



# “Why change the recipe?”

It's a good question.

We take our bread seriously. Changing it, even more so.

But the truth is, white bread can be so much more than just white. It can be richer in taste and higher in nutrition. So we set out to put this right – and return to something *better*.

#### **Return to whole grains.**

They have been linked to improved health and enable more efficient farming, by using every part of the grain and not wasting the resources used to grow it.

#### **Return to heritage grains.**

Emmer, Spelt and Barley have been part of English grain growing for centuries. They are higher in nutrients, higher in fibre, easier to digest and have more complex flavours.

#### **Return to diversity.**

This complex blend of grains creates a flour that supports microbiome health and good agricultural practices.

#### **Return to the craft (and science) of baking.**

Improving and optimising our fermentation process has unlocked more nutrition and flavour in every loaf.

We have made a different white. It has more of everything. More care, more craft, more nutrition. Change doesn't always please everyone, but the recipe change for our Bertinet White Sourdough represents what we stand for – and what we believe bread can be:

#### **Better.**

We hope you'll agree.

