

Subject: Introducing New King Midas Bag Designs



Nourishing what's next.™



COMING SOON: NEW DURUM AND SEMOLINA BAGS

In June, we shared our commitment to keeping you informed as we transition into our new technology platform and tool sets, as well as other business changes. Today, we are excited to share the initial step in transforming the look of our packaged products.

This September, Ardent Mills will be introducing new bag designs for our durum and semolina products – now under the King Midas Extra Fancy Patent Durum Flour and King Midas #1 Semolina brand names.

What will be different?

In the past, you may have received ConAgra Mills King Midas or Amber Milling bags for your durum and semolina ingredients. By **September 15**, you will begin to receive the same great products with:

- Updated Bag Artwork
- Natural Brown Kraft Paper Packaging
- Bilingual Messaging
- Reformatted Label Design
- Updated Product Descriptions

What doesn't change?

The flour. You will still get the same great consistency, quality and dependability of Ardent Mills' durum and semolina ingredients.

What's Next?

Look for future emails highlighting each upcoming change. In the meantime, your Ardent Mills account manager or customer service representative would be happy to answer any questions you may have. You can also call 800-851-9618 for more information.