



As artisan breads have become more popular, many commercial manufacturers have introduced their own versions. You can distinguish if true artisan techniques were used by inspecting the crumb (or interior). Here, you can see that it is similar to that of other mass-produced products, very tight and regular, indicating that machine manufacturing methods were used. The uniform shape is another sign the bread was molded by machine.

ARTISAN  
"KNOCKOFFS"



True artisan breads have an irregular shape, a large irregular hole structure, and a creamier crumb color. These are signs that the bread was hand crafted and that longer fermentation was used to develop full flavor. The warm, creamy color shows that the flour was not over-processed or bleached, allowing more of the flour's natural characteristics to come through in the bread.

SIGNS OF TRUE  
ARTISAN QUALITY