

The Feast of Bread

20 August 2024

In 2024, *My Grandfather's Bread with Potatoes* became Bread of the Year.



The winning product was made using four types of flour, salt, water, lard and boiled potatoes in a 12-hour traditional leavening process. Thanks to the gentle technology and the right baking environment, it can be consumed for up to 14 days.

My Grandfather's Bread with Potatoes has a thick, crisp crust and a delicious, harmonious flavour.



WHEAT

2024

5 231^{a)}
Thousand tonnes

Compared to 2023

-12%



Fresh
BREAD

2024

330^{a)}
Thousand tonnes

Compared to 2023

+0.6%

^{a)}Estimated data.

Proportion of harvested wheat area compared to the arable land, 2023

