food annualagenda

BREAD FACTS

WHERE DOES BREAD COME FROM?

flour + water + salt + yeast/sourdough

NUTRITIONAL BENEFITS OF BREAD

- minerals (0,8 g)
- fibre (2 g)
- fat (1 g)
- carbohydrates (14 g)
- B vitamins (1,9 mg)
- proteins (3 g)

a single slice of bread
(about 30 g, 80 kcal)

HOW MUCH BREAD DO WE EAT?

Poland takes 6th place in bread consumption in EU.

1. Germany
2. France
3. Great Britain
4. Italy
5. Spain
6. Poland

Statistically, each person in Poland consumes around 3 kg of bakery products per month.

DO NOT WASTE!

Around 49% of all foods thrown away are bakery products.

WHY DO WE EAT LESS BREAD PRODUCTS?

average monthly bread consumption per capita in Poland

Main reasons for decreased bread consumption:

- elimination diet trends, e.g. gluten-free or low-carb
- growing number of consumers baking bread at home
- changes in consumer preferences, e.g. eating out
- unsatisfactory bread quality
- rising popularity of sandwich alternatives, e.g. cornflakes, pasta, oatmeal etc.

TRENDS IN BAKERY

- Clean label - bakery products with no unnecessary additives.
- BIO products - using components from certified crops.
- Return to tradition - using vintage baking recipes.
- Functional/pro-health additives - e.g. chia, nigella seeds, herbs, vegetables or fruits.

DID YOU KNOW?

The largest loaf of bread weighed 1571 kg and was made in Brasil.

Bread was used as eraser before the actual rubber was invented.

The most expensive bread in the world costs 117 euros per 400 g. Each loaf contains wholewheat flour, spelt, honey and 250 mg of gold dust.

EIT Food

This activity has received funding from EIT Food, the innovation community on Food of the European Institute of Innovation and Technology (EIT), a body of the EU, under the Horizon 2020, the EU Framework Programme for Research and Innovation

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