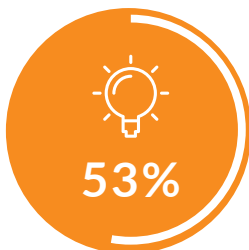


## How bread consumers perceive sourdough in Europe

SOURDOUGH IS EMBEDDED IN THE EUROPEAN BREAD CULTURE: 95% OF BREAD CONSUMERS KNOW THE NAME



Know what it is

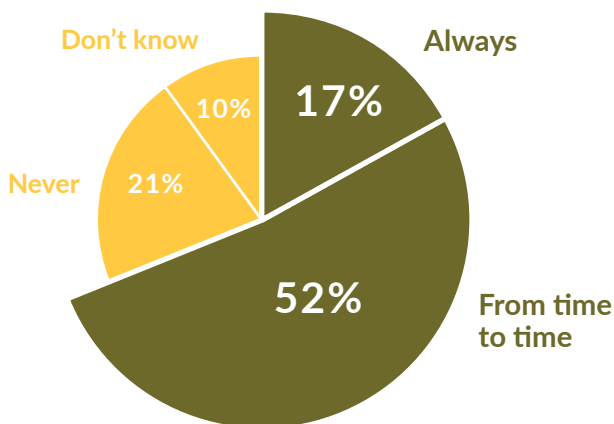


Know only by name



Don't know

TWO OUT OF THREE EUROPEAN BREAD CONSUMERS BUY SOURDOUGH



70%

are buying sourdough bread at least from time to time

FAMILIARITY WITH SOURDOUGH BREAD AND ITS CONSUMPTION RATE DIFFER ACROSS EUROPE



Country	Local Name	Know what it is (%)	Purchase Rate (%)
Poland	ZAKWAS	90%	61%
Sweden	SURDEG	85%	47%
Spain	MASA MADRE	80%	44%
Germany	SAUERTEIG	76%	40%
Italy	LIEVITO MADRE	76%	58%
France	LEVAIN	67%	39%
UK	SOURDOUGH	47%	22%
Belgium	ZUURDESEM/LEVAIN	31%	33%
Netherlands	ZUURDESEM	22%	21%

# How bread consumers perceive sourdough in Europe

## SOURDOUGH BREAD EVOKES...

### TRUST



### PASSION

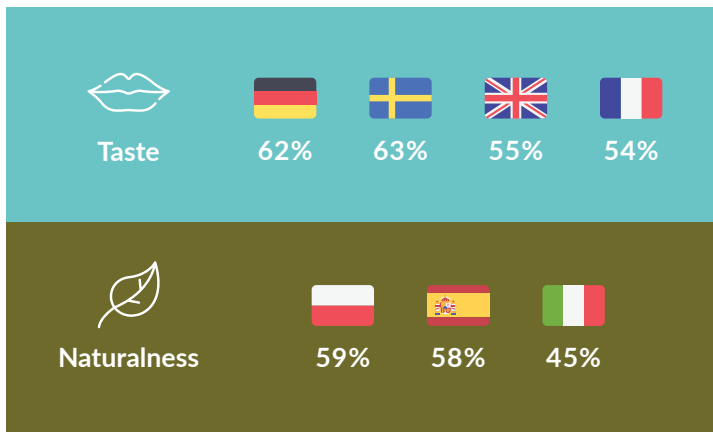
### CURIOSITY



### INTEREST

## REASONS TO BUY SOURDOUGH BREAD

### TOP 2



## OPPORTUNITIES AMONGST NON-BUYERS

increase awareness & familiarity with sourdough through communication

- 84%** want to know what they buy
- 70%** read the label

∨  
Bread consumers are open for communication

## SOURDOUGH BREAD RESONATES POSITIVELY AMONG BREAD CONSUMERS

Quality	Crunchy crust
Taste	Natural fermentation
Natural ingredients	Fuller aroma
	Fresh for longer