



Robin Hood

Great taste with no sugar added!



Brownie Base



Muffin Mix



Vanilla and Chocolate
Cake Bases

Sensible Choice™ is an exclusive line of mixes and bases designed to meet your customers desire for healthier products.

The Sensible Choice™ No Sugar Added products will appeal to those looking to cut calories and reduce the amount of sugar in their diet. Best of all, they will still deliver the same great taste and texture as our regular products.

Horizon Milling uses Sweet Design™, a sugar replacement system that can completely replace sugar in target foods, delivers the same taste and texture as sugar and yet offers calorie reduction compared to sugar!

Sweet Design™ is a Cargill proprietary ingredient system, which can be used one-for-one as a 100% sugar replacement.

According to studies:

- 28% of Canadian households are willing to pay more for reduced sugar products*
- Consumers use sugar-free foods to manage weight, manage diabetes and manage health**
- 41% of adults believe sugar-free foods are healthier than foods with sugar†
- 37% of adults claim to eat sugar-free desserts regularly†



✓ **NO Sugar Added** ✓ **NO Trans Fats** ✓ **Low in Saturated Fats**
 ✓ **Source of Fibre** ✓ **Source of Iron** ✓ **Source of Folate** ✓ **Low in Cholesterol**

**Sensible Choice NSA Vanilla
Cake Base**

Nutrition Facts	
Serving Size one piece (80 g)	
Amount	% Daily Value
Calories 200	
Fat 9 g	14 %
Saturated 1.5 g + Trans 0.2 g	9 %
Cholesterol 0 mg	0 %
Sodium 550 mg	23 %
Carbohydrate 33 g	11 %
Fibre 4 g	16 %
Sugars 1 g	
Sugar Alcohols 9 g	
Protein 4 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	6 %
Iron	8 %
Folate	15 %

**Sensible Choice NSA Chocolate
Cake Base**

Nutrition Facts	
Serving Size one piece (80 g)	
Amount	% Daily Value
Calories 210	
Fat 10 g	15 %
Saturated 1.5 g + Trans 0.2 g	9 %
Cholesterol 0 mg	0 %
Sodium 560 mg	23 %
Carbohydrate 32 g	11 %
Fibre 4 g	16 %
Sugars 1 g	
Sugar Alcohols 9 g	
Protein 4 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	4 %
Iron	6 %
Folate	15 %

**Sensible Choice NSA
Brownie Base**

Nutrition Facts	
Serving Size one brownie (40 g)	
Amount	% Daily Value
Calories 120	
Fat 6 g	9 %
Saturated 1 g + Trans 0.1 g	6 %
Cholesterol 10 mg	3 %
Sodium 120 mg	5 %
Carbohydrate 22 g	7 %
Fibre 4 g	16 %
Sugars 0 g	
Sugar Alcohols 11 g	
Protein 1 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	0 %
Iron	8 %
Folate	6 %

**Sensible Choice NSA Plain
Muffin Mix**

Nutrition Facts	
Serving Size one muffin (55 g)	
Amount	% Daily Value
Calories 200	
Fat 8 g	12 %
Saturated 1 g + Trans 0.1 g	6 %
Cholesterol 15 mg	5 %
Sodium 350 mg	15 %
Carbohydrate 37 g	12 %
Fibre 4 g	16 %
Sugars 1 g	
Sugar Alcohols 12 g	
Protein 4 g	
Vitamin A	0 %
Vitamin C	0 %
Calcium	2 %
Iron	10 %
Folate	25 %

This information is based on calculated nutrition values, and is accurate to the best of our knowledge. Calculations were made following bag directions.

SCC	DESCRIPTION	PACK SIZE
0 06 28622 13670 1	Sensible Choice No Sugar Added (NSA) Vanilla Cake Base	20 kg
0 06 28622 13671 8	Sensible Choice No Sugar Added (NSA) Chocolate Cake Base	20 kg
0 06 28622 13608 4	Sensible Choice No Sugar Added (NSA) Plain Muffin Mix	20 kg
0 06 28622 13500 1	Sensible Choice No Sugar Added (NSA) Brownie Base	20 kg

Product code shown in bold.

HORIZON MILLING™

A CARGILL FOODS AFFILIATE

GREAT PEOPLE ♦ **GREAT PRODUCTS™**

Visit our website at: www.horizonmilling.ca

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1-800-268-2236

Manitoba / Saskatchewan :
1-800-665-8970

Quebec / Maritimes:
1-800-361-6230

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* ACNielsen PanelTrack Health & Wellness Study 2006 ** Calorie Control Council, 2006 † Mintel, 2005