

# The HealthBread Project

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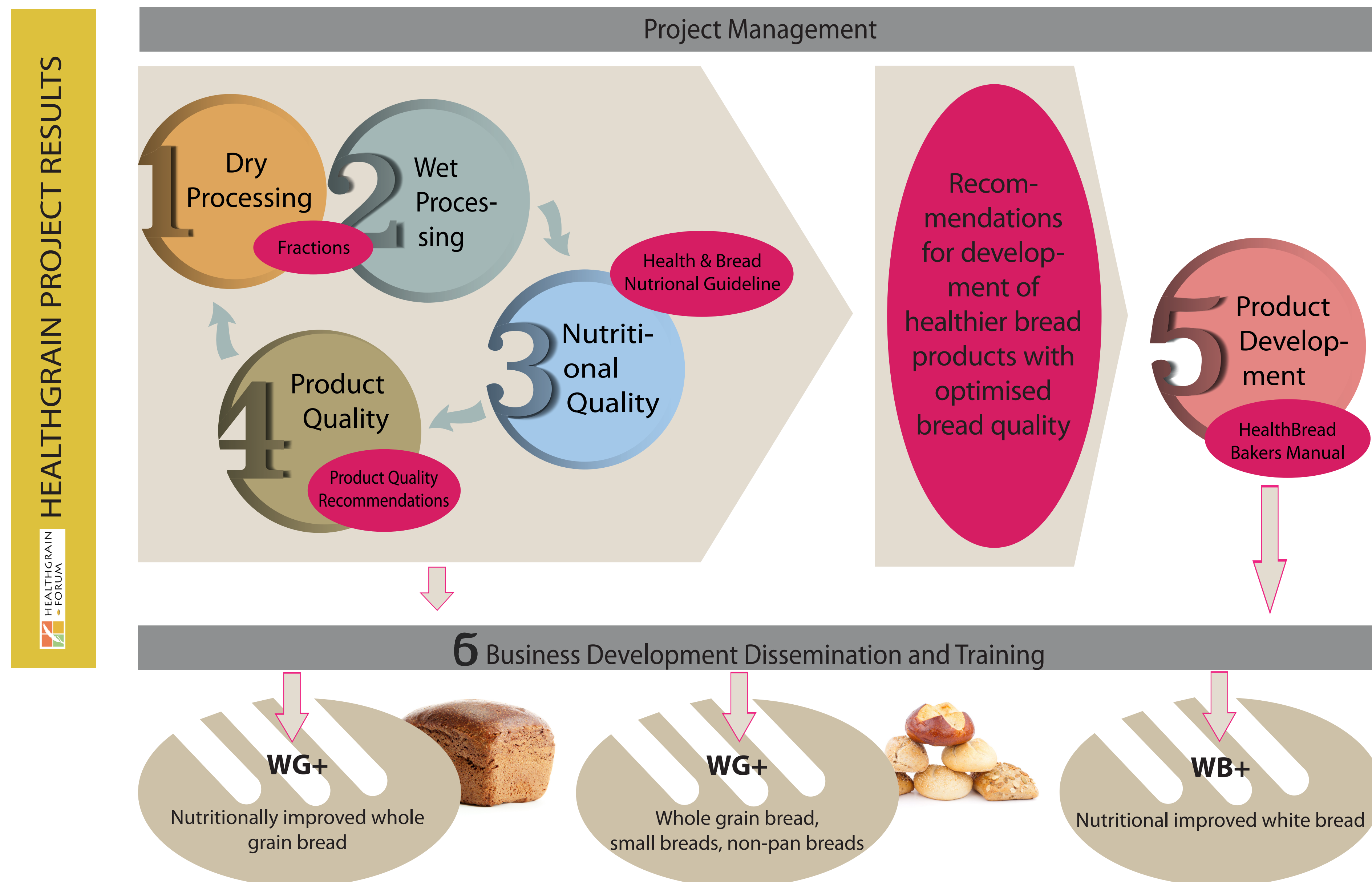
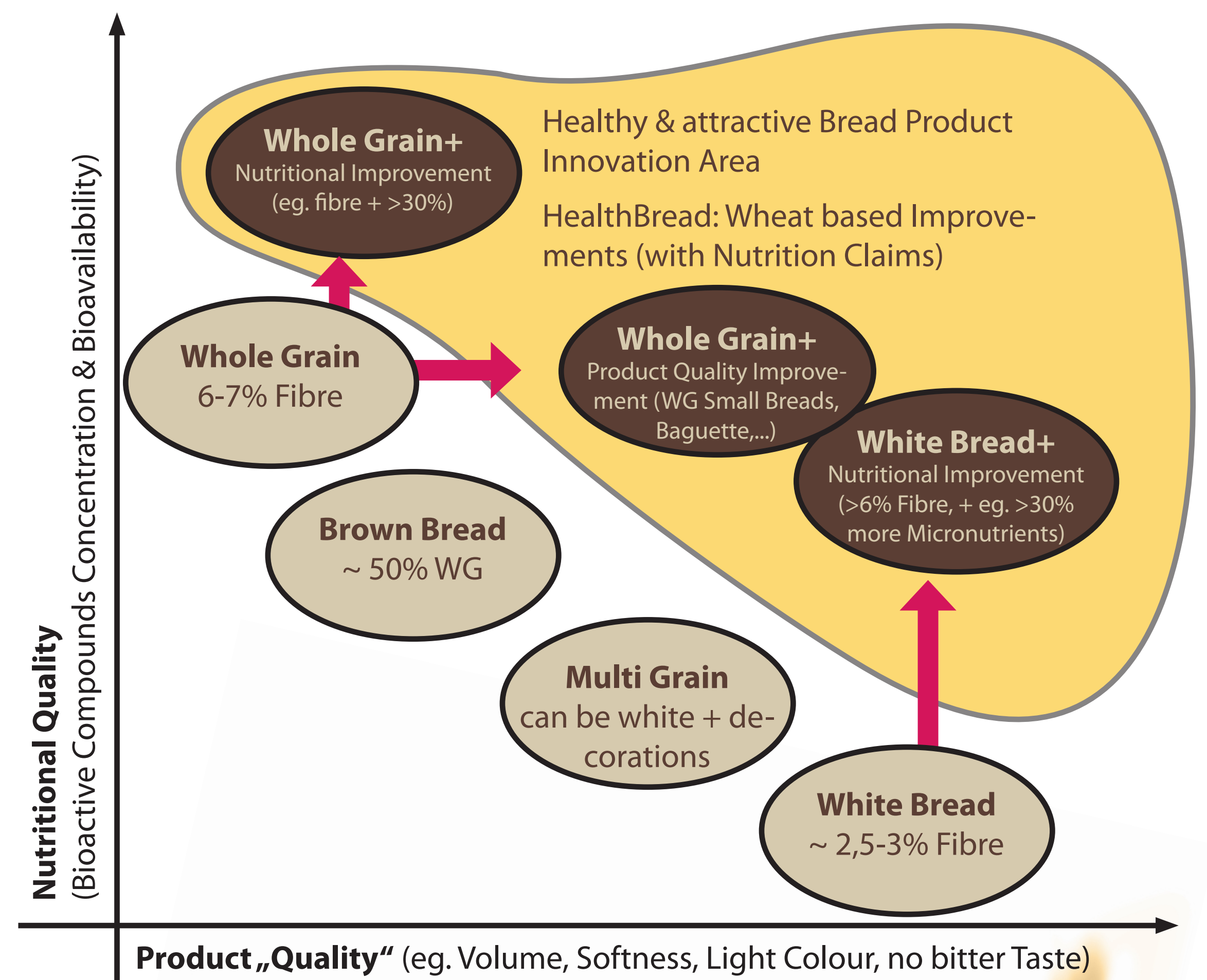
## TASTY AND HEALTHY

### Overview

Nutritional guidelines in Europe and world-wide highlight the importance of choosing whole grain products high in cereal dietary fibre as preferred option for cereal intake. Nevertheless, actual intake of cereal fibre and whole grain is far below recommendations. HealthBread is a European FP7 project aiming to exploit results of the FP6 project "HEALTHGRAIN". Based on an SME and consumer oriented approach, HealthBread will develop and launch bread products rich in wheat based dietary fibre and micronutrients, with nutritional benefits going beyond standard white bread and/or whole grain bread.

### Project data

- **17 Partners** from 5 European countries: 2 RTOs (TNO, VTT), 8 SME Bakers (AT, DE, IT, NL), 5 other SMEs, 2 major flour and ingredient suppliers. Three of the partners act as mentoring partners for the SME bakers.
- **Key output:** Eight commercially viable breads belonging to two categories: White Bread+ (WB+) and Whole Grain+ (WG+).
- **Trends and USP:** Bakeries will consult with their respective customer base to identify 'likeability' trends and the 'unique selling proposition' of HealthBread products.



### WG+

Levels of TDF and micronutrients at least 30% higher than in standard wholegrain bread and/or 50% increased bioavailability of minerals and/or 200% increase of free ferulic acid and/or improved product quality (superior taste and texture).

### WB+

Higher than 6% in Total Dietary Fibre (TDF) and levels of micronutrients (such as Fe, Zn, Mg, B-vitamins and ferulic acid) at least 30% higher than in standard white bread; and/or 50% increased bioavailability of minerals and/or 200% increase of free ferulic acid.

### HealthBread Bakers Manual



A HealthBread Manual will be created in four languages to help bakers choose and employ the ingredients and fermentation processes developed during the project.

### Workpackages 1 & 2

To develop innovative raw materials which completely utilise the wheat kernel through: WP1) advanced milling techniques (bran fractions, whole grain concentrate, aleurone rich materials) and WP2) specific fermentation processes (a combination of xylanase and ferulic acid esterase treatment with yeast fermentation in optimised conditions).

### Workpackage 3

To guide and support the development of healthier bread products with respect to nutritional quality targets for both white and whole grain breads as well as communication to consumers, taking into account European and national regulations and practices.

### Workpackage 4

To evaluate the effects of bioactive-rich wheat fractions on the bread making process and bread organoleptic quality and to optimise the key quality parameters. The insights obtained at lab scale will be made available to WP5 for product development.

### Workpackage 5

To apply the results of WPs 1 – 4 in product development at the SME bakeries.

### Workpackage 6

To disseminate and exploit the HealthBread results and concept.



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HealthBread (HealthBread product innovation based on FP6 HealthGrain results and Knowledge) is co-funded within KBBE of the EU 7th Framework Programme, ECGA No. 312165. This document reflects only the authors' views and the European Union is not liable for information contained therein.

