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**FOR IMMEDIATE RELEASE**

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**Vie de France introduces new Ultragrain® Croissants... A healthier version of their mouth-watering croissants already on the menu.**

(Vienna, Va.)- Solidifying its reputation as the “croissant experts” Vie de France proves you don’t have to sacrifice taste or appearance to get whole grains. New Thaw-and-Serve Ultragrain® Croissants carry the Whole Grain Council Stamp, signifying they contain at least 8 grams of whole grains per serving. Ultragrain® Croissants are as light and flaky as the croissants Vie de France customers already love.

These delicious, all-butter croissants are made with Ultragrain®, the unique, all-natural 100% whole wheat flour that combines the nutritional benefits of whole grains with the taste, texture and appearance of popular white flour.

Ultragrain is made possible by combining specially selected white wheat, which has a lighter color and sweeter flavor than traditional wheat, with a patented milling process to create an ultra-fine flour with a smooth texture.

The Dietary Guidelines for Americans recommends increased consumption of whole grains as part of an overall healthy diet. At least half the grains should come from whole grains.

Scientific research has shown that eating more whole grain foods may reduce the risk of coronary heart disease, type II diabetes and certain cancers and help with weight maintenance

Ultragrain® Croissants come in two sizes (1 oz. Straight and 2.3 oz. Curved) and contain zero grams of trans fat per serving. New Thaw-and-Serve Ultragrain® Croissants can go from freezer to the plate in about 30 minutes.

To locate your local VdF representative please call 800-446-4404 or visit [www.viedefrance.com](http://www.viedefrance.com).