

INTRODUCING Sara Lee Soft & Smooth 100% Whole Grain 16oz

Replaces current WIC Classic 100% Whole Wheat 16oz

CURRENT

16oz WIC



NEW

16oz WIC



Why Make this Change?

- **Why Soft & Smooth?**
 - ✓ S&S is our strongest sub-brand to attract families with children and provides a platform to expand into other forms.
 - ✓ Incremental WIC distribution and sales help build the S&S franchise for Sara Lee and helps to create critical mass for S&S in our retail accounts.
- **Why 100% Whole Grain?**
 - ✓ Moms and kids are becoming more educated as to the value of 100% Whole Grain products.
 - ✓ WIC refers to the category as "Whole Grains"
 - ✓ It also provides differentiation vs. current S&S 100% Whole Wheat and a way to respond to competitive Whole Grain offerings.
- **Why new package graphics?**
 - ✓ New package graphics clearly differentiate it from the S&S 100% Whole Wheat 20 oz product as does the name "100% Whole Grain".
 - ✓ "Made with 100% Whole Wheat" stickers will be provided to the Sara Lee sales force for placement on the new package to aid the transition.

Product	Form/Size	Timing	UPC	Item #	Dimensions
Sara Lee S&S 100% Whole Grain Bread WIC Compliant	Traditional 16 oz. Loaf	Soft Conversion beginning on or about 11/20/09. Should be completed by 12/31/09	0-72945-61103-0 No Change	52395 No Change	4.25"W x 4.25H x 10"D