



# Robin Hood

NO artificial preservatives, colours, sweeteners or flavours added!



Angel Food  
Cake Mix



Chocolate  
Loaf Cake Base



Vanilla  
Loaf Cake Base



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

The **Sensible Choice™** mixes and bases will appeal to customers seeking products with NO artificial preservatives, colours, sweeteners or flavours added. Best of all, they will still deliver the same great taste, colour and texture you've come to expect from Robin Hood.

According to the ACNielsen PanelTrack Health & Wellness Study 2006\*:

- 91% of Canadian households are very or somewhat concerned with minimizing potential health problems
- 24% are willing to pay more for a product low in preservatives

✓ **NO Artificial Preservatives**    ✓ **NO Artificial Colours**  
 ✓ **NO Artificial Sweeteners**    ✓ **NO Artificial Flavours**    ✓ **NO Trans Fats**  
 ✓ **Low in Saturated Fats**    ✓ **Low in Cholesterol**

**Sensible Choice Chocolate Loaf Cake Base**

| Nutrition Facts                        |               |
|--|---------------|
| Serving Size 1/5th of loaf cake (80 g) |               |
| Amount                                 | % Daily Value |
| <b>Calories</b> 270                    |               |
| <b>Fat</b> 13 g                        | <b>20 %</b>   |
| Saturated 1.5 g<br>+ trans 0.2 g       | <b>9 %</b>    |
| <b>Cholesterol</b> 60 mg               | <b>20 %</b>   |
| <b>Sodium</b> 340 mg                   | <b>14 %</b>   |
| <b>Carbohydrate</b> 36 g               | <b>12 %</b>   |
| Fibre 1 g                              | <b>4 %</b>    |
| Sugars 19 g                            |               |
| <b>Protein</b> 4 g                     |               |
| Vitamin A                              | 2 %           |
| Vitamin C                              | 0 %           |
| Calcium                                | 2 %           |
| Iron                                   | 8 %           |
| Folate                                 | 15 %          |

**Sensible Choice Vanilla Loaf Cake Base**

| Nutrition Facts                        |               |
|--|---------------|
| Serving Size 1/5th of loaf cake (80 g) |               |
| Amount                                 | % Daily Value |
| <b>Calories</b> 270                    |               |
| <b>Fat</b> 13 g                        | <b>20 %</b>   |
| Saturated 1.5 g<br>+ trans 0.2 g       | <b>9 %</b>    |
| <b>Cholesterol</b> 60 mg               | <b>20 %</b>   |
| <b>Sodium</b> 360 mg                   | <b>15 %</b>   |
| <b>Carbohydrate</b> 36 g               | <b>12 %</b>   |
| Fibre 1 g                              | <b>4 %</b>    |
| Sugars 19 g                            |               |
| <b>Protein</b> 4 g                     |               |
| Vitamin A                              | 2 %           |
| Vitamin C                              | 0 %           |
| Calcium                                | 4 %           |
| Iron                                   | 10 %          |
| Folate                                 | 15 %          |

**Sensible Choice Angel Food Cake Mix**

| Nutrition Facts                     |               |
|-------------------------------------|---------------|
| Serving Size 1/6th of a cake (55 g) |               |
| Amount                              | % Daily Value |
| <b>Calories</b> 120                 |               |
| <b>Fat</b> 0.1 g                    | <b>0 %</b>    |
| Saturated 0 g<br>+ trans 0 g        | <b>0 %</b>    |
| <b>Cholesterol</b> 0 mg             | <b>0 %</b>    |
| <b>Sodium</b> 430 mg                | <b>18 %</b>   |
| <b>Carbohydrate</b> 28 g            | <b>9 %</b>    |
| Fibre 0 g                           | <b>0 %</b>    |
| Sugars 20 g                         |               |
| <b>Protein</b> 3 g                  |               |
| Vitamin A                           | 0 %           |
| Vitamin C                           | 0 %           |
| Calcium                             | 15 %          |
| Iron                                | 4 %           |

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 |
|---------------------------|---|-----------|
| 00 6 28622 <b>13601</b> 5 | <b>Sensible Choice</b> Vanilla Loaf Cake Base   | 20 kg     |
| 00 6 28622 <b>13603</b> 9 | <b>Sensible Choice</b> Chocolate Loaf Cake Base | 20 kg     |
| 00 6 28622 <b>13688</b> 6 | <b>Sensible Choice</b> Angel Food Cake Mix      | 20 kg     |

Product code shown in **bold**.

**HORIZON MILLING™**

A CARGILL FOODS AFFILIATE

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