

NEW! Plastic Wrapper

See the new plastic-coated package that keeps Holsum flavor fresher, costs no more. It's a "flavor saver"—the latest in bread protection.

Fluhrer's

New Flavor!

If you think all white breads taste the same—try Holsum and taste the difference!

Better Baked!

Flavorful Holsum bread is better baked, always fresh—and satisfies the whole family.

Be Holsum
Look Holsum

Buy Holsum

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