

HOUSE OF BREAD WINS BREAD BOWL TASTE TEST CHALLENGE

Customers Vote For House Of Bread Over Major Store-Bought Brands

SAN LUIS OBISPO, Calif., (Feb. 23, 2006) – House of Bread (HOB) Founder and CEO Sheila McCann knows her breads are made with the best-tasting and healthiest ingredients, and she has known this since opening her first HOB location in 1996. But a recent blind taste test polling more than 800 customers in the “Bread Bowl Taste Test Challenge” officially validated both McCann and her customer’s beliefs that HOB is superior in flavor and quality.

The taste test, held at six HOB locations in the western region, put HOB’s Grandma’s White Bread, along with their staple, Honey Whole Wheat, which is made with freshly milled wheat berries, up against well-known brands Wonder Bread, EarthGrain’s High Fiber and Oroweat’s white and wheat breads, in a blind taste test.

More than 800 people sampled the breads at the HOB stores in San Luis Obispo, Fremont and Roseville, Calif., Flagstaff, Ariz., Mill Creek, Wash., and Salt Lake City. A total of 600 (75 percent) voted for the delicious and healthy taste of HOB’s Honey Whole Wheat, and 573 (66 percent) chose the superior flavor of HOB’s Grandma’s White Bread.

Wonder Bread, deemed a long-time American favorite among children, garnered only 6 percent of the white bread votes, while store-bought brand Oroweat won only 13 percent of the wheat bread votes.

That’s no surprise to McCann, as she uses all-organic flour and oats, along with wheat berries that are freshly milled on-site, to create just-baked breads that keep House of Bread’s customers piling in the door.

“This taste test helped to dispel the myth that organic ingredients are lacking in flavor, or taste funny,” said McCann. “By using organic ingredients, our breads are better for you and rich in flavor.”

McCann added, “The Bread Bowl proved that our breads are not only superior in taste to any store-bought brand, but that you don’t have to pay more for better quality. In fact, our breads cost approximately two to four cents less per ounce than any of our store-bought competitors.”

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House of Bread/Add One

About House of Bread: Sheila McCann opened the first House of Bread in San Luis Obispo, Calif., in 1996. Currently, there are 10 House of Bread locations across the country. All House of Bread recipes rely on fresh, high-quality ingredients to give their bread superior flavor and nutritional value, such as using honey instead of high fructose corn syrup and high-protein wheat berries that are ground into flour daily at each House of Bread location. For more information, go to www.houseofbread.com.

Media Contact: Erin Day, HKA, Inc. (714) 426-0444 PST; Erin@hkamarcom.com