

Lesaffre Baking Center

« Bread to go ! »: the world of sandwiches

OBJECTIVES:

Following the change in eating habits and thanks to its high innovation potential, the sandwich market is booming. The novelty trends are varied: practicality, novelty, flavour, sophisticated assortments, well being, and segmentation by population type...

This training session is a full part of this dynamic process. What are the major market trends? What type of bread to respond to the diversification in demand? What are the solutions to combine taste and health? The purpose of this module at the heart of today's preoccupations combines breadmaking and pleasure.

Bon appétit!



PROGRAMME:

The sandwich market: a booming sector

- Updated data of the sandwich sector
- The drivers for growth and the expectations of the consumer
- A multiplicity of innovations all-round
- Distribution methods and purchasing habits

Sandwich breads: a range of possibilities

- The standards: Viennese baguette, tortilla, naan, pita, polar bread, Turkish bread
- Mediterranean breads: panini, ciabatta, focaccia, fougasse, sourdough bread
- Anglo-Saxon breads: sandwich bread, hamburger buns, bagels, bretzels, English muffins
- Focus on the part baked baguette

The "nutritionally correct": even the sandwich is getting down to it!

- Anti-cholesterol, salt reduction and omega 3: at the center of preoccupations
- Nutritional value and quality: supplementation in fibres and seeds
- For epicureans: combining health and gustatory pleasure?

Practical workshops

- Production of the range of sandwich breads and tasting as you like
- Creative workshop dedicated to sandwich fillings with a chef
- Overview of the sandwich shop concepts

Detailed programme is available by request. Please, contact us at bakingcenter@lesaffre.fr

