Whoever heard of Sandwiches?

WE DID... Fifty Years Ago!

Round Bread was once very popular because it was a very practical way to bake and serve bread, and so many sandwich fillings were round in shape. Manufacturers of round-shaped sandwich meats and cheeses switched to square-shaped products when the popularity of the round loaf declined. But now, it's back again in a new, improved, more exciting, better tasting loaf of Rainbo Round Bread.

Perfect for Hamburgers

New Rainbo Round slices are perfect for Rainbo hamburger sandwiches and all soft meat sandwich fillings.

Idea for Cold Cuts

Bakery, tomato slices, spiced lunchoom meats, egg, liver, pimento balls, etc. Rainbo Round slices make each sandwich a new taste delight.

Look for Round Rainbo on your next trip to market!