



FLOWERS FOODS TAPS INTO HIGHER-PROTEIN AND SOURDOUGH TRENDS WITH NEW PRODUCTS

THOMASVILLE, Ga., October 27, 2025 – Flowers Foods, Inc. (NYSE: FLO) has added a new higher-protein loaf to its Nature's Own Life® lineup and expanded its Dave's Killer Bread® portfolio to include Supreme Sourdough™. The portfolio additions meet growing consumer interest in higher-protein foods and better-for-you sourdough loaves. The new products are part of a broader innovation rollout that also includes Nature's Own Perfectly Crafted® thick-sliced Italian Herb loaf and a reintroduction of legacy Dave's Killer Bread loaf Oats & Blues.

The recent slate of innovation follows closely behind a variety of [new products launched by the company in the first half of 2025](#), including additional Keto offerings from Nature's Own Life, an expanded selection of small loaves from the Nature's Own and Wonder® brands, Wonder snack cakes, Dave's Killer Bread organic sandwich rolls and snack bites, and sourdough-style bread from Canyon Bakehouse®.

"Our continued investment in innovation is yielding powerful results as we reshape our portfolio to reflect evolving market trends," said Mark Courtney, chief brand officer at Flowers Foods. "Our newest products build on strong momentum from earlier this year and bring fresh, differentiated options that speak directly to today's consumers."

Products recently added to the Flowers portfolio include:

Nature's Own

- **Wheat + Protein** – Building on the continued success of the Nature's Own Life portfolio, Nature's Own has introduced a keto-friendly Wheat + Protein loaf. With 9 grams of net carbs, the new loaf includes 22 grams of protein (13%DV) in every two-slice serving. Nature's Own Wheat + Protein is perfect for the more than 40% of consumers who want to add a good source of protein to their plate.
- **Perfectly Crafted Italian Herb Loaf** – Curated for consumers seeking artesian, better-for-you products, the Nature's Own Perfectly Crafted Thick Sliced Italian Herb loaf contains the perfect blend of oregano, rosemary, basil, thyme, and garlic in every bite.

All new products from Nature's Own maintain the traditional brand promise of no artificial flavors, colors, or preservatives, and no high fructose corn syrup.

Dave's Killer Bread

- **Supreme Sourdough** – Consumer interest in sourdough is growing, and Dave's Killer Bread is meeting that demand with its organic Supreme Sourdough loaf. Made with an authentic sourdough starter, thick sliced, and rolled in the brand's signature Good Seed® topping, this loaf delivers on the flavor and texture of sourdough bread done the DKB way. It will be available in west coast markets.
- **Oats & Blues** – One of the first Dave's Killer Bread varieties, Oats & Blues is back to celebrate the brand's 20th anniversary. Rolled in oats and blue cornmeal, this organic loaf is unlike any other and is available in wide pan and thin-sliced loaves nationwide.

About Flowers Foods

Headquartered in Thomasville, Ga., Flowers Foods, Inc. (NYSE: FLO) is one of the largest producers of packaged bakery foods in the United States with 2024 sales of \$5.1 billion. Flowers operates bakeries across the country that produce a wide range of bakery products. Among the company's top brands are *Nature's Own*, *Dave's Killer Bread*, *Canyon Bakehouse*, *Simple Mills*, *Wonder*, and *Tastykake*. Learn more at www.flowersfoods.com.