

# Grain Foods

— *Make the* —

# Moment



Campaign Assets for Investors  
November 2025



# About the Campaign & How to Use This Resource

**Grain Foods**  
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# About the Campaign

GFF's bold new consumer campaign, *Grain Foods Make the Moment*, is a national effort to reframe how Americans think and feel about grain foods.

Built on the insight that people connect to food through moments, *Grain Foods Make the Moment* shows how grain foods like bread, pasta, tortillas and others make everyday wholesome occasions possible — from breakfast sandwiches to family pasta nights and everything in between.

The heartfelt storytelling and modern visuals of the campaign celebrate how grain foods bring flavor, energy and balance to real life. Paired with GFF's nutrition leadership and trusted science, this effort bridges the gap between research and real life to reinforce how grain foods play a foundational, not optional, role in balanced eating.



# How to Use This Resource

We've distilled the campaign's messages and creative assets into ready-to-share videos, graphics, and captions that you can integrate into your **social media, newsletters, websites, or employee communications.**

## Ways to Engage:

- **Share the Visual Content:** These visual assets make it easy to join the conversation, amplify the campaign, and show how grain foods make the moment in your own life and for your audiences.
- **Leverage the Messages:** These materials are designed to help you engage your network with science-backed, consumer-friendly messaging that highlights the positive role of grains in daily eating occasions.
- **Reach Out for Support:** If you need guidance on how to leverage these assets effectively, reach out to Erin Ball at [eball@grainsfoundation.org](mailto:eball@grainsfoundation.org).



**GFF Invites You to Inspire Your Audiences by Sharing**

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## Where to Find Assets

- ✓ Drive audiences to learn more at [GrainFoodsMakeTheMoment.org](https://GrainFoodsMakeTheMoment.org)
- ✓ Download hi-res visuals shown in this document at [GrainFoodsMakeTheMoment.org/Investor-Assets](https://GrainFoodsMakeTheMoment.org/Investor-Assets)
- ✓ Share/amplify existing posts by following **GFF** on [Instagram](#) or [LinkedIn](#)
- ✓ Find embeddable videos at [YouTube.com/GrainFoods](https://YouTube.com/GrainFoods)



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## Sample Posts Flavor Focus

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# Taco night? Made possible by grains!

Think about your favorite taco night: the tortilla is the foundation for protein, veggies and **bold flavors**.

Grain foods aren't just filler — they provide **balance, fiber and the structure** that lets your meals shine. From family dinners to quick weeknight meals, grain foods make flavor-packed moments possible while keeping nutrition front and center.

Explore more ways grain foods bring flavor to life at [GrainFoodsMakeTheMoment.org](https://GrainFoodsMakeTheMoment.org).



Instead of a static post, you can embed the video (click here for [YouTube Video link](#))

# Great gatherings start with grain foods

A great charcuterie board is all about contrast. The salty bite of meats, the richness of cheese, the sweetness of fruit. **Grain foods bring it all together with the crunch and flavor that make every pairing better.**

Grain foods like crackers add balance and elevate each bite, delivering all that cheese and charcuterie goodness right to you. They turn simple snacking into a moment to savor.

Discover more ways grain foods make the moment at [GrainFoodsMakeTheMoment.org](https://www.GrainFoodsMakeTheMoment.org).

**It's not charcuterie  
without the  
crackers**



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## Sample Posts Energy Focus

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# Good mornings start with grain foods

Mornings set the tone for the entire day, and grain foods make every start better. Take the classic egg sandwich: protein from eggs, wholesome grains from bread, and **the nutrients your body needs to power through your morning.**

It's simple, balanced, and satisfying — and a reminder that **grain foods fuel not just your body, but your moments.**

Discover more ways grains bring energy to your mornings at [GrainFoodsMakeTheMoment.org](https://GrainFoodsMakeTheMoment.org).



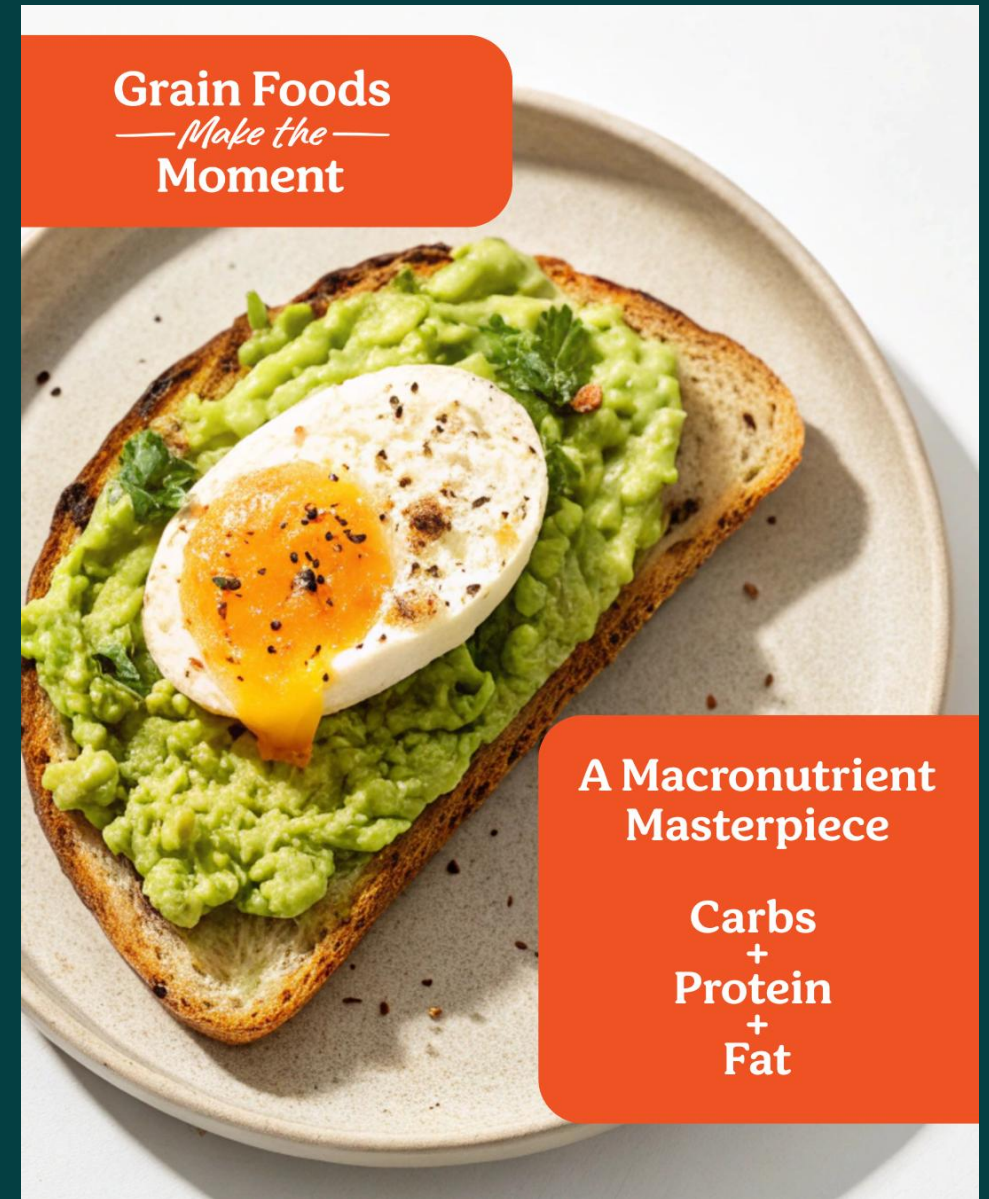
Instead of a static post, you can embed the video (click here for [YouTube Video link](#))

# A macronutrient masterpiece with grain foods

Great meals often combine **the big three: carbs, protein and healthy fats**. Grain foods provide the carbohydrates your body relies on for energy and create the perfect base for building a balanced and satisfying bite.

From toast to sandwiches, grain foods bring your favorite ingredients together so every meal delivers flavor, nourishment and the balance that keeps you going.

Discover more ways grain foods make the moment at [GrainFoodsMakeTheMoment.org](https://www.GrainFoodsMakeTheMoment.org).



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## Sample Posts Balance Focus

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# Flavor, energy & balance in every bite

A PB&J isn't just a nostalgic snack — it's a perfect example of how grain foods deliver **flavor, energy and balance**.

The grains in bread provide lasting fuel, while peanut butter adds protein and healthy fats, and fruit jam gives a touch of natural sweetness. **Grain foods make it easy to enjoy simple meals that satisfy both taste and nutrition.**

See how grains make everyday meals better at [GrainFoodsMakeTheMoment.org](https://www.GrainFoodsMakeTheMoment.org).



Instead of a static post, you can embed the video (click here for [YouTube Video link](#))

# Better balance starts with grain foods

Pasta night isn't just comforting — it's a way to enjoy **balanced meals that fuel your body** and satisfy your taste buds.

Whole or enriched grains provide carbohydrates for energy, fiber for digestive health, and essential vitamins and minerals. **Add your favorite protein and vegetables, and you've got a meal that's as nutritious as it is delicious.**

That's the power of grains to make the moment. Learn more at [GrainFoodsMakeTheMoment.org](https://GrainFoodsMakeTheMoment.org).



**Better balance starts with grain foods.**

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Instead of a static post, you can embed the video (click here for [YouTube Video link](#))

# Grain foods bring balance to the bowl

Oatmeal is more than a breakfast staple — it's a way to start your day with balance.

Whole grains in oatmeal deliver **fiber for digestive health, complex carbs for sustained energy, and essential vitamins and minerals to support your body**. Top it with fruit, nuts or seeds, and you've created a breakfast that fuels both your morning and your moments.

Discover more ways grain foods make the day at [GrainFoodsMakeTheMoment.org](https://GrainFoodsMakeTheMoment.org).



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# Sample Posts Additional Nutrient Callouts

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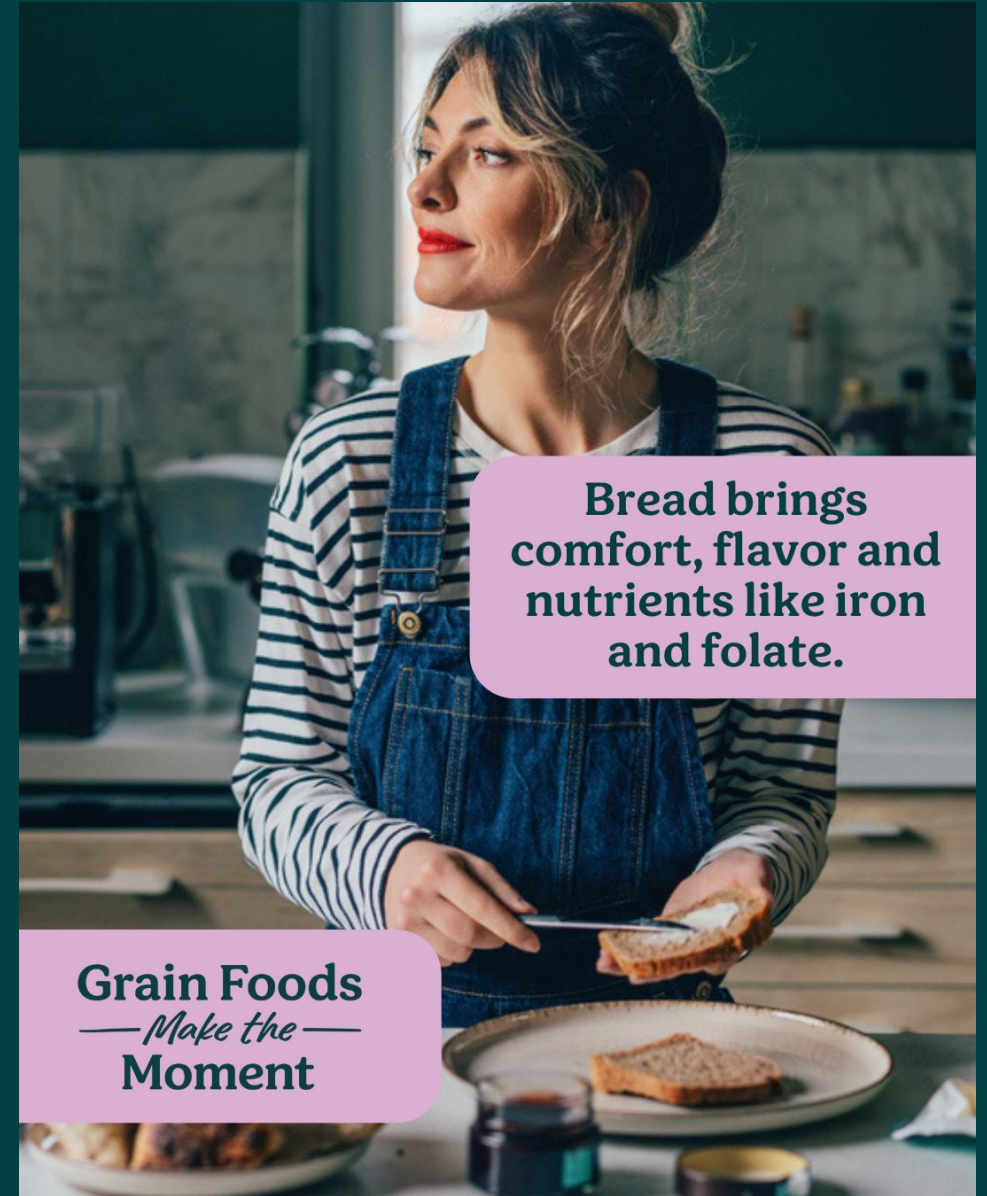


# Grain foods make everyday nutrition easier

Grain foods add so much more than comfort. **Many provide essential nutrients like iron and folate that most people do not get enough of.** These nutrients support energy and overall wellness in ways that fit naturally into your routine.

From morning toast to lunchtime favorites, grain foods add flavor, balance and the nutrients that come from the staples you already enjoy.

Discover more ways grain foods make the moment at [GrainFoodsMakeTheMoment.org](https://GrainFoodsMakeTheMoment.org).



**Bread brings comfort, flavor and nutrients like iron and folate.**

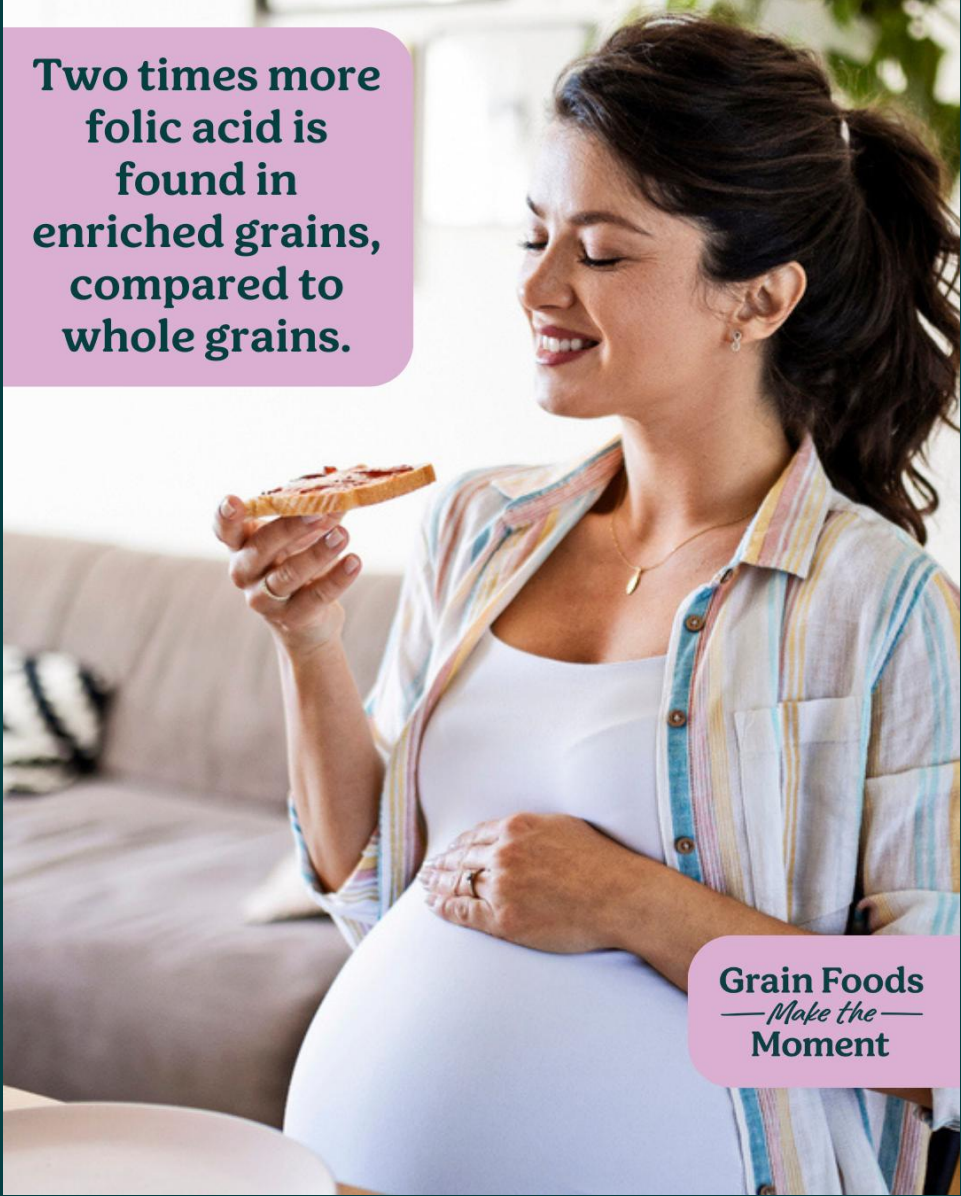
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# A simple way to add more folic acid to your day

**Folic acid is an important nutrient for women of childbearing age**, and enriched grain foods are one of the simplest ways to get more of it. They provide about twice as much folic acid as whole grains, which makes them **an easy and reliable part of a balanced diet**.

From sandwiches to morning toast, **enriched and whole grain foods work together** to bring flavor, comfort and key nutrients to the meals you already enjoy.

Discover more ways grain foods make the moment at [GrainFoodsMakeTheMoment.org](https://www.GrainFoodsMakeTheMoment.org).

A pregnant woman with dark hair tied back, wearing a white tank top and a colorful striped button-down shirt, is smiling and holding a slice of toast with toppings. She is standing in a bright, indoor setting, possibly a kitchen or living area. The background is softly blurred, showing a couch and some greenery.

Two times more folic acid is found in enriched grains, compared to whole grains.

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# Sample Posts

## Comfort & Lifestyle

### Focus

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# The holidays are sweeter with grain foods

Flavor, a touch of sweetness, and a whole lot of love: that's what the holidays are made of and grain foods help make it happen.

From holiday breads to cookies and family feasts, **grain foods provide the nutrients, fiber and energy to keep celebrations joyful.** They're the foundation for meals that connect, **comfort and nourish everyone at the table.**

Celebrate this season's moments at [GrainFoodsMakeTheMoment.org](https://GrainFoodsMakeTheMoment.org).



**Flour, sugar  
and a whole  
lot of love.**

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# Grain foods make girl dinner a moment

Girl dinner is **the art of turning snacks into a meal you actually want**. Fruit, cheese and little bites set the vibe, and **grain foods bring the crunch, flavor and balance** that make the whole spread feel complete.

Crackers, toasts and flatbreads add the satisfying bites that tie everything together and **turn casual grazing into a moment worth calling dinner**.

Discover more ways grain foods make the moment at [GrainFoodsMakeTheMoment.org](https://www.GrainFoodsMakeTheMoment.org).





# Thank You for Your Support in Sharing How Grain Foods Make the Moment

For guidance on how to leverage these assets effectively, reach out to Erin Ball at [eball@grainsfoundation.org](mailto:eball@grainsfoundation.org)

