



Wasa® Crispbread Family of Products Fact Sheet

Product Description: Wasa Crispbreads are a line of whole grain crackers that can be enjoyed as a snack or bread replacement. Pair Wasa Crispbread with your favorite healthy toppings, try it in place of your morning toast, crumbled into soups or with your choice of dip, during any meal or snack occasion, for a combination that is mentally satisfying and uniquely your own. Wasa makes eating healthy easy.

Family of Products:

- **New** - Crisp'n Light Mild Rye
- **New** - Whole Grain
- Crisp'n Light 7 Grain
- Fiber
- Hearty
- Light Rye
- Multi Grain
- Sesame
- Sourdough
- Whole Wheat



Wasa Ingredients: The wholesome, all-natural ingredients in Wasa Crispbread makes them naturally full of fiber and low in fat. Unlike some breads or other crackers, Wasa Crispbreads do not contain trans fats (fats that have been shown to elevate cholesterol) and most Wasa varieties do not contain added sugar.

Wasa Nutrition: **The Whole Grain Satisfaction:** Wasa's key ingredient, whole grain flour, provides great flavor and nutrition. Whole grain flour contains all the valuable parts of the grain, including the bran and the germ, making Wasa Crispbreads a great source of whole grains and complex carbohydrates with little to no fat and plenty of natural fiber. Wasa helps keep the body in good working order and can help promote satiety and satisfaction.

The “Crunch” Satisfaction: Recent studies have also suggested the **beneficial effect of “dietary hardness” (aka “crunch”) on health**. In particular, satiety research has demonstrated a relationship between the action of chewing longer (which is required by most crunchy foods) and increased satiety^{5, 6}, which may help with weight management. As a result, the whole grain and fiber in Wasa Crispbread, combined with its signature crunchy texture, help you feel full and satisfied longer.

The USDA Dietary Guidelines recommend getting at least half of the grains in a normal diet from whole grain sources. Americans should aim for three or more, one-ounce servings of whole grains per day. By eating three slices of Wasa per day, people will meet half the daily requirements for whole grains.

Disease Prevention: There is growing evidence indicating that whole grain products can prevent a number of diseases including cardiovascular diseases and diabetes^{1, 2}. Many studies also support the protective effects against various forms of cancer and obesity.^{3, 4}

Package Size/Servings: Wasa packages weigh from 4.9 to 10.3 ounces and contain approximately 24 Crispbreads per pack.

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Nutrition Facts:

Variety = Wasa Fiber	Serving Size = 1 slice	Percent Daily Value
Calories	30 (Calories from fat, 5)	0 percent
Total Fat	1 gram	1 percent
Saturated Fat	0 grams	0 percent
Polyunsaturated Fat	0.5 grams	0 percent
Monounsaturated Fat	0 grams	0 percent
Cholesterol	0 milligrams	0 percent
Sodium	50 milligrams	2 percent
Total Carbohydrate	7 grams	2 percent
Dietary Fiber	2 grams	10 percent
Sugars	0 grams	0 percent
Protein	1 gram	0 percent
Vitamin A	0 grams*	0 percent*
Vitamin C	0 grams*	0 percent*
Calcium	0 grams*	0 percent*
Iron	0 grams*	4 percent*
* Percent Daily Values are based on a 2,000 calorie diet. Daily values may be higher or lower depending on individual calorie needs.		

Shelf Life: Multi Grain - 10 months
All other varieties - 12 months

Suggested Retail: Wasa Crispbread suggested price: \$2.99

Distribution: Wasa is available in 85 percent of grocery stores and is typically found in the specialty cracker aisle. It may, on occasion, be found near the deli section. Any questions about where to find Wasa, please contact Wasa Consumer Affairs at (800) 924-9272 or info@wasa-usa.com.

For More Information: For additional information, please contact:
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¹ Nettleton JA, Steffen LM, Loehr LR, Rosamond WD, Folsom AR. Incident heart failure is associated with lower whole-grain intake and greater high-fat dairy and egg intake in the Atherosclerosis Risk in Communities (ARIC) study. *J Am Diet Assoc.* 2008;108(11):1881-1887.

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³ Schatzkin A, Park Y, Leitzmann MF, Hollenbeck AR, Cross AJ. Prospective Study of Dietary Fiber, Whole Grain Foods, and Small Intestinal Cancer. *Gastroenterology.* 2008;135:1163-1167.

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⁴ Liu S, Willett WC, Manson JE, et al. Relation Between Changes in Intakes of Dietary Fiber and Grain Products and Changes in Weight and Development of Obesity Among Middle-Aged Women. *American Journal of Clinical Nutrition.* 2003;78(5):920-927.

⁵ Murakami et al, "Hardness (difficulty of chewing) of the habitual diet in relation to body mass index and waist circumference in free-living Japanese women aged 18-22," *Am J Clin Nutr* 2007; 86:206-13

⁶ Cassady BA, Hollis JH, Fulford AD, et al. Mastication of almonds: effects of lipid bioaccessibility, appetite, and hormone response. *Am J Clin Nutr.* 2009; 89:794-800.