



Tasty and healthy!

As a two-year collaborative EU funded project, HealthBread will develop and market new nutritionally enriched 'whole grain' and 'white' bread products. The project will provide an opportunity to link science, innovation and craftsmanship. Eight bakeries

(from Austria, Germany, Italy and the Netherlands) together with renowned research organizations TNO (Netherlands) and VTT (Finland) will join colleagues from industry, business and research and create good tasting and nutritionally enriched bread products.



Trends and Unique Selling Points

By using specific parts of the wheat grain kernels, breads will be obtained with higher levels of dietary fibre and beneficial nutrients such as B-vitamins, minerals and anti-oxidants. Dedicated fermentation processes will improve the availability of these nutrients for uptake in the digestive tract. HealthBread bakeries will be assisted by project partners to produce and market these healthy bread options. All bakeries will consult their respective customer base and identify 'likeability' trends and the 'unique selling' factors of such products...



Healthbread Manual

The HealthBread Manual will provide general guidance for selecting flours and fermentation processes to produce healthy breads. The manual will also answer questions on how to disseminate new knowledge gained from the HealthBread project and communicate healthy bread options to consumers.



More healthy and enriched bread options are good for consumers... good for bakeries...and good for Europe!!

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