

## READ THE LABEL

How do you distinguish true artisan loaves from the artisan "knockoffs" now popping up on bakery and supermarket shelves? Just read the label. The ingredients tell the story.

The basic building blocks of great bread are simple—flour, yeast, salt and water. Artisan products contain these and sometimes other pure ingredients like cheese, eggs, fruit or nuts. The point is, they're ingredients you recognize and can pronounce. If the label lists items not found in the average kitchen cupboard, you're not buying true artisan quality—even if the name and a hefty price tag suggest otherwise.

Artisan baking relies on slow, natural processes to transform simple ingredients into remarkably flavorful loaves. Not dough conditioners, flavor enhancers and chemical preservatives. Such additives may make bread production faster and less costly—but often at the expense of the bread's taste and eating quality.

It's not complicated ingredients that make great bread. It's the skill and craftsmanship that goes into it. We invest tremendous time and effort to bring you the honest, simple breads that deliver the satisfaction you should expect from this most fundamental of foods.

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## WORTH EVERY PENNY

Our artisan breads cost more than your average supermarket loaves because of the high-quality ingredients and meticulous techniques that go into producing them. We use long fermentation times and other craft-centered baking techniques to make unique breads with a number of special differences:

- ❖ **Open Crumb**—The crumb (or interior) of the bread provides telltale clues about its quality. Slice one of our loaves and notice the large, irregular holes. This is the mark of hand craftsmanship.
- ❖ **Creamy Color**—Mass-production methods can destroy certain elements in flour that contribute beneficial color and flavor to the finished bread. Artisan techniques preserve those elements, resulting in bread with a richer, creamier crumb color. It's a sign that your bread will be full of flavor.
- ❖ **Pleasing Texture**—Artisan methods produce breads with thick, crispy crusts and moist, chewy crumbs. We think it's a delicious alternative to the soft, squishy bread most Americans have grown up with.
- ❖ **Better Flavor**—You can't hurry good bread. We allow our dough to rise slowly, under conditions that foster optimal fermentation. Fermentation is a natural process resulting from the interaction of yeast and flour. Long fermentation adds satisfying aroma and complex flavor to bread. The taste lingers on your tongue instead of vanishing instantly.

Yes, it takes extra time and care to create breads with these qualities. We think it's worth it. And we think you will too!

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