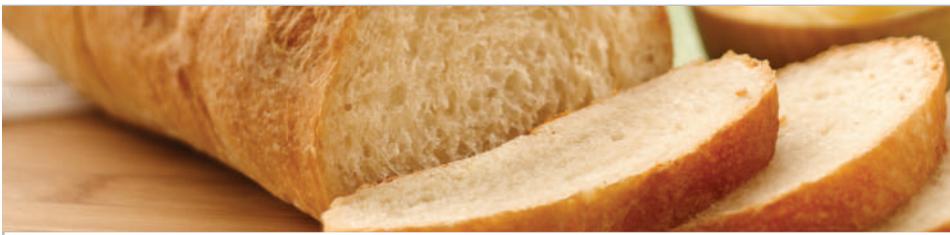
We have skilled sales representatives who understand both the pizzeria and bakery business. They can offer valuable expertise not only about flour, but about other General Mills products that can make a difference in your operation.

We also provide technical resources that help guarantee you get the best results with our flours. We are here to help troubleshoot problems, provide ideas and recipes for new products, and offer suggestions for efficiency and consistency.



HARD SPRING WHEAT FLOUR

Brand	Product	Use	Protein Level %	Description
	All Trumps™ high-gluten Flour	Hard rolls, crusty hearth breads, bagels and thin crust pizza	14.2%	The premium high-gluten spring wheat flour, All Trumps™ continues to be the standard against which all high-gluten flours are measured.
	King Kaiser™ high-gluten Flour	Hard rolls, crusty hearth breads, bagels and thin crust pizza	14.2%	The highest protein level of the high-gluten flours, King Kaiser™ is best for hard rolls, crusty hearth breads and pizza crusts. Available west of the Rockies.
	Remarkable™ Flour	Hard rolls, crusty hearth breads, bagels and thin crust pizza	13.6%	A high-gluten spring wheat flour with a slightly lower protein level than All Trumps™, Remarkable™ Flour is a good choice for crusty breads, rolls and thin pizza crusts.
	Supreme™ Flour	Hard rolls, crusty hearth breads, bagels and thin crust pizza	13.6%	Supreme™ Flour is a high-gluten spring wheat flour used in pizza crusts, hearth breads and rolls with a slightly lower protein level than King Kaiser™. Available on the West Coast.
	Hi-Power™ Flour	Hard rolls, crusty breads, and other breads where extra gluten strength is needed	13.0%	Hi-Power™ Flour is a spring wheat bread flour with mid-range protein providing good tolerance and strength where extra gluten is needed in the recipe.
	Full Strength™ Flour	Pan breads, rolls, buns, hearth breads and many specialty-baked products	12.6%	Perfect “all-around” spring wheat bread flour, Full Strength™ Flour provides excellent results in any type of yeast-raised specialty products.
	Superlative™ Flour	Pan breads, rolls, buns, hearth breads and many specialty-baked products	12.6%	Superlative™ Flour is a excellent “all-around” spring wheat bread flour, providing consistent results in any type of yeast-raised specialty products.
	Rex Royal™ Flour	Breads, rolls, buns and pizza	12.6%	An unbleached spring wheat bread flour, Rex Royal™ Flour offers a slightly lower ash content than our popular Full Strength™ patent flour.
	Washburn's™ Flour	Croissants, puff pastries, yeast-raised donuts or soft rolls	12.6%	Washburn's™ Flour is a delicate, spring patent flour providing excellent results in any type of yeast-raised products including croissants, puff pastries and doughnuts.
	All Aces™ Flour	Thick crust pizza, pan bread, soft rolls and basic yeast-raised sweet goods	12.0%	A medium patent flour milled from lower protein spring wheat with excellent fermentation and mixing tolerance, All Aces™ Flour is perfect for yeast-raised bakery goods.



HARD SPRING WHEAT FLOUR (CONT)

Brand	Product	Use	Protein Level %	Description
	So Strong™ High-Gluten Flour	Rye breads, hard rolls, crusty hearth breads, bagels and thin crust pizza	14.5%	So Strong™ High-Gluten Flour is a higher ash, high-gluten flour milled from select hard spring wheat. It has a higher absorption and creamier color when compared to standard high-glutens.
	Potentate™ High-Gluten Flour	Rye breads, hard rolls, crusty hearth breads, bagels and thin crust pizza	14.3%	Potentate™ High-Gluten Flour is a higher ash high-gluten flour milled from select hard spring wheat. It has a higher absorption and creamier color when compared to standard high-glutens.
	Balancer™ High-Gluten Flour	Hard rolls, crusty hearth breads, bagels and thin crust pizza	14.2%	Pillsbury™ Balancer™ is a high-gluten spring wheat flour milled to provide exceptional absorption with excellent mixing and fermentation tolerance.
	Evenloaf™ Flour	Hard rolls, crusty hearth breads, bagels and thin crust pizza	13.6%	Evenloaf™ Flour is a high-gluten spring wheat flour with a slightly lower protein level than Balancer™. This flour is used in many bread and pizza recipes.
	Best Bakers Patent™ Flour	Pan breads, rolls, buns, hearth breads and many specialty-baked products	12.9%	Best Bakers Patent™ Flour is a fully-treated spring wheat bread flour. Ideal for any type of yeast-raised and specialty-baked products.
	Pillsbury's Best™ Flour	Pan breads, rolls, buns, hearth breads and many specialty-baked products	12.9%	Known from coast to coast, Pillsbury's Best™ Flour is a fully treated spring wheat bread flour ideal for any type of yeast-raised product.
	Pillsbury™ Bakery A Patent Flour	Pan breads, rolls, buns, hearth breads and many specialty-baked products	12.6%	For pan breads, rolls and buns, Pillsbury™ Bakery A Patent Flour is an unbleached spring wheat bread flour ideal for any type of yeast-raised product.
	XXXX Patent™ Flour	Pan breads, rolls, buns, hearth breads and many specialty-baked products	12.6%	Perfect "all-around" spring wheat bread flour, XXXX Patent™ Flour provides excellent results in any type of yeast-raised product.
	Protector™ Flour	Thick crust pizza, pan bread, soft rolls and basic yeast-raised sweet goods	12.0%	A high quality patent flour milled from a selected blend of hard wheat, Protector™ Flour is the gold standard for thick crust pizza recipes and much more.



HARD WINTER WHEAT FLOUR

Brand	Product	Use	Protein Level %	Description
	Gold Medal™ Neapolitan Pizza Flour	Neapolitan style pizza	12.0%	Gold Medal™ Neapolitan Pizza Flour offers a high-quality, untreated patent bread flour milled from a select blend of domestic hard winter wheat. It's excellent for hand stretching and a hot, fast bake.
	Di Prim'Ordine Farina Flour	Pizza Crust and Artisan Bread	12.0%	Di Prim 'Ordine Farina Flour comes in a 27.5 lb bulk format and offers a high-quality, untreated patent flour milled from a select blend of domestic hard winter wheat. This flour is not only great for pizza dough but also great for artisan bread.
	Big Loaf™ Flour	Very good tolerance and recommended for all types of yeast raised products	12.0%	One of our most popular west coast brands. Big Loaf™ Flour is widely used in bakeries from the largest wholesaler to the smallest retailer.
	Harvest King™ Flour	Very good tolerance and recommended for all types of yeast raised products	12.0%	Made from domestically sourced winter wheat, with the perfect tolerance for artisan baking, Harvest King™ Flour provides a very desirable crumb structure and crust texture.
	Sureloaf™ Flour	Very good tolerance and recommended for all types of yeast raised products	12.0%	A winter wheat patent flour with very good tolerance, Sureloaf™ Flour is widely used in bakeries from the largest wholesaler to the smallest retailer.
	Sperry Blossom™ Flour	Very good tolerance and recommended for all types of yeast raised products	11.3%	Sperry Blossom™ Flour delivers the purity, simplicity, and natural goodness essential to the successful artisan baking of all types of yeast raised products.
	GM44™ Flour	Very good tolerance and recommended for all types of yeast raised products	11.1%	A standard winter wheat patent flour, GM44™ Flour is widely used in bakeries from the largest wholesaler to the smallest retailer.
	King Wheat™ Flour	Very good tolerance and recommended for all types of yeast raised products	11.1%	King Wheat™ Flour is one of our most popular brands. Widely used in bakeries from the largest wholesaler to the smallest retailer.
	Golden Gate™ Flour	Pastries, pie crust and cookies	11.0%	Golden Gate™ Flour is an all-purpose flour milled from a select blend of hard and soft winter wheat, exceptional in pastries, pie crusts and cookies.
	Pollyanna™ Flour	Pastries, pie crust and cookies	10.5%	Pollyanna™ flour is a hard wheat pastry flour made from a select blend of hard winter wheat. Used in all types of dessert items.



SOFT WHEAT FLOUR

Brand	Product	Use	Protein Level %	Description
	Sureflake™ Bakers Flour	Tender pie crusts and delicious cookies; an excellent pastry flour	9.5%	A high quality unbleached flour, Sureflake™ Bakers Flour is a popular choice for making tender pie crusts and delicious cookies. Also an excellent pastry flour.
	Cameo™ Bakers Flour	Tender pie crusts and delicious cookies; an excellent pastry flour	9.0%	Unbleached soft white wheat flour, Cameo™ Bakers Flour is a high quality choice for wonderful cookies, delicate pie crusts and pastries of every type.
	Sperry™ Cake & Pastry Flour	Tender pie crusts and delicious cookies; an excellent pastry flour	9.0%	A high quality bleached pastry flour, Sperry™ Cake & Pastry Flour is known for making perfect cakes and delicate pastries.
	Golden Shield™ Pastry Flour	Tender pie crusts and delicious cookies; an excellent pastry flour	8.5%	Unbleached Golden Shield™ Pastry Flour is a high quality choice for wonderful cookies, delicate pie crusts and more.
	Helmet™ Pastry Flour	Tender pie crusts and delicious cookies; an excellent pastry flour	8.3%	Helmet™ Pastry Flour is a bleached pastry flour which is excellent for consistent, rich and delicious cookies and leaner types of cakes than would normally be made with Purasnow™.



SPERRY ORGANIC FLOUR

Brand	Product	Use	Protein Level %	Description
	Sperry™ Organic Whole Wheat Flour	Whole wheat baked products such as bread, rolls, pizza, muffins or cookies	13.0%	Delivering the purity, simplicity, and natural goodness essential to successful artisan baking, Sperry™ Organic Whole Wheat Flour is best suited for whole wheat breads, rolls and pizza crusts.
	Sperry™ Organic Hygluten Flour	Hard rolls, crusty hearth breads, bagels and thin crust pizza	12.0%	Sperry™ Organic Hygluten Flour is an excellent choice for crusty hearth breads and thin crust pizza.
	Sperry™ Organic Semolina	Long pasta products including spaghetti and fettuccine. It can also be blended with quality spring wheat flours for use in pizza, hard rolls, and hearth breads.	11.8%	Sperry™ Organic Semolina is perfect for long pastas and as a blend with spring wheat flours for making hearth breads.
	Sperry™ Organic Bread Flour	Pan breads, rolls, buns, hearth breads and many specialty-baked products	11.0%	Sperry™ Organic Bread Flour is an exceptional choice for creating organic hearth breads and other popular specialty baked goods.

DURUM AND SEMOLINA PRODUCTS

Brand	Product	Use	Protein Level %	Description
	Gold Medal™ Durablend	Pasta	13.6%	Gold Medal™ Durablend is a proprietary blend of flour and durum specifically created for making traditional wheat-based pastas.
	Sperry™ Extra Fancy Durum Patent Flour	Short pasta goods including elbow macaroni and shells as well as sheeted pastas.	12.2%	Sperry™ Extra Fancy Durum Patent Flour is a flour milled from 100% hard amber durum wheat. Its high protein level and gluten quality give it the cooking characteristics required for firm, yet tender pasta consumers love.
	Gold Medal™ Semolina No. 1	Any pasta, but primarily for long pasta products including spaghetti and fettuccine. It can also be blended with quality spring wheat flours for use in pizza, hard rolls, and hearth breads.	12.2%	Gold Medal™ Semolina No. 1 is the coarsely milled endosperm of 100% durum wheat. Its unique gluten quality, uniform granulation and golden color provide the ideal product for creating perfect pasta every time.
	Sperry™ Extra Fancy	Pasta	12.2%	Sperry™ Extra Fancy Flour is high-quality product milled from 100% hard amber durum wheat with the high protein level and gluten quality required for the firm, yet tender pasta.
	Gold Medal™ Semolina No. 1	Long pasta products including spaghetti and fettuccine. It can also be blended with quality spring wheat flours for use in pizza, hard rolls, and hearth breads.	12.0%	Gold Medal™ Semolina No. 1 is the coarsely milled endosperm of 100% durum wheat. Its unique gluten quality, uniform granulation and golden color provide the ideal product for creating perfect pasta every time.



WHOLE WHEAT FLOUR

Brand	Product	Use	Protein Level %	Description
	Wheat-A-Laxa™ Whole Wheat Flour Coarse Ground	Whole wheat baked products such as bread, rolls, pizza, muffins or cookies	13.8%	Wheat-A-Laxa™ Whole Wheat Flour is a coarse granulation whole grain flour milled from high protein spring wheat. It's perfect for creating a hearty, textured look.
	Gold Medal™ Stone Ground Whole Wheat Flour Fine Ground	Whole wheat baked products such as bread, rolls, pizza, muffins or cookies	13.8%	Gold Medal™ Stone Ground Whole Flour is a fine granulation whole grain flour milled from high protein spring wheat used a variety of breads and baked goods.
	Gold Medal™ Stone Ground White Whole Wheat Flour Fine Ground	Whole wheat baked products such as bread, rolls, pizza, muffins or cookies	12.0%	Gold Medal™ Stone Ground White Whole Wheat Flour is a whole grain flour milled from high protein white spring wheat that delivers a mild flavor compared to traditional whole wheat flours. It has fine granulation.

RYE FLOUR

Brand	Product	Use	Protein Level %	Description
	Gold Medal™ Flour Medium Rye	Distinctively flavored rye breads, rolls and bagels	9.6%	Gold Medal™ Flour Medium Rye is darker in color and stronger in flavor than white rye, this medium rye flour offers a centered balance of the distinctive flavor common in bagels, breads and rolls.
	Gold Medal Cream of Rye™ White Rye Flour	Mildly flavored, light-colored rye breads, rolls and bagels	6.8%	Gold Medal Cream of Rye™ Flour is lighter in color with a milder undertone of rye than traditional rye flour, this patent flour stands up well in use alone or as a flavor combination in breads, rolls and bagels.



SPECIALTY FLOUR

Brand	Product	Use	Protein Level %	Description
	Wondra™ Quick Mixing Flour	Sauces, gravies, pop-overs and dusting flour	10.9%	Wondra™ Quick Mixing flour is a malted, instantized flour that is the hardworking, worry-free answer for lump-free sauces, gravies, and delicate pop-overs, no sifting required. Also used as a dusting flour.
	Wondra™ Quick Mixing Non-Malted Flour	Sauces, gravies, and dusting flour	10.9%	Wondra™ Quick Mixing Non-Malted flour is a instantized flour that is the hardworking, worry-free answer for lump-free sauces and gravies. No sifting is required.
	Gold Medal™ Self-Rising White Corn Meal Mix	Southern cornbreads, corn cakes, sticks, muffins and hushpuppies	8.0%	Gold Medal™ Self-Rising White Corn Meal Mix is a convenient and efficient mix of self-raising white corn meal for use in many traditional southern recipes including cornbreads, muffins, cakes and hushpuppies.
	Rice Flour Untreated	A basic ingredient for gluten-free products. Used in “Dutch Crunch”, batters, breading and dusting flour.	7.5%	Rice Flour Untreated is an untreated flour specially milled from a select variety of long grain rice. Used as a basic ingredient in many gluten-free formulations where traditional wheat flours are used. Also used for traditional “Dutch Crunch” toppings, batters, and as a dusting flour.
	Yellow Corn Meal Untreated	Dusting meal for pizza and bread. A basic ingredient in batters, breading, as well as corn breads and muffins.	7.0%	Gold Medal™ Yellow Corn Meal is made from yellow corn, and milled to a granular consistency. This simple, hardworking flour works well for bakery and fried foods.
	Bakers Bran Untreated	A basic ingredient in baked goods such as breads, muffins and cookies. Also used as a topical dusting flour.	N/A	Gold Medal™ Bakers Bran is made from the highest quality Soft Red Winter wheat. It is an all natural source of fiber. Available in the western United States.



ALL PURPOSE FLOURS

Brand	Product	Use	Protein Level %	Description
	H&R™ Flour All Purpose	Widest possible variety of baked goods	11.2%	Gold Medal™ Hotel and Restaurant Flours are milled from the country's finest wheats to provide the baking characteristics required for the widest possible variety of baked goods.
	Medallion™ All Purpose Flour	Widest possible variety of baked goods	11.2%	Medallion™ All Purpose Flours are milled from a quality blend of hard and soft winter wheats to provide the baking characteristics required for a wide variety of baked goods.
	H&R Flour™ Tortilla Flour	Widest possible variety of baked goods	10.5%	With the same consistency expected from Gold Medal™ Hotel and Restaurant Flours, this flour is specifically milled to produce the taste and texture expected of authentic wheat flour tortillas.
	H&R™ Flour Self-Rising	Recipes specifically developed for self-rising flour	10.5%	Gold Medal™ H&R™ self-rising flour is an all-purpose flour with baking powder and salt added. Success is ensured by using recipes specifically developed for self-rising flour.
	H&R™ Flour All Purpose	Widest possible variety of baked goods	10.5%	Pillsbury™ Hotel and Restaurant Flours are milled from the country's finest wheats to provide the baking characteristics required for a wide variety of baked goods.
	H&R™ Flour All Purpose Soft Wheat Self-Rising	Recipes specifically developed for self-rising flour	8.3%	Pillsbury™ soft wheat self-rising flour is a unique all-purpose flour milled from 100% soft wheat with baking powder and salt added. Success is ensured by using recipes specifically developed for self-rising flour.

For additional information on the flours listed in this brochure, please contact your General Mills Sales Representative.

Cheerios



NATURE VALLEY



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