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Health Magazine Names The Baker Organic's Pomegranate & Blueberry Bread the Best Sandwich Bread in its Third Annual Best Of Food Awards
Health benefits and unique flavors garner Pomegranate & Blueberry Bread national award

Boulder, Colo. – (May 27, 2008) – The Baker Organic Pomegranate & Blueberry Bread has been named “Best Sandwich Bread” in *Health* magazine’s third annual Best Of Food Awards. The Baker Organic Pomegranate & Blueberry Bread was awarded Best Bread by *Health* magazine for its unique combination of health benefits and great-tasting, distinctive ingredients. During the Best of Food selection process, the editors at *Health* magazine, and a select panel of judges, review more than 500 products; the testing includes evaluating the taste, convenience and nutritional values of each product. A complete list of the 2008 Best of Food winners will appear in the June issue of *Health* magazine, on newsstands May 27, 2008 and on www.Health.com.

The Baker Organic Pomegranate & Blueberry Bread, which is part of the company’s Lifestyle Breads line, is infused with ripe blueberries and sweet pomegranate juice. Both ingredients are known for their high antioxidant properties. Additionally, each serving of Pomegranate & Blueberry Bread includes three grams of fiber, 15 grams of whole grains and only 100 calories. A sophisticated flavor and hearty texture have made this bread a favorite with consumers.

All The Baker Organic’s mouth-watering baked goods, including its Pomegranate & Blueberry Bread, are certified organic and are made without the use of preservatives, pesticides, trans fats, high-fructose corn syrup and other artificial ingredients. Plus, all of the breads are full of whole grains and fiber, acting as the perfect complement to a healthy diet.

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“It is an honor to receive this award from *Health* magazine, a publication that cares as much about nutrition and high quality products as we do at The Baker Organic,” said Doug Radi, vice president of marketing for Charter Baking. “Our Pomegranate & Blueberry Bread is a great example of our dedication to baking healthy and wholesome organic bread our customers can feel good about eating.”

All of The Baker Organic’s Lifestyle Breads are baked with the utmost care to cater to health-conscious consumers’ flavor expectations, while also remaining nutritious and functional. In addition to the Pomegranate & Blueberry Bread, the Lifestyle Breads line from The Baker Organic includes:

- **Green Tea & Goji Berry Bread** –This satisfying bread contains two of the most sought after ingredients for their antioxidant properties and offers three grams of fiber and 17 grams of whole grains per serving. It’s perfect to enjoy with a meal or as a snack any time of day.
- **Yoga Bread** – Made with cranberries, pumpkin seeds, poppy seeds and sunflower seeds, all blended into a delicious loaf of bread that contains three grams of fiber and 13 grams of whole grains per serving, this bread is a perfect addition to any diet.

Customers can find the Pomegranate & Blueberry Bread where they purchase their favorite The Baker Organic baked goods, including most natural foods stores, as well as select grocery stores.

About The Baker Organic

The Baker Organic is part of The Baker, a small artisan bakery based in New Jersey that has been producing high quality baked goods for three generations. Since 2005, The Baker has been part of the Charter Baking Company, Inc. The Baker Organic is a premier organic brand with distribution in both natural foods stores and mainstream supermarkets. The Baker Organic offers a variety of USDA certified organic sandwich breads and lifestyle breads, rolls and baguettes baked in small batches using old world baking techniques.

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