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Recipes of the Month

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Lunchbox Cookie Recipe

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Recipe

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NOVEMBER NEWS FROM ROGERS FOODS

This month, we're celebrating community, wellness, and great baking.



Recipes of the Month:

- Everything-But-The-Lunchbox Cookies - a playful twist on a classic chewy cookie
- Biscoff Tres Leches Cake - creamy, rich, and irresistibly indulgent
- Cranberry Crumble Cheesecake Bars - festive flavour in every bite



Wellness Corner:

Registered Holistic Nutritionist **Tammy-Lynn McNabb, RHNP**, explores *Seven Rogers Flours for Healthy Home*

Baking-discover which flour fits your wellness goals and your favourite recipes.



Careers At Rogers:

If you're looking for a career with a proudly Canadian company that values teamwork, integrity, and growth, we'd love to hear from you. Check out our current career listings to see if there is a fit for you!

#MadeWithRogers #CanadianMade #HealthyBaking
#CommunityMatters #FallBaking #SustainableLiving
#RogersFoods

EVERYTHING-BUT-THE-LUNCHBOX COOKIES

Sweet, salty, chewy, and crunchy - these cookies have it all! Packed with pretzels, potato chips, peanut butter, and raspberry jelly, they're a playful twist on a classic chewy cookie.

Serves: 16

Prep Time: 15-20 min

Cook Time: 12-14 min

Total Time: 27-34 min

INGREDIENTS

- 2 $\frac{2}{3}$ cups (320 g)
Rogers Foods All Purpose Flour
- $\frac{3}{4}$ cup (45 g) crushed pretzels, divided
- $\frac{3}{4}$ cup (42 g) crushed ridged potato chips, divided
- 1 $\frac{1}{4}$ cups (2 $\frac{1}{2}$ sticks) unsalted butter, melted
- $\frac{1}{2}$ cup (100 g) granulated sugar
- $\frac{1}{2}$ cup (107 g) packed light brown sugar
- $\frac{3}{4}$ tsp baking soda
- $\frac{1}{4}$ tsp kosher salt
- 1 large egg
- 1 large egg yolk
- 6 tbsp (101 g) creamy peanut butter



- ½ cup (85 g) bittersweet chocolate chips
- 8 tsp raspberry jelly

INSTRUCTIONS

1. **Preheat oven** to 350°F (180°C) and line two baking sheets with parchment paper.
2. In a large bowl, whisk together **Rogers Foods All Purpose Flour**, baking soda, and salt. Set aside.
3. In another bowl, whisk together melted butter, granulated sugar, and brown sugar until smooth.
4. Whisk in egg, egg yolk, and peanut butter until thoroughly combined.
5. Stir in the dry ingredients just until blended, then fold in half the crushed pretzels, half the crushed chips, and the chocolate chips.
6. Scoop about 2 tablespoons of dough per cookie and place it on the prepared sheets, spacing them about 2 inches apart.
7. Press a small dent in each cookie and spoon ½ teaspoon of raspberry jelly in the centre. Sprinkle with the remaining pretzels and potato chips.
8. Bake for 12–14 minutes, or until the edges are golden and the centers are set.
9. Cool on the baking sheet for 5 minutes before transferring to a rack.

Recipe courtesy of Delish.com

BISCOFF TRES LECHES CAKE

A classic Latin-inspired dessert meets the bliss of cookie butter. This soft sponge cake is soaked in three kinds of milk, resulting in a rich, melt-in-your-mouth texture that's *irresistibly creamy*.

Serves 6-9

Prep Time: 20 minutes

Cook Time: 25-30 minutes

Resting Time: 3-4 hours

INGREDIENTS

Cake:

- 1 cup **Rogers Foods Organic Flour**
- 1 ½ tsp baking powder
- ¼ tsp salt
- 5 large eggs, separated
- 1 cup sugar, divided
- ⅓ cup milk
- 1 tsp vanilla extract

Tres Leches Mixture:

- 1 can (300 mL) sweetened condensed milk
- 1 cup evaporated milk
- 1 cup heavy cream
- 3 tbsp Biscoff spread

Topping:

- 1 cup whipping cream
- 2 tbsp icing sugar



- 2 tbsp Biscoff spread (melted, for drizzle)
- Crushed Biscoff cookies for garnish

INSTRUCTIONS

1. Preheat oven to 350°F (180°C). Grease a 9x13-inch pan.
2. Sift **together Rogers Foods Organic Flour**, baking powder, and salt.
3. In a bowl, beat egg yolks with $\frac{3}{4}$ cup sugar until pale. Stir in milk and vanilla.
4. Gently fold in the flour mixture.
5. In a clean bowl, whip egg whites until soft peaks form, then beat in remaining sugar. Fold gently into the batter.
6. Bake for 25–30 minutes, or until a toothpick inserted into the center comes out clean.
7. Whisk the tres leches mixture and pour it over the cooled cake. Let soak 3–4 hours or overnight.
8. Whip the cream and icing sugar, spread it on top, drizzle with melted Biscoff, and finish with cookie crumbs.

Tip: Best served chilled with an extra drizzle of cookie butter!

Recipe courtesy of Delish.com

CRANBERRY CRUMBLE CHEESECAKE BARS

A festive twist on cheesecake! Tart cranberries, creamy filling, and a buttery oat crumble come together for a dessert that feels like the holidays in every bite.

Prep Time: 20 minutes

Cook Time: total 47 minutes

Yield: 12

INGREDIENTS

Crust & Crumble:

- 1 ½ cups **Rogers Foods All Purpose Flour**
- 1 ½ cups **Rogers Foods Healthy Grains Blend Porridge Oats**
- ¾ cup brown sugar
- ¾ cup cold butter, cubed
- ½ tsp cinnamon

Filling:

- 2 packages (250 g each) cream cheese, softened
- ½ cup sugar
- 2 large eggs
- 1 tsp vanilla extract

Cranberry Layer:

- 2 cups fresh or frozen cranberries
- ½ cup sugar
- 1 tbsp **Rogers Foods All Purpose Flour**
- 1 tbsp orange zest



Instructions

1. Preheat oven to 350°F (180°C). Line a 9x13-inch pan with parchment.
2. Mix the flour, oats, brown sugar, cinnamon, and butter until the mixture is crumbly and holds together. Press half into the pan.
3. Bake 10 minutes.
4. Beat the cream cheese, sugar, eggs, and vanilla until smooth, then pour the mixture over the crust.
5. In a saucepan, cook cranberries, sugar, and flour until thickened (5–7 minutes). Stir in zest.
6. Spread over the cheesecake layer.
7. Top with the remaining oat mixture and bake for an additional 30 minutes.
8. Cool completely before cutting into bars.

Tip: Freeze extra bars - they taste even better chilled!

Recipe courtesy of Delish.com



WELLNESS CORNER

- with Rogers Foods Registered Holistic Nutritionist Tammy-Lynn McNabb, RHNP

SEVEN ROGERS FOODS FLOURS FOR HEALTHY HOME BAKING

If you're a health-conscious home baker, you know that choosing the right flour can make a big difference in both your baking results and your wellness goals. Rogers Foods offers a diverse range of retail flours, each milled from different grains or with unique processing methods to suit various needs. Whole-grain flours provide more fibre, vitamins, and minerals than refined flours, which can help with cholesterol, weight, and blood pressure, and lower the risk of diabetes and heart disease. But even refined flours have their place in baking and are enriched in Canada to restore key nutrients. In this blog post, we'll explore **seven different Rogers Foods flours** - what they are, how they're unique, their health benefits, and the best ways to use them in your kitchen. Let's dive in and find out which flour is right for your next wholesome baking adventure!



Rogers Foods All Purpose Flour (Hard Wheat)



What it is: Rogers All Purpose Flour is a versatile, refined wheat flour milled from high-quality Canadian hard spring wheat. This means it has a medium to high protein content, making it suitable for many types of baking. The flour is finely milled (and even pre-sifted) to a creamy white consistency, making it easy to work with for anything from bread to cookies. Like all enriched white flours in Canada, it contains added B vitamins (thiamin, riboflavin, and niacin) and iron to bring its nutritional level closer to that of whole wheat flour.

What makes it different: All Purpose (AP) flour is considered the jack-of-all-trades in baking. It strikes a balance between lower-protein pastry flour and higher-protein bread flour. Rogers' AP flour is made from hard spring wheat, providing sufficient gluten strength for breads while remaining tender enough for muffins or pancakes. It is enriched and bleached or unbleached (Rogers uses a creamy unbleached style) to ensure purity and a neutral flavour. AP flour's versatility is what sets it apart - you can use it in almost any recipe that calls for "flour" unless a specialty type is specified.

Health & Nutrition: As a refined white flour, all purpose flour is lower in fibre and some micronutrients compared to whole-grain flours. However, the Canadian enrichment standards require it to contain added vitamins and iron, matching the levels of whole wheat for those nutrients. It is a good source of carbohydrates for energy and provides some protein (in the form of gluten) for structure. While its glycemic index is higher than that of whole grain flour (meaning it can spike blood sugar more quickly), pairing AP flour foods with fibre (like adding bran, seeds, or using part whole-grain flour) can help moderate that effect. Enrichment ensures you're getting essential B vitamins like thiamin, riboflavin, niacin, folic acid, and iron in your diet, but AP flour lacks the natural fibre and antioxidants of whole grains.

Culinary uses: True to its name, Rogers Foods All Purpose Flour can be used for all kinds of baking and cooking. It's ideal for:

- **Baked goods:** cookies, cakes, muffins, pancakes, waffles, and quick breads. The moderate protein gives a tender crumb.
- **Yeast breads:** You can bake bread or pizza dough with AP flour; it will yield a slightly less chewy loaf than bread flour, which some prefer for a softer texture.

- **Thickening and battering:** AP flour works well for thickening sauces or gravies (making a roux for soups and stews) and for battering foods (such as coating veggies or meat before pan-frying).

AP flour is the go-to everyday flour - perfect when you want one flour that can do it all in the kitchen.

Rogers No Additive All Purpose Flour (Unbleached)



What it is: This is Rogers Foods’ signature all purpose flour that has no added chemicals or bleaching agents. It’s the same base as a regular all purpose (Canadian hard spring wheat, finely milled), but the difference is in what’s *not* in it. The flour is unbleached, untreated, and free of preservatives or conditioners. It comes pre-sifted and has a creamy off-white colour (because it’s unbleached) and is enriched with vitamins and iron as required. Rogers Foods calls this their “Best Seller,” reflecting that many home bakers prefer a pure, natural product.

What makes it different: No Additive All Purpose Flour stands out for its clean label. Unlike some commercial flours, it contains *no bleaching or maturing agents* (common bleaching chemicals in flour can include peroxides or chlorine, which some individuals avoid). It also has no added conditioners, such as benzoyl peroxide or potassium bromate, and no preservatives - it’s simply flour plus the mandated vitamins. This means the flour retains a more natural creamy colour and wheat aroma, and some bakers find unbleached flour has a richer flavour. Functionally, it behaves very similarly to regular all purpose flour, but you might notice doughs made with unbleached flour could be slightly less stark white and may have a bit more body due to remaining natural pigments. For those who are ingredient-conscious, this flour provides peace of mind that you’re baking with a minimally processed product.

Health & Nutrition: Nutritionally, it’s equivalent to regular enriched all purpose flour - it has the added B vitamins and iron. The advantage is the absence of chemical residues that could come from bleaching or preserving. At the same time, bleached flour is generally recognized as safe, but some wellness-oriented bakers prefer to avoid any unnecessary additives. It also retains any naturally occurring compounds that bleaching might destroy - for example, unbleached flour may have slightly more of certain antioxidants (like carotenoids) intact, giving it a creamy hue. Like other refined flours,

it's low in fibre and should be balanced with whole grains in your diet. The enrichment covers the B vitamins and iron, but fibre, vitamin E, healthy oils, and other phytonutrients present in whole wheat are not in refined flour. So, think of this flour as a “clean” choice for refined flour baking, suitable within a balanced overall diet.

Culinary uses: Use Rogers Foods No Additive All Purpose just as you would any all purpose flour. It's excellent for:

- **Baking breads and doughs:** You can make artisan bread, dinner rolls, or pizza dough, enjoying the unbleached flour's natural taste and aroma in the crust.
- **Pastries and cookies:** It will produce flaky pie crusts, tender cookies, and moist cakes without any off-tastes from chemicals. Fantastic for baked goods where a pure wheat flavour shines.
- **General cooking:** Roux for gravy, batter for frying, homemade pasta or noodles - any recipe calling for flour can use this.

Choose “No Additive” AP flour when you want a simple, natural flour that delivers baking performance without any added extras.

Rogers Organic All Purpose Flour (Organic Wheat)



What it is: This flour is made from organically grown Canadian hard spring wheat and milled into an all purpose white flour. It has all the versatility of regular AP flour (and is likewise enriched with vitamins and iron), but the key feature is that it's certified organic. That means the wheat is grown without synthetic pesticides or fertilizers, and the flour is processed according to organic standards. The flour is pre-sifted, with a creamy natural colour, and is designed to work in all your baking recipes just like conventional all purpose.

What makes it different: The organic certification is the big differentiator. For bakers who prioritize organic foods for personal health or environmental reasons, this flour allows you to bake with confidence, knowing that the main ingredient in your bread or muffins is organic. While

conventionally grown wheat is safe, organic farming can be gentler on the ecosystem (fewer chemical inputs), and some people feel better consuming organic products. In terms of baking quality, you likely won't notice a difference as it has the same protein content and performance as Rogers Foods' other all purpose flours. It is also unbleached (organic standards prohibit the use of most chemical additives), so you get that natural creamy-white flour with no bleaching agents. Essentially, this flour provides all purpose functionality and organic peace of mind.

Health & Nutrition: Nutritionally, organic all purpose flour is similar to standard enriched flour. It provides plenty of carbohydrates for energy and protein for structure, and it's enriched with B vitamins (thiamine, riboflavin, niacin, folic acid) and iron to match the levels found in whole wheat. The "organic" aspect means it's free from synthetic pesticide residues and GMO wheat (note: all wheat is non-GMO by nature). For those sensitive to chemicals or who prefer organic products for their sustainability and potential nutrient-rich soil benefits, this is a great choice. Keep in mind it is still a refined flour (the bran and germ are removed), so it has minimal fibre. You'll want to incorporate fruits, veggies, or whole grains elsewhere in your diet to get fibre and additional vitamins not present in refined flour. But if you're using white flour, choosing organic can be part of a holistic wellness lifestyle.

Culinary uses: Rogers Foods Organic AP Flour can be used interchangeably with any all purpose flour in recipes, with the bonus of being organic. Use it for:

- **Homemade breads and loaves:** Achieve beautiful rises in organic sandwich bread, dinner rolls, or focaccia. It feeds your sourdough starter just as well as conventional flour!
- **Baking treats:** From organic banana bread to cookies and cakes, you'll get the same delicious results. Many home bakers enjoy knowing that even their indulgent brownies are made with organic ingredients.
- **Everyday cooking:** If you make sauces, gravies, or pancakes and want all your ingredients to be organic, this flour has you covered. It's also excellent for breading organic meats or veggies before cooking.

Organic All purpose Flour is ideal when you want classic baking performance with the organic label – great for those striving for an organic pantry without sacrificing functionality.

Rogers Foods Unbleached Bread Flour (High-Gluten White Flour)



What it is: This is a strong white flour blended for bread baking. Rogers Foods Unbleached Bread Flour is made from wheat flour with added extra gluten (gluten flour) to enhance its protein content. It's unbleached, meaning it hasn't been chemically whitened, so it retains a light ivory colour. The flour is enriched and pre-sifted, and due to its higher protein (gluten) level, it's ideal for yeast-leavened breads that require strong gluten development. Essentially, it's the flour to reach for when you want lofty, chewy, well-structured bread.

What makes it different: Compared to all purpose flour, bread flour has a higher protein content – Rogers achieves this by blending in vital wheat gluten. More protein means more gluten potential, which contributes to the elasticity and strength of the dough. The result is bread with a superior rise and chewier texture. This flour is unbleached, which many artisan bakers prefer for flavour and health. Because it's a “strong” flour, you might notice the doughs are more elastic and a bit less sticky than with AP flour. Breads made with bread flour can also have a crispier crust and chewier crumb (think of a classic baguette or pizza crust texture). Rogers Foods Bread Flour is formulated to perform in both traditional hand-kneaded recipes and bread machines - a testament to its reliability for bread-making. If you've ever had a loaf turn out too dense with regular flour, switching to this high-gluten flour could make a big difference.

Health & Nutrition: Bread flour shares the same basic nutrition as other enriched white flours - carbohydrates and some protein for energy and muscle fuel, along with added B vitamins and iron from enrichment. One benefit of bread flour is higher protein: that extra gluten adds a few more grams of protein per cup compared to AP flour. Protein can help with satiety (feeling full) and slightly lower the glycemic impact of bread since protein slows carbohydrate absorption. However, bread flour is still low in fibre (since it's refined wheat). If you're aiming for better blood sugar control or more nutrients, you might blend bread flour with whole grain flour. The unbleached aspect again means no chemical additives; it's a pure flour. Keep in mind, folks with gluten sensitivity (non-celiac) might find bread flour's extra gluten less tolerable than lower-gluten flours, though for most people it's perfectly fine. Overall, consider this a performance flour for bread rather than a nutritional powerhouse. It enables you to bake whole-grain-quality loaves in terms of texture, which might

encourage you to include more homemade bread in your diet (you control the ingredients, salt, etc., which is a wellness win).

Culinary uses: As the name suggests, this flour shines in yeasted bread recipes:

- **Artisan and sandwich breads:** Use it for rustic sourdough, baguettes, sandwich loaves, bagels, and dinner rolls. Your dough will be elastic and rise high without collapsing, yielding fluffy interiors. It's excellent for bread machines too - you'll get tall, bakery-quality loaves.
- **Pizza and flatbreads:** Bread flour's chewiness is ideal for pizza crust, focaccia, or naan - anything where you want a bit of bite. It helps create those delightful stretch and chew characteristics in the crust.
- **Enriched doughs:** For items such as cinnamon rolls, hot cross buns, or doughnuts, bread flour provides the strength to withstand rich ingredients and heavy fillings while still rising well.

Use Rogers Foods Unbleached Bread Flour whenever you want to ensure a lofty rise and a hearty chew in your bread. It's the secret to bakery-quality bread at home!

Rogers Foods Whole Grain Whole Wheat Flour (Whole Wheat)



What it is: This is a 100% whole grain wheat flour, meaning it contains all parts of the wheat kernel - bran, germ, and endosperm. Rogers Whole Grain Whole Wheat Flour is milled from Canadian hard spring wheat and delivers the “goodness of the whole wheat kernel” in every bag. It has a natural brown colour with fine particles of bran visible, giving your bakes a hearty texture and wheat-forward flavour. Importantly, Rogers does *not* remove any components: it's true whole wheat flour, which differentiates it from some “whole wheat” flours that might be missing a bit of germ. There are no additives or bleaching agents in this flour - it's as pure as it gets, just wheat ground into flour.

What makes it different: Whole Grain Whole Wheat Flour differs from refined flours in that it brings the entire grain's nutrition and fibre to your baking. The presence of bran and germ gives it a heavier feel and a more pronounced, nutty wheat flavour. Baked goods made entirely with whole wheat will be denser and darker than those made with white flour, but far more filling and flavourful

for many people. Rogers Foods' whole wheat flour has a medium-fine grind, suitable for general use (not as coarse as some stone-ground flours, but not as fine as white flour). That means you can use it in a variety of recipes without too much difficulty, though you often need to adjust liquids or give the dough extra time to hydrate (because bran absorbs more water). Another difference is shelf life - because it contains the wheat germ (which has natural oils), this flour has a shorter shelf life (about 6 months) and should be stored in a cool, airtight container to keep it fresh. For those seeking *maximum nutritional value* from wheat, this flour is the go-to choice, as it's the same as eating the whole grain.

Health & Nutrition: Here's where whole wheat flour truly shines. Whole wheat flour is rich in dietary fibre, vitamins, and minerals that are stripped away in white flour. The bran provides insoluble fibre, which is excellent for digestive health (keeping you regular and supporting gut bacteria), and the soluble fibre in whole wheat helps control blood sugar spikes and can lower cholesterol over time. Whole wheat naturally contains vitamins B1, B3, B5, riboflavin, folate, and vitamin E, plus essential minerals like iron, zinc, magnesium, and calcium - all at higher levels than in refined flour. In fact, whole wheat flour has three times more fibre than white flour (roughly, ~12g fibre per cup vs ~4g in white) and more protein and healthy fats from the germ. This means baking with whole wheat flour can contribute to heart health, improved blood sugar control, and better satiety. The fibre in whole grains is linked to a lower risk of heart disease and type 2 diabetes, and aids in weight management by making you feel fuller on fewer calories. Many health organizations recommend making at least half of your grains whole grains for these reasons. By using Rogers Foods' whole wheat flour in your recipes, you're giving your body extra nutrients and fibre in each bite - truly baking for wellness. (*Note: Whole wheat flour is not enriched like white flour; it doesn't need to be, as it naturally has those vitamins, so you also avoid additives and get everything in natural form.*)

Culinary uses: Whole wheat flour can be used in most recipes, though the results will be heartier. Here are some of the best uses and tips:

- **Breads and yeasted doughs:** Whole wheat bread, dinner rolls, pita, and pizza dough turn out flavourful and wholesome. Because 100% whole wheat loaves can be dense, many bakers use a mix of whole wheat and bread flour (or Rogers Foods Whole Wheat Bread Flour) to get a lighter texture. Still, it's absolutely possible to bake a 100% whole-wheat loaf; expect a darker, moist crumb and a wonderful, nutty taste.
- **Muffins, pancakes, and quick breads:** Whole wheat flour works great in banana bread, bran muffins, pancakes, waffles, and other quick recipes. These items are already moist and dense, so they accommodate whole wheat well. You may need a touch more liquid in batters, as whole-wheat batter tends to thicken when standing. The reward is a breakfast or snack with more fibre and flavour than one made with all white flour.
- **Cookies, bars, and pastries:** You can substitute part or all of the AP flour with whole wheat in many sweet recipes. Start with 50% substitution if you're adapting a recipe (as whole wheat can make cookies more cake-like and pie crusts more crumbly). Many people love the toasty flavour whole wheat adds to chocolate chip cookies or oatmeal bars. Rogers Foods' standard whole wheat can work if you adjust the recipe slightly (often adding a bit more liquid or fat to tenderize).

Tip: When baking with whole wheat, letting your dough or batter rest for 10-20 minutes before baking can improve the results. This allows the coarse bran time to hydrate and soften, resulting in a more tender texture. Overall, Rogers Foods Whole Grain Whole Wheat Flour is the choice for boosting the nutrition of your baked goods while enjoying the hearty taste of whole grains.

Rogers Foods Whole Wheat Bread Flour (High-Protein Whole Wheat)



What it is: Rogers Foods Whole Wheat Bread Flour is a specialty whole wheat flour designed for bread baking. It is a coarse grind whole wheat flour with a higher protein (gluten) content than typical whole wheat flour. Essentially, Rogers Foods has taken robust Canadian wheat and created a whole wheat flour that performs more like bread flour. The result: you can bake 100% whole wheat breads that are lighter and rise higher than those made with ordinary whole wheat flour alone. It still contains the bran and germ, so it's a whole grain flour, and it has no additives or preservatives. The grind being "coarse" means you'll see larger bits of bran, which can give your bread a lovely rustic look and texture.

What makes it different: This flour stands out because it marries the nutrition of whole wheat with the performance of bread flour. Typically, bakers combine whole wheat and white flour to achieve a loaf that isn't too dense. Rogers Foods Whole Wheat Bread Flour saves you that step - it has enough gluten strength on its own to form a good elastic dough. In fact, if you use this flour, you don't need to add any white flour to your whole wheat bread recipes. That's a big plus for purists who want a 100% whole grain loaf without sacrificing height or fluffiness. The coarse grind can give the bread a bit more bite and could potentially slightly reduce gluten effectiveness (because sharp bran can cut gluten strands), but the higher protein content compensates for this. Think of this as whole wheat flour "turbocharged" for bread - high gluten, hearty texture, big flavour. It's perfect for both bread machines and hand-baking, especially if you love that wheaty, wholesome taste but also want a nice rise and soft crumb.

Health & Nutrition: Being whole wheat, this flour carries all the fibre, vitamins, and minerals of the whole grain, just like our Whole Grain Whole Wheat Flour. You'll get the benefits of fibre for digestive health, blood sugar moderation, and cholesterol reduction, plus extra nutrients and protein.

The high protein content (thanks to more gluten) might make the bread slightly higher in protein than a standard whole wheat loaf - good for satiety and muscle maintenance. It's still a complex carbohydrate source that provides long-lasting energy. If you're focusing on gut health or heart health, breads made with this flour will deliver whole-grain goodness with the added perk of being more enjoyable (fluffier) to eat, which might encourage the family to eat more whole grains. As with any whole wheat product, it's best suited for those who can tolerate gluten; it's not suitable for individuals with celiac disease.

Culinary uses: Rogers Foods Whole Wheat Bread Flour is meant for bread baking, and that's where it truly excels:

- **100% Whole Wheat Bread:** This flour was made for your whole wheat sandwich loaves, artisan boules, and dinner rolls. Use it in any recipe calling for whole wheat flour to achieve a better rise. It works exceptionally well in bread machines; you can often substitute it for "bread flour" in the machine recipes to get a whole wheat version. Expect a nicely domed loaf that's softer and less crumbly than typical whole wheat bread.
- **Blended Grain Breads:** You can also mix this flour with other specialty flours to create unique breads. For instance, if you want to incorporate seeds, rye, or other whole grains into a loaf, using Whole Wheat bread flour as the base will provide the gluten strength to support those heavier add-ins. It's great for multigrain bread recipes.
- **Whole Wheat Pizza Dough or Buns:** Because of the coarse nature, you'll get a hearty pizza crust or burger bun. They will be a bit denser than white flour versions, but far lighter than if you used regular whole wheat. The chew from the high gluten is terrific in a pizza base, and you'll feel good knowing your pizza has extra fibre and nutrients.

If you attempt more delicate bakes (such as pastries or cakes) with this flour, the results may be very dense; it is specifically formulated for yeast breads and robust baked goods. Choose Rogers Foods Whole Wheat Bread Flour when you want the healthiest loaf possible without compromising on rise or texture. It's a fantastic product for whole-grain bakers.

Rogers Foods Dark Rye Flour (Whole Grain Rye)



What it is: Rogers Foods Dark Rye Flour is a whole grain rye flour, milled from the entire rye berry (including bran and germ) to a dark, flavourful powder. It's called "dark" rye because it uses the whole grain; in contrast, "light rye" comes from just the inner part of the rye kernel. This flour is high in fibre and has a deep brown colour and robust aroma. Rogers Foods' Dark Rye Flour contains no additives, bleaching agents, or conditioners. It has a slightly lower gluten content than wheat flour, because rye is a different grain (aka- *Secale cereale*) with different proteins. This means rye flour doughs behave differently; they can be sticky and dense, but they produce wonderfully hearty breads and baked goods with a distinctive taste.

What makes it different: Rye flour is quite different from wheat flours. Flavour-wise, it offers a tangy, earthy taste that many associate with traditional deli rye bread or pumpernickel. Structurally, rye's gluten proteins don't form the same strong networks as wheat's gluten, so 100% rye bread will be much denser and won't rise as high as wheat bread. Rogers Foods Dark Rye, being a whole grain, is also loaded with tiny, sharp bran pieces, which further enhance the texture (but in a good way, if you like hearty bread). Many bakers combine rye flour with wheat flour to achieve the best of both worlds: the flavour of rye and the lift of wheat. Since Rogers Foods is a dark rye, even a small portion in your recipe (say 20-40%) will impart a rich colour and flavour. Dark rye flour often holds more moisture (rye breads tend to be wonderfully moist) and stays fresh longer than wheat bread. Additionally, rye flour is typically not bleached or enriched; Rogers Foods' rye is pure rye grain, milled and left as is. The flour has no preservatives either, so like whole wheat, it's best used fresh (shelf life ~8 months) and stored in a cool, dry place.

Health & nutrition: Rye is considered one of the healthiest grains. Rogers Foods Dark Rye Flour, being a whole grain, is rich in fibre, particularly soluble fibre, which offers remarkable benefits for heart and digestive health. Studies have shown that whole rye bread can lower LDL ("bad") cholesterol levels more effectively than wheat bread. The soluble fibre in rye forms a gel in the gut that can bind to cholesterol and remove it from the body, as well as help regulate blood sugar. In fact, rye bread often leads to a lower insulin response and better blood sugar control than equivalent wheat bread. This makes rye a smart choice for those concerned about diabetes or energy crashes, as it has a lower glycemic impact. Rye is also rich in nutrients like potassium, magnesium, B vitamins, and phytochemicals. It tends to be more filling: people report feeling fuller for longer and eating less after meals with rye, likely due to that high fibre content and rye's effect on appetite-regulating hormones.

For digestive wellness, rye's fibre can help relieve constipation and improve bowel health; one study found rye bread more effective than laxatives in improving constipation symptoms. So, by baking with dark rye flour, you're not only treating yourself to complex flavours but also boosting your heart health, aiding digestion, and supporting steady energy levels. It's important to note that rye does contain gluten (albeit less than wheat), so it's not suitable for a gluten-free diet or celiac disease. However, for most people, rye is a fantastic whole grain to add to their repertoire for its unique health benefits and distinctive taste.

Culinary uses: Rogers Foods Dark Rye Flour is most famously used in **bread**, but it has other uses too:

- **Rye Breads:** This includes rye sandwich loaves (often made with a mix of rye and wheat flour), **as well as** European-style dense rye breads like pumpernickel, sourdough rye, and Scandinavian crisp-breads. When making bread with dark rye, keep in mind that it will be denser. You can opt for 100% rye bread for an authentic, hearty pumpernickel, or blend 25-50% rye with bread flour for a lighter loaf. Adding caraway seeds, molasses, or cocoa (common in pumpernickel recipes) can enhance the traditional rye flavour.
- **Sourdough Starter:** Rye flour is popular in sourdough starters because it ferments vigorously (thanks to its rich nutrient content for yeast). You might feed your starter with part rye flour to keep it healthy. That, in turn, can infuse a sourdough loaf with wonderful depth of flavour.
- **Baked Goods & Others:** Don't limit rye to just bread! You can swap a portion of flour in pancakes or muffins with rye for a nutty twist. Rye flour also makes tasty crackers and crispbread (knekkebrød), which are high-fibre snacks. Some bakers even use rye in chocolate chip cookies or brownies for a gourmet spin - rye's slight cocoa-like note pairs well with chocolate. If you're thickening a stew, a small amount of rye flour could work (though it has less starch than wheat, so it's not a common thickener).

Baking with rye might require some adjustments. For instance, rye doughs can be sticky (using wet hands and adding a bit of oil can help handle them), but the effort is worth it when you bite into a slice of homemade rye bread, knowing it's brimming with flavour and health benefits. Rogers Foods Dark Rye Flour is your ticket to Old World-style baking that's as good for you as it is delicious!

Choosing the Right Flour for Your Wellness Goals

As we've seen, each of these seven flours has its own strengths for baking and wellness. The best choice depends on what you're looking for in your diet and your kitchen:

- **For gut health and digestion:** Reach for **Whole Grain Whole Wheat Flour or Dark Rye Flour**. Their high fibre content will keep your digestive system happy and regular. A batch of bran muffins or a loaf of rye can deliver prebiotic fibres that nourish your gut microbiome and help prevent constipation.

- **For sustained energy and blood sugar control: Dark Rye Flour** (and whole wheat, too) is a smart pick. Whole grains release glucose more slowly into the bloodstream than refined flours, giving you steadier energy. In particular, rye's unique fibres and nutrients have been linked to better blood sugar control and higher satiety (keeping you full longer). Try using rye or whole wheat in your breads or pancakes to avoid energy spikes and crashes.
- **For heart health and cholesterol: Whole-grain flours** are the way to go. The soluble fibre in whole wheat can help lower LDL cholesterol over time. Baking your own 100% whole wheat bread or mixing in wheat or rye flour for part of the flour can turn your homemade baked goods into heart-healthy choices. Every slice of whole-grain bread is a step toward better heart health, without sacrificing flavour.
- **For lower carb or weight management:** While all these flours are grain-based (so not "low-carb" in the keto sense), using high-fibre flours like **whole wheat or rye** effectively lowers the net carbs of a recipe and blunts the glycemic impact. The fibre and protein in **Whole Wheat Flours** can make your bread more filling, so you might eat less to feel satisfied. If you're watching carbs, consider swapping out a portion of white flour for whole wheat or rye in recipes - you'll increase nutrients and fullness, which can help with weight management. Also, you can make smaller portion, nutrient-dense items (like a dense rye loaf) where a thin slice is satisfying.
- **For general wellness balance: No Additive All Purpose Flour or Organic All Purpose Flour** are great if you want the occasional treat or a reliable daily flour, but prefer it natural and pure. They let you bake grandma's sugar cookies or a simple white sauce, knowing you're not adding anything artificial. Use all purpose flour when you need light, fluffy textures (like in a cake), and consider pairing those goodies with fruits, nuts, or whole-grain sides to round out the nutrition.

In a health-focused kitchen, there's room for all these flours. You might use bread flour to bake high-protein loaves on the weekend (to enjoy with avocado or nut butter for a balanced meal), and whole wheat flour for hearty breakfast muffins. Perhaps mix a bit of dark rye into your next batch of bread for added depth and fibre, or keep a bag of organic all purpose flour for when you want organic pancakes. By understanding the characteristics of each flour, you can intentionally choose the one that aligns with your wellness goals and yields delicious baking results.

Rogers Foods' range of flours empowers you to bake mindfully. Whether your priority is more fibre for a healthy gut, better grains for heart health, pure organic ingredients, or just the joy of a perfect loaf of bread, there's a Rogers Foods flour ready to support your journey. Happy baking, and here's to your health with every slice and every bite!

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CAREERS AT ROGERS FOODS



At Rogers Foods, our success starts with our people. For over 75 years, we've been proudly milling quality Canadian grains into wholesome flours and cereals that families and baking professionals trust. Behind every bag of Rogers Foods products is a dedicated team committed to excellence, innovation, and community. Whether in our mills, offices, or on the road, our employees are at the heart of what we do. If you're looking for a career with a proudly Canadian company that values teamwork, integrity, and growth, we'd love to hear from you.

Here's a list of jobs currently available:

Grain Receiver

Spallumcheen, Full-time

[VIEW](#)**Product Technician I - Temporary**

Spallumcheen, Temporary

[VIEW](#)**Millers Assistant**

Spallumcheen, Full-time

[VIEW](#)

MAKING A DIFFERENCE: ROGERS FOODS VOLUNTEERS JOIN THE VEDDER RIVER CLEANUP

At Rogers Foods, our employees believe that giving back to the land that sustains us is as important as producing it. That's why we were once again thrilled to join forces with **Clean Rivers / Chilliwack–Vedder River Cleanup Society** for their ongoing efforts to protect and restore the Vedder River corridor.

Since 2002, Clean Rivers has removed over 147 metric tonnes of garbage from the river and surrounding areas—with the help of more than 7,000 volunteers. [Chilliwack River Cleanup Society](#). Our Rogers team of volunteers spent a beautiful autumn Saturday collecting waste, restoring riparian zones, and connecting with the community and environment.

We extend our heartfelt thanks to every employee who donned boots, gloves, and determination. Your hands-on volunteer spirit helps safeguard water, wildlife, and the health of our local ecosystems.

