



The Science of Bake'mmm Bagels

Keeping your blood sugar in balance is key to maintaining good health. The Mayo Clinic reports that, "A diet that causes blood sugar and insulin levels to stay high, or cycle up and down, contributes to insulin resistance and subsequent health problems, including: Type 2 diabetes, obesity, high blood pressure, stroke, and heart disease."

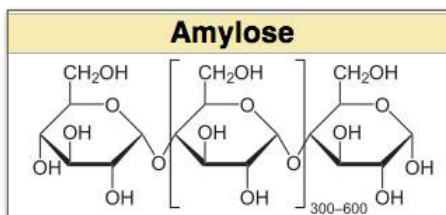
Slow Burning Carbohydrates — the Key to Good Health!

Our patented Bake'mmm Bagel process (*US Patent No. 6,586,024*) not only gives our bagels their characteristic NY crust and chewy texture, it transforms the wheat starch, creating low-glycemic carbohydrates that keep blood sugar in balance.

Healthy complex carbohydrates that give you the benefits of fiber and protein without the downside of sugar spikes and crashes.

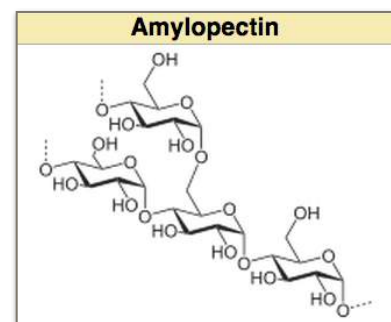
Grain starches (*e.g., wheat, rice, rye*) are made up of glucose molecules in two forms — Amylose (20-30% of the total starch) and Amylopectin (70-80%).

Amylose is identified by its linear strands of glucose (*as many as 2,000 units*) that are tightly bonded and also known as resistant starch because they pass through the digestive tract as does fiber.



Good wheat starch

Amylopectin is identified by its branched molecules of linear strands of glucose containing as many as 100,000 glucose units. With its many end points, Amylopectin is broken down quickly, which means it produces a larger rise in blood sugar (*the spike*) and subsequently, as large a rise in insulin (*the crash*).



Bad wheat starch

The patented Bake'mmm Bagels process that produces low-Glycemic benefits, breaks the linear glucose strands away from unhealthy Amylopectin starch. These glucose strands then re-form into tightly bonded Amylose (*good wheat starch*)—resistant starch. The bad Amylopectin in the wheat starch is now transformed into good resistant starch.

The result: A great tasting, organic Healthy New NY Bagel that does not spike your blood sugar.

