

# Barbara's Bakery In The News

## Ultima™ Organic High Fiber Cereal

Consumer Reports (Circ 4,000,000), October 2009

Received a positive review and rating in an article rating high fiber cereals



**Barbara's Bakery.** Lightly sweetened, straightforward multigrain.

Our nutrition scores are based on calories per gram of food and the amount of fats, sodium, sugars, iron, calcium, and fiber.

**Bottom line.** All provide a good amount of fiber. See the Ratings for the tastiest, most nutritious, least expensive choices.



### About Barbara's Bakery

Founded as an organic bakery in 1971, Barbara's Bakery, a Weetabix North America company, helped launch the natural foods industry. Closing in on its 40th anniversary, Barbara's, located in Petaluma, California, is committed to providing great-tasting, all-natural products and to making a positive contribution to the world with donations to national and local non-profit organizations involved in environmental, hunger, and children's issues. For more information, please visit [www.BarbarasBakery.com](http://www.BarbarasBakery.com).

### Ratings High-fiber cereal

In order of sensory quality.

● Excellent ● Very good ○ Good ● Fair ● Poor

Product	Per serving						
	Nutrition <sup>1</sup>	Cost	Size (cup)	Calories	Fiber (g)	Sugars (g)	Sodium (mg)
<b>VERY GOOD</b>							
Kashi GoLean Crunchy Fiber Twigs, Soy Protein Grahams, and Honey Puffs	●	46	1	140	10	6	85
Archer Farms High Fiber (Target)	○	49	1	150	10	14	90
Kellogg's Raisin Bran Extra!	○	62	1	190	7	13	350
Post Shredded Wheat Spoon Size Wheat 'n Bran	●	41	1 1/4	200	8	<1	0
Great Value Raisin Bran (Walmart)	○	19	1	210	7	18	350
Barbara's Bakery Ultima Organic	●	77	1	170	12	9	280