



## Heidelberg's value proposition is:

- to provide health-conscious consumers
- with fresh, all-natural, artisan breads
- made from sustainably sourced ingredients
- baked under Orthodox Union kosher standards
- that have an old-world taste, and
- sold at an affordable price.

Heidelberg breads are “*clean-label*” with:

- No chemical additives or preservatives
- No bleached or bromated flour
- No pesticides or herbicides used on the wheat\*
- No artificial or GMO modified ingredients
- No emulsifiers used to extend shelf-life

Simple ingredients baked to produce:

“***Phenomenal Bread***”