

activities



White vs Brown Breads



Colour, texture, mouth feel, and taste!

Developing a new type of bread is often a risky business. If people don't like it they will not buy it and therefore it is a waste of effort and money. To find out if people like a new bread a sensory evaluation can be set up. Invite four or more people to evaluate three or four types of bread. Give each person a glass of water (to rinse the mouth between tastings), a questionnaire, a pen and a sample of bread. Do not forget to thank your tasters by giving them a sweet. They will appreciate it especially if they did not like the bread!

First you need to make a questionnaire. Here is a sample you may like to use.

Bread Sensory Evaluation

Name:

Age:

Loaf one

1. How does this bread taste? *Mark your answer on the continuum.*



2. Circle the words that best describe Loaf one?

Doughy	Boring	Salty	Moist	Crumbly
Tasty	Dry	Soft	Crusty	Greyish inside
Chewy crusts	Really white	Tasteless	Sweet	Yellowy inside
Different to other breads		Same as other breads		Fresh

3. What is the likelihood of you purchasing this bread? *Circle one.*

Never Once per month Once per week Daily

REPEAT THE ABOVE QUESTIONS FOR LOAF ONE, TWO, THREE AND FOUR.

Then Ask...

4. Which of these loaves do you like most? *Circle one.*

Loaf one Loaf two Loaf three Loaf four None of them

5. Why do you like this bread better than the other three?

6. Do you like the best bread more than the bread you normally eat? Why? Why not?



Select six names from a variety of breads and explain what the names tell you about the bread. You may find a bread named "Fit 'n' Healthy" that has fewer calories per slice for example.



Can you separate wholemeal flour into its different parts? Try using different sized sieves. Can you name the parts?



Bread shops and manufacturers need to make bread that people want to buy. They need to know about peoples' lifestyles, shopping and eating habits. This can be found out by designing a consumer survey.

Ask questions like...

Where do you go to buy your bread?

- a. Supermarket b. Hot Bread shop c. Bakery d. Other, please state.

How often do you buy bread?

- a. Everyday b. Every two days c. Weekly d. Fortnightly
e. Other, please state.

Which type of bread do you buy?

- a. White b. Wholemeal c. Fruit d. Other, please state.

How much are you prepared to pay for a loaf of bread?

When do you eat bread?

What do you eat with bread?



Find out what the differences are between white bread, brown bread and wholemeal breads.