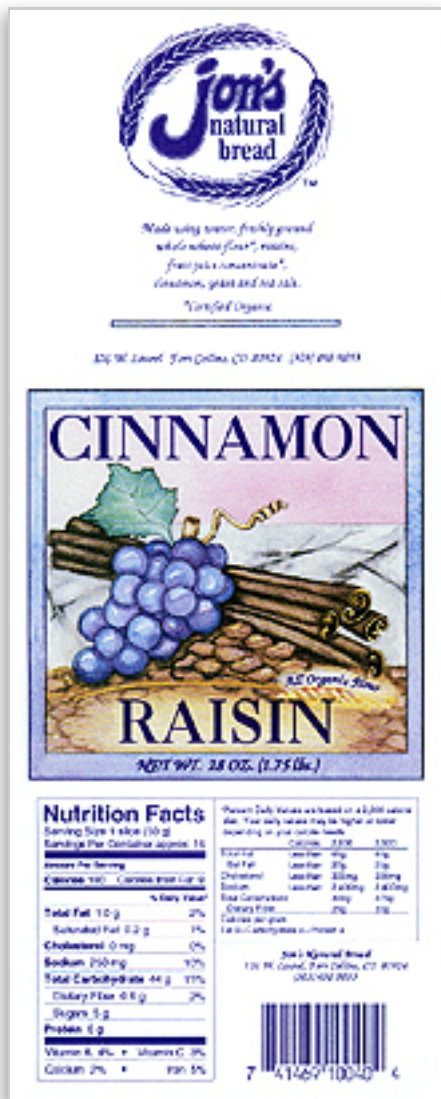


For optimal branding the packaging of Jon's Natural Bread emphasizes the quality of the bread by allowing it to show through the bag. A paper label with a watercolor illustration wraps around each loaf. Labels are printed with soy ink and each has "All Organic Flour" included in the graphics.

Graphic Design for packaging entails consideration of product display objectives for retail sale on shelves, islands or endcaps. Knowledge required of the Graphic Artist for package design includes technical mandates and material requirements.



Label size: 4.125 x 10.75"

Made using water, freshly ground whole wheat flour*, enriched wheat flour*,
 Jons' original light sourdough culture and sea salt.

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*Certified Organic

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Nutrition Facts		*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Serving Size 1 slice (50 g)		Calories: 2,000 2,500	
Servings Per Container approx. 14			
Amount Per Serving		Total Fat	Less than 65g 80g
Calories 130 Calories from Fat 9		Sat Fat	Less than 20g 25g
% Daily Value*		Cholesterol	Less than 300mg 300mg
Total Fat 1.0 g		Sodium	Less than 2,400mg 2,400mg
Saturated Fat 0.2 g	2%	Total Carbohydrate	300g 375g
Cholesterol 0 mg	1%	Dietary Fiber	25g 30g
Sodium 240 mg	0%	Calories per gram	
Total Carbohydrate 30 g	10%	Fat 9 Carbohydrate 4 Protein 4	
Dietary Fiber 0.2 g	10%		
Sugars 3 g	1%		
Protein 6 g			
Vitamin A 3%	•	Vitamin C 0%	
Calcium 1%	•	Iron 3%	



'Nutrition Facts' information is typeset according to USDA specifications. Fonts, line weights and placement of UPC symbol are consistent on each label to meet package design requirements.