



# THE KAMUT® BRAND KHORASAN WHEAT REPORT



April 2011 (2<sup>nd</sup> Quarter)

## **KAMUT® Brand Wheat in Bakeries World-wide**

Referred to colloquially as the "staff of life", bread has been prepared since the beginning of recorded time. While the technology may have changed, bread still serves as a staple for much of the world. KAMUT® Brand flour makes excellent baked goods and is showing up in bakeries throughout the world.

In France, a Baking with KAMUT® Brand Flour guide was recently published and will be distributed to bakeries throughout the country. While in Italy, where pasta has dominated sales, the KAMUT® Bread Project is taking off. It's the first project of professional training courses for bakers in Italy, focusing on KAMUT® khorasan flour, both white and whole wheat, and always organic. The project is organized in cooperation with the company Barea, one of our first level importers in Italy. Barea's courses are guided by specialized technicians and are taking place every month in different Italian regions, including Sicily.

In Australia premium artisan bakers have been increasing orders of KAMUT® Brand flour. Sonoma Baking Company in Sydney is expanding their facilities and sells wonderful KAMUT® sourdough bread. Terry of Purebread in Melbourne wrote us a note saying, "I baked with your flour today, and I am very excited to be able to use your product. I have made, tasted, and studied many thousands of loaves over the past 30 years of baking, I think it is the nicest tasting bread I have ever eaten, and I don't ever remember being this excited about a new product".

The San Francisco Baking Institute added KAMUT® Brand wheat to their curriculum and are helping us develop a KAMUT® sourdough bread formulation and many other recipes containing KAMUT® flour. Eldon Pfile, partner at Montana Flour & Grains, and Bob Quinn attended the San Francisco Baking Institute Ancient Grains class in March 2010 and learned how to make a variety of KAMUT® Brand flour sourdough breads. They also invited two cooks from Big Sandy with the idea that

they could teach this bread-making to the senior center and schools locally, then eventually state-wide.

Eldon Pfile said of the class, “The SFBI allowed us to witness the exciting ways to achieve unique flavors and textures with KAMUT® Brand flour in the form of baguettes, artisan pan breads, and other pastries. I was impressed with the large cell structure of KAMUT® bread and its ability to hold moisture (freshness) for a longer period relative to other grains. The class was educational, interesting, and a lot of fun. I look forward to sharing what I learned with artisan bakers across the United States”.

Stay tuned for more recipes and information about baking on [www.kamut.com](http://www.kamut.com).

### **25 Years and One Amazing Cake:**

This year marked Kamut International’s 25th year of attending Natural Products Expo West in Anaheim, California. President and Founder Bob Quinn’s renowned cowboy hat served as the theme for an exciting anniversary celebration. The highlight of the celebration was a beautiful cowboy hat-shaped cake made with KAMUT® Brand khorasan flour. Additionally, attendees and exhibitors of the show participated in a cowboy hat raffle and giveaway to win a genuine Montana cowboy hat fully equipped with some KAMUT® wheat stalks. We were pleased to award the hat to Will Telligman of the Organic Trade Association. Congratulations Will!

The celebration in Anaheim was made ever more special by Santo Zito, the very first producer of a KAMUT® Brand product, a whole grain pasta. Santo stopped by the booth for the cake cutting to congratulate Bob and celebrate with the rest of the KAMUT® team.

“I feel so fortunate to have found a family of people in the organic industry who care as much as I do about improving the quality of the food we eat,” said Quinn. “Each year, Expo West serves as a reminder that the natural products world is growing, and it was my pleasure to celebrate our 25th year at the tradeshow with many of our long-time friends and partners as well as other organic-minded leaders, brands and retailers alike.”

Thanks to all who joined us in Anaheim and to everyone who has helped us promote organic agriculture and sustainable living through the KAMUT® Brand!

### **Spotlight on a manufacturer—Ozery Bakery:**

Old-fashioned baking traditions and modern innovation aside, you can be sure of one thing – health is always in style at Ozery Bakery, Inc. located in Toronto, Ontario! Ozery specializes in artisanal, all-natural, preservative-free breads and crackers. Owner, Alon Ozery, was attracted to KAMUT® Brand flour due to its ancient history and non-GMO heritage. KAMUT® wheats high protein, rich golden color and sweet

nutty flavor are a perfect fit for the Organic KAMUT® OneBun™. The OneBun™ is a sandwich bun that packs the wholesome fulfillment of artisanal sandwich bread into “skinnier” buns, making them a wonderful alternative for anyone looking for the satisfaction of bread without sacrificing their health or waistlines.

Alon and Guy Ozery learned to master baking from their grandmother. Their grandmother instilled in them a respect for the age-old craft of artisanal bread making, with a curiosity for continual innovation. Alon opened his first Ozery Bakery with his father Al in 1996 after winning first place for writing a business plan while attending college. The business was an instant success, and the storefront quickly turned into a full-scale bakery. Soon after, Guy joined his father and brother. The business has grown from a small sandwich shop to a company employing more than 120 bakers in an 80,000 square foot facility.

The breads under the Ozery brand name are made with wholesome ingredients including natural, organic, and sprouted grains, dried fruit and flax seeds. Ozery’s products are currently distributed in Canada and are beginning to enter the US market. It is the Ozery’s goal to continue to perfect their grandmother’s recipes and expand their baked goods throughout North America.

Thank you for your support Ozery, and for developing such a delicious Organic KAMUT® OneBun™!

Please visit [www.ozerybakeryinc.com](http://www.ozerybakeryinc.com) for more information and be sure to look for Ozery’s products in natural food stores including Whole Foods and Sprouts

#### **In Other News:**

**Exporter of the Year Award**--Kamut International was recently named the 2010 Exporter of the Year. Lieutenant Governor, John Bohlinger, presented the award to Kamut International CEO, Trevor Blyth, at the Global Trade Day event on Friday, March 4th at the State Capitol in Helena. Kamut International was nominated for the award by Sara Warren of the Montana Department of Commerce.

KAMUT® Brand wheat exports totaled over 27 million pounds in 2010, with a growth in sales of approximately 40 percent. With increased production and continued growth in demand, 2011 should be another great year for Kamut International! “Increased production and growing sales are great,” said Trevor Blyth, “but to be recognized for our contributions right here in Montana is a real honor for us.”

**KAMUT® Brand now part of Non-GMO Project**--In an effort to further promote organic agriculture and support sustainable and healthy lifestyles, Kamut International recently applied to become Non-GMO verified as a part of the Non-GMO Project. Bob Quinn and Kamut International feel strongly about preserving non-GMO products and

educating consumers as to what they are putting into their bodies.

The Non-GMO Project is a non-profit organization offering consumers non-GMO options for organic and natural products. The Non-GMO Project Verified seal means “that a product has been produced according to rigorous best practices for GMO avoidance, including testing of risk ingredients.” At Kamut International, we are committed to protecting the heritage and quality of KAMUT® Brand khorasan wheat and ensuring healthy choices for consumers.

### **Upcoming Events**

13-16 May, Biocultura Fair, Barcelona, Spain. Booth 32, Pavillion #1 (KAMUT® representatives in the La Finestra Sul Cielo--Spain booth)

10-12 Fancy Food Show-Washington D.C. (KAMUT® Brand representatives will be present at the show for appointments).

[www.kamut.com](http://www.kamut.com)

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