



What's in a Slice?



Bread has always been convenient, tasty, and affordable, helping people everywhere make balanced meals with a familiar favorite. At Grupo Bimbo, we bake our breads with improved nutrition and simpler ingredients, so you can feel even better about enjoying it every day.

Take a look inside your favorite slices, thoughtfully crafted so it's easier to understand what you're eating and trust what's inside.

Grupo Bimbo to provide 2-3 ingredient lists from Arnold and Brownberry whole grain and enriched breads to use as examples, with the following call outs stemming from the corresponding part of the list:

We keep things simple, baking with familiar ingredients you recognize – just what you'd expect to find in your own pantry.



We bake more fiber and whole grains into our breads, helping people get these important nutrients.



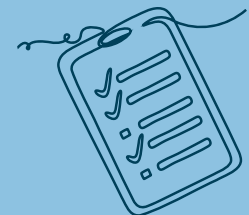
We're on a mission to make every loaf free from artificial colors, flavors, preservatives, and other additives – using only ingredients you can feel good about.



Our packaged bread stays true to tradition, using basics like flour, water, and yeast.



Our recipes now use fewer ingredients – aiming for 15 or fewer in every loaf.



Enriched breads* are baked with flours that include important vitamins and minerals like iron, calcium, and vitamins A, D, and E.



*Adapt regionally if needed to reflect local bread brands and local regulations. Fortification regulations vary by country. While many countries permit or encourage nutrient fortification for foods, not all have established policies or standards for fortification.