

“LE PAIN” *in words*



TASTE

The taste of bread is a major factor in the act of purchase, especially a renewed purchase.

Our taste buds allow us to evaluate whether we appreciate the bread and define its aromatic character.



Shared experiences

Patrice
VIOLEAU

R&D manager
in a Bread/
Viennese pastry/
Pastry business
(FRANCE)

« *The taste of bread requires specific terminology and it is important to adapt those terms to the audience.*

Between us professionals bakers, we all speak the same language and we understand each other easily thanks to the descriptions we use: toasty, dairy, acetic, etc...

Consumers express themselves in simpler terms: "a tasty bread", "a nice-tasting bread", etc. but they cannot explain why. Our communication efforts therefore focus on the bread manufacturing process: slow fermentation to develop complex aromas, addition of sourdough for typicity.

Today's consumers are seeking the "old-fashioned" bread, one that reminds them of their childhood, with a 'natural' taste. They want the product to taste good, but without being too strong in acidity. Thanks to this knowledge, we steer our process more towards breads with a dairy flavour to please a wider consumer audience.»

Flavour

Each expert descriptor is illustrated by a reference loaf.



Expert vocabulary

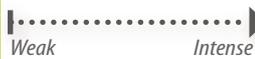
• Caramel flavour - crust



RECIPE

✓ Crust of loaf made with caramelised malt extract

• Cardboard flavour - crust



RECIPE

✓ Crust with subtle aroma obtained 6 hours after the baking

• Crackers flavour - crust



RECIPE

✓ Crust of loaf made with 10% Crème de Levain®

• Acetic/vinegar flavour - crumb



RECIPE

✓ Loaf made with highly acetic sourdough

• Almond flavour - crumb



RECIPE

✓ Loaf made with bitter almond extract

• Ripe wheat flavour - crumb



RECIPE

✓ Traditional baguette

• Cereal/bran flavour - crumb



RECIPE

✓ Loaf made with 70% wholewheat flour

• Fermented flavour - crumb



RECIPE

✓ Over-yeasted baguette - frozen dough



Consumer vocabulary

• Caramel

• Cardboard, damp cardboard, loaf crust, stale crust

• Crackers, pizza crust, baked

• Pungent, vinegar

• Almond

• Mild, wheat grain

• Cereal, seeds, corn, buckwheat, bran

• Alcoholic, mushroom taste, taste of bread, yeast, mouldy, pungent, earthy



Expert vocabulary

• Wheat flavour - crumb



RECIPE

✓ *White baguette baked in tray*

• Fruity flavour - crumb



RECIPE

✓ *Bread made with rye and added live sourdough*

• Dairy/butter flavour - crumb



RECIPE

✓ *Bread made with corn flour and 2% butter*

• Sourdough flavour - crumb



RECIPE

✓ *Bread made with lactic/acetic sourdough*

• Yeast flavour - crumb



RECIPE

✓ *Over-yeasted baguette (6% fresh yeast) - short fermentation*

• Malty/roasted flavour - crumb



RECIPE

✓ *Bread with added malt*

• Hazelnut flavour - crumb



RECIPE

✓ *Bread made with praline*

• Rye flavour - crumb



RECIPE

✓ *Bread made with 90% T170 flour*



Consumer vocabulary

• Cereal, flour, wet flour, floury, wheat, paper

• Nutty, fermented fruit, fruity, prune

• Brioche, mild, greasy, rancid, dairy, milky

• Pungent, sourdough, yeast, metallic, distinctive, vinegar

• Alcoholic, mushroom, bread, yeast, mouldy, pungent, earthy

• Burnt, caramel, charcoal, smoky, grilled, toasty, roasted

• Squash seed, hazelnut, walnut, popcorn, sesame

• Hay, honey, gingerbread, rye

Taste



Expert vocabulary

• Acidic taste - crumb



HIGHLY ACIDIC RECIPE
✓ Bread with a pH of 3.8

• Salty taste - crumb



VERY SALTY RECIPE
✓ Bread made with 2.4% salt

• Sweet taste - crumb



VERY SWEET RECIPE
✓ Bread made with 4% sugar

• Spontaneous comments by experts



Consumer vocabulary

• Acidic, sour, acrid, bitter, pronounced/distinctive, pungent

• No salt, not enough salt
• Insipid, no/little flavour, bland, neutral

• Brioche, sweet

• Excellent, (very) nice flavour, harmonious, aromatic
• After-taste, lingering taste
• Fresh bread
• Old-fashioned, rustic, simple, craft baking, authentic/ industrial, supermarket/mass consumer bread

Illustration

Smell & Taste

Kernouaille bread

Formula

Type 65 flour	1 600 g	80.0 %
Buckwheat flour	400 g	20.0 %
TOTAL flour	2 000 g	100.0 %
Living liquid sourdough	160 g	8.0 %
Compressed yeast	20 g	1.0 %
Improver	20 g	1.0 %
Gluten	20 g	1.0 %
Water	1 200 g	60.0 %
Salt	40 g	2.0 %
TOTAL DOUGH	3 460 g	

Process

Type of mixer	Spiral	Oblique axis
Mixing	5 min slow speed + 2 min fast speed	8 min slow speed + 4 min fast speed
Dough temperature	26°C +/-1°C	
Bulk fermentation	2 x 90 min	
Scaling weight	Triangle	
Final proof	30 min at 28°C	
Baking	25 min at 235°C (with temperature decrease)	



Buckwheat & smoked aroma
Hazelnut & Hazelnut &
cereal smell **smoked aroma**
Buckwheat & cereal smell
cereal smell
Hazelnut & cereal smell