



THE FLAVOR OF AMERICA

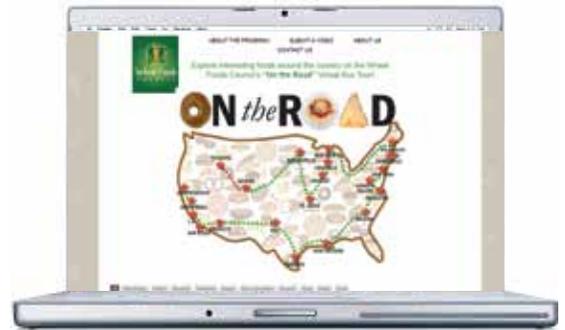
Come be part of the tastiest road trip we've ever had!

Join us on the Wheat Foods Council's **"On the Road"** Virtual Bus Tour of America!

Visit us at www.ontheroadwithwheatfoods.com This virtual tour of American foods, restaurants and recipes will feature wheat foods from around the country and we want you to be part of it! Since wheat foods are the delicious vehicle for countless foods, site visitors will be invited to hop on the "wheat bus" and take a culinary tour of America, exploring regional, iconic, unusual, traditional and delicious wheat-based foods...from classic **A**pple pie, **t**o baked **Z**iti, and everything in between.

HOW IT WORKS

- Each "stop" will consist of content, provided by the WFC or by a participating partner, highlighting a wheat food or wheat food combination.
- The content will be uploaded to a graphic representation of the US on the WFC website.
- Website visitors will be able to click on the videos below the virtual map to view content.



BE PART OF IT!

We invite you, your group or organization to submit content for "On the Road." It can be one or more of the following:

- New or existing video
- Photos
- Recipe (with photos)
- Podcast (chef interview, educational information about the origins of an iconic food, recipe ideas, etc.)

This is an opportunity to showcase your food group or product, local community, restaurant, food festival, travel destination or simply your inspired wheat food recipe.

SOME LOGISTICS AND DISCLAIMERS

Submissions must showcase a food or dish that combines with a wheat-based food. Videos should be less than 5 minutes in length and should inspire people to eat or make the featured food or visit the featured location. Video formats include: avi, .flv, .mp4, mpeg4, .mov, .wmv, .wm,

There is no cost to participate. All submitted content must first be approved by the WFC. Regarding videos, WFC has the right to use all or part of the video on the WFC website. In return, the WFC agrees to promote approved and accepted content on its website and through its social media outlets.

Participants are encouraged to include links to the "On the Road" graphic and their submitted content on their own websites and social media platforms.

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