

The background of the advertisement features a close-up of wheat stalks and a wooden honey dipper pouring honey. The title 'Honey Whole WHEAT' is in a stylized blue and yellow font, with 'PRETZELS' in a bold black font below it.

Honey Whole WHEAT

PRETZELS

Nutrition Facts

Serving Size 2.5 oz (71g)
Servings Per Container 0

Amount Per Serving

Calories 190 **Calories from Fat 10**

% Daily Value*

Total Fat 1g **2%**

Saturated Fat 0g **1%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 125mg **5%**

Total Carbohydrate 37g **12%**

Dietary Fiber 4g **15%**

Sugars 3g

Protein 9g

Vitamin A 0% Vitamin C 0%

Calcium 2% Iron 15%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 Carbohydrate 4 Protein 4

**FAT
FREE**
0 TRANS FAT

APPROVED BY USDA'S SMART SNACK SCHOOL PROGRAM



August 11, 2014

Soft Pretzel Franchise Systems, Inc.
7368 Frankford Avenue
Philadelphia, PA 19136

To whom it may concern:

Philly Pretzel Factory (Soft Pretzel Franchise Systems, Inc.) will provide USDA approved Whole Wheat Pretzels that fall under the guidelines laid out by the "All Foods Sold in Schools" standards. In 2010 the Healthy, Hunger-Free Kids Act set standards to require schools to offer healthier snack foods to children, while limiting junk food. The standards for foods are as follows:

Any Food Sold in Schools Must:

- Be a "whole grain-rich" grain product; or
- Have as the first ingredient a fruit, a vegetable, a dairy product, or a protein food; or
- Be a combination food that contains at least $\frac{1}{4}$ cup of fruit and/or vegetable; or
- Contain 10% of the Daily Value (DV) of one of the nutrients of public health concern in the 2010 Dietary Guidelines for Americans (calcium, potassium, vitamin D, or dietary fiber).

Our Whole Wheat Pretzel has been tested by QC Labs and the results fall under the required guidelines. The ingredient list is as follows:

- White Wheat Flour – wheat flour only
- White Flour – wheat flour, malted barley flour, niacin, iron, potassium bromate, thiamin mononitrate, riboflavin, folic acid
- Flour Conditioner - whey, corn flour, potassium bromate, L-cysteine
- Vital Wheat Gluten – vital wheat gluten only
- Honey
- Yeast
- Water

We are very excited to be able to offer this product as part of the USDA's Smart Snacks in School program. Please feel free to contact us with any questions or concerns.

Sincerely,

Soft Pretzel Franchise Systems, Inc.



Maggie Martin

Administrative Assistant

Cc: Dan DiZio, CEO & Co-Founder
Marty Ferrill, President

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