



# **The Best 100% Whole Wheat Bread**

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## **Executive Summary**

We have judged three brands of 100% whole wheat bread for taste, nutritional value, and price. Many college students try to balance a tight budget and a healthy diet, which is difficult because of the varying quality of the cheap, healthy foods. With this report, college students are aided in selecting a whole wheat bread, which is a staple in a nutritious diet.

We tested the 100% whole wheat breads of the brands Sara Lee, Orowheat, and Bimbo. All three brands, despite their differences in taste and price, had very similar nutritional values.

The data we collected revealed that expensive breads are not necessarily more delicious; the Sara Lee bread, which was the most expensive at \$2.68 for the loaf, was rated the lowest in our blind taste tests. Orowheat, priced reasonably at \$2.32, was rated the highest in our blind taste tests.

We recommend Orowheat's 100% whole wheat bread to college students looking for an inexpensive, delicious, and nutritional bread.

## **Introduction**

This report compares three brands of 100% whole wheat bread. The three breads were judged by three categories: taste, nutritional value, and price. These three categories were picked because many college students struggle to find a balance between healthy, delicious foods and cheap foods.

The three breads were purchased from the Wal-Mart that, because of its proximity to the University of North Texas campus, many college students shop at. The 100% whole wheat breads from the brands Sara Lee, Orowheat, and Bimbo were selected because they were all priced for less than three dollars per loaf of bread, which we considered reasonably within most college student's budgets.

## Methods

We evaluated the three wheat breads based on the following three categories:

1. Taste
2. Nutritional value
3. Price

### Taste

Taste is very subjective; therefore we decided to take a poll. In our poll, we had 15 people blindly sample the three types of wheat bread. The bread was presented without anything on it and labeled 1, 2, and 3 so that there would be no bias. We had each person rate the individual pieces of bread on a scale of 1-10; 10 as the most delicious and 1 as gross. The rating from 1-10 allows for a more accurate result as opposed to a first, second, and third rating.

After all 15 people had rated the different breads; we calculated the total score as well as the average score.

### Nutritional Value

We calculated the nutritional of each bag per 50 grams of bread (the equivalent of about 2 slices for most brands). We recorded the nutritional values from the packaging. We focused on carbohydrates, calories, and sodium as the most important in determining nutritional value.

### Price

The prices taken were the non-sale prices from Wal-Mart. We choose the three bread less than three dollars. There are more expensive brands at Wal-Mart but most college students are living off a tight budget and look for the best value.

## Results

### Nutritional Values

Nutritional values were taken from the nutritional labels on the three brands of bread tested. The values of carbs, sodium, and calories are for a serving size of 50g of bread.

	Sara Lee	Orowheat	Bimbo
Carbs	23g	24g	23g
Sodium	230mg	224mg	230mg
Calories	120	132	120

### Taste Poll

During the blind taste tests, the fifteen volunteers rated the brands of bread on a scale of one to ten. On this scale, ten was the most delicious, while one was disgusting.

	Sara Lee	Orowheat	Bimbo
1	3	8	6
2	7	8	5
3	6	8	5
4	4	6	8
5	8	9	8
6	5	7	4
7	8	7	9
8	6	7	6
9	8	7	5
10	8	6	5
11	5	7	6
12	5	8	7
13	7	6	8
14	4	10	6
15	5	6	5
	89	110	93
	5.933333333	7.333333333	6.2

### Prices

Prices are Walmart's current, non-sale prices for the three brands of bread.

	Sara Lee	Orowheat	Bimbo
Price	\$2.68	\$2.32	\$2.18

## **Recommendation**

We recommend to college students Orowheat's 100% whole wheat bread because of its high scores in the blind taste test and its reasonable pricing.