

HealthBread is coordinated by TNO, the Netherlands.

Research & Technology Organisations



Industry and Technology Partners



SME Bakeries



Find us on www.healthbread.eu

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Positive Impacts

The HealthBread project assists bakers in the development and marketing of naturally enriched bread products. Increased consumption of these products which are high in cereal fibre and contain minerals, B-vitamins and anti-oxidants, has significant health benefits.



Naturally
Enriched
and Tasty Breads
for European
Consumers





Project Objectives

HealthBread is a two-year FP7 research and demonstration project which aims to:

- develop attractive naturally enriched bread products by applying advanced milling technologies for obtaining flour and dough with high levels of beneficial nutrients and mild taste.
- determine dedicated dough fermentation and baking processes to produce naturally enriched and good tasting ‘whole grain’ and ‘white’ breads.
- deliver business plans for SME bakeries to successfully market naturally enriched bread products for European consumers.



Nutrition and Health Benefits

Research in the last decade clearly indicates that the dietary fibre, minerals, vitamins and other beneficial compounds of whole grains contribute to health. These compounds are concentrated primarily in the bran, and in the germ. The fermentation processes developed in HealthBread significantly improve their availability for uptake in the digestive tract.

Bran (12-15%):

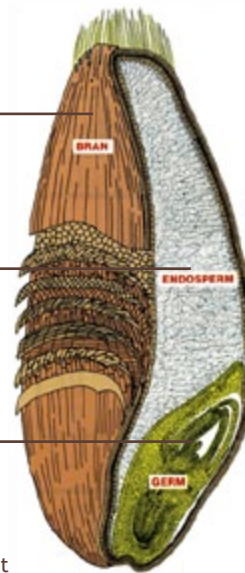
- Dietary fibre
- Minerals
- B vitamins
- Phytochemicals

Endosperm (80-85%):

- Starch and proteins
- Some fibre, vitamins and minerals

Germ (3%):

- B vitamins
- Phytochemicals
- Vitamin E
- Minerals



Longitudinal Section of Grain of Wheat

Bakery Participation



In this ‘business to consumer’ project bakeries from Austria, Germany, Italy and the Netherlands are partners in the consortium. These SME bakers join colleagues from industry, business and research institutions to collectively develop a number of naturally enriched bread options for consumer groups in four European countries.

