



PERFECT SLICES  
LOCKED-IN FLAVOR  
STAYS FRESH LONGER

# COMPARE

*Tenderly Curled*

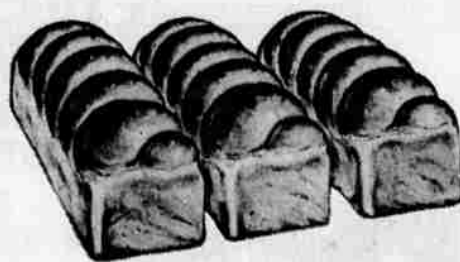
# Sunbeam Bread

**Curled** to lock all the freshness and flavor right in! So soft! So tender! So fresh! Get it at your favorite food store now!

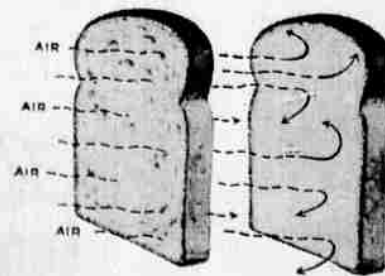
**SEE, FEEL, TASTE THE DIFFERENCE...**



## Curling makes the Soft...Fresh Difference



**1.** SLOW RISING PROCESS tightens the curl, locks in flavor and goodness.



**2.** EVERY SLICE SMOOTH curling seals in fresh flavor. Ordinary bread lets air through.

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