



Why I Ate 90 Loaves of Bread in 90 Days

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Bread Enthusiast

1 The Pushback

Bread makes you bloated.

You mean....like the McDonald Supersize movie?

Bread is going to make you fat!

You're going to become gluten intolerant!

Grains and gluten were not meant to be digested by man.



2 The Truth

Whole grain bread fills you up & prevents cravings

The metabolic fire in your body needs carbs to burn for more weight loss

Bread meets your daily protein intake

Whole Grain & sprouted bread are high in fiber

3 The Challenge

To dispel the myths and prove the positive, I embarked on a 90-day bread challenge.



One loaf a day, for 90 days

Here's what I found...

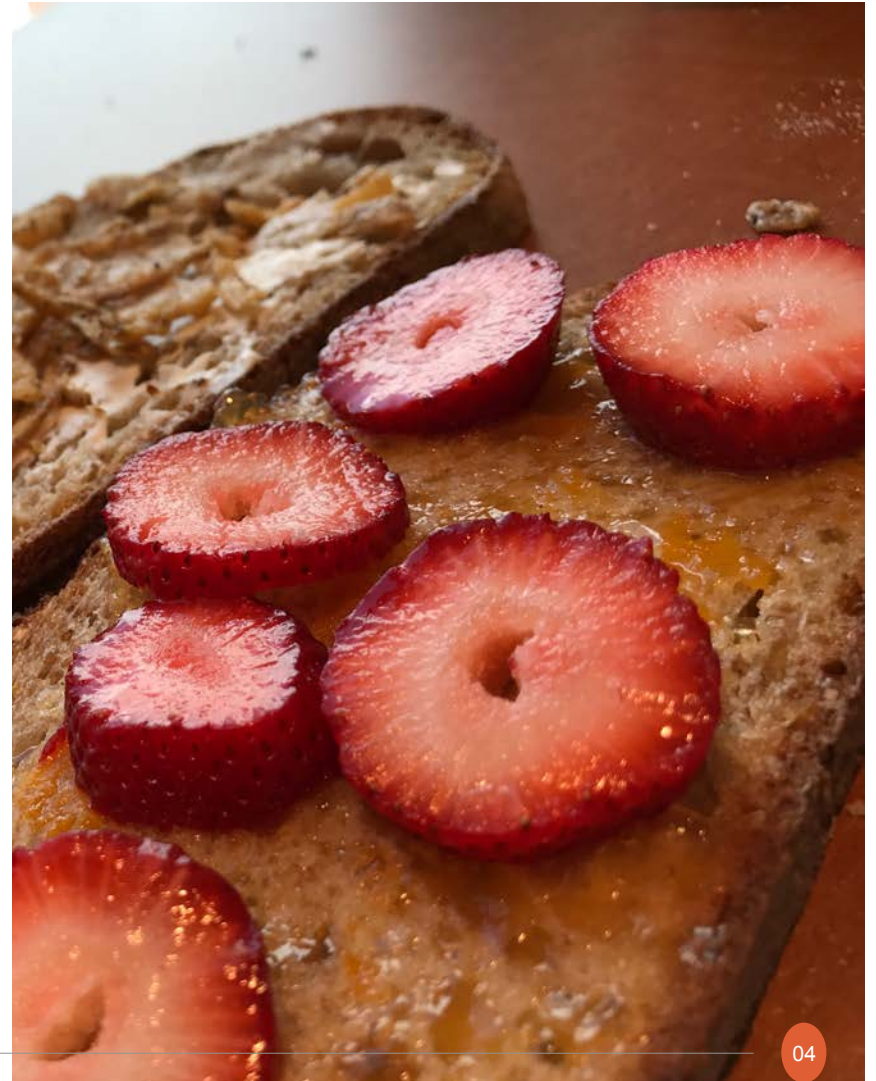


4 Bread Facts



With whole grain bread, you receive high amounts of fiber and protein.

Plus, whole grains are good for your

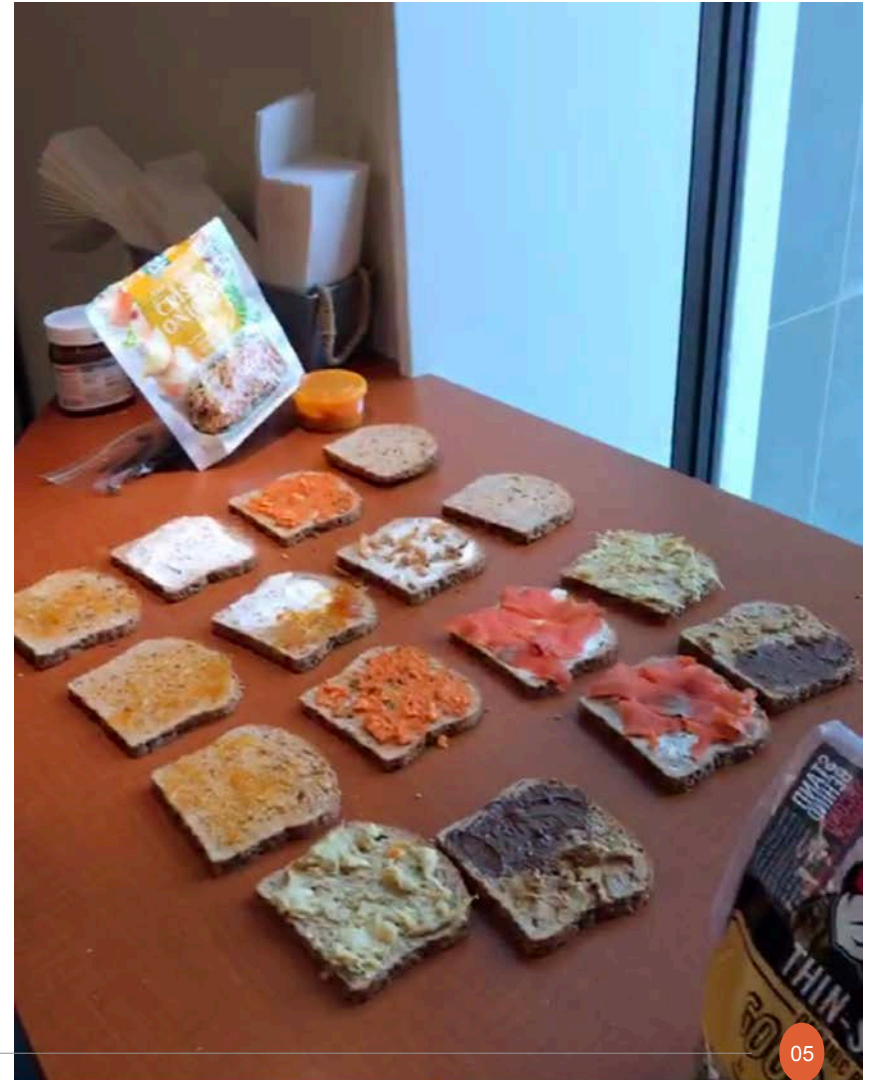


5 Bread Facts



**High carb/
protein diet
drives body
into metabolic
overload.**

- **Burned fat**
- **High energy**
- **Stayed alert**



6 Bread Facts



Bloated feeling

- Excess sodium
- Excess fiber
- Cut cured meats
- Increase



7

Bread Facts



**Eating Bread
will not cause
gluten
intolerance**

- IBS
- FODMAPS



8

Bread Facts



Man can survive on Whole Grain Bread alone

- **Amino acid profile almost complete**
- **All nutrients met - Calcium and Vit D**

Low in saturated



9

Bread Facts



Bread made with whole wheat has been scientifically proven to help maintain a healthy weight.





Bread Facts



Whole grain bread is very low in saturated fat and a good source of dietary fiber and manganese.



H The Challenge



90 days later...

- Not a single pound
- Many new loaves tried
- Bread Gallery
- Lots of conversations





Selling Bread

You and I know that bread is no
threat to health

What about the consumer?

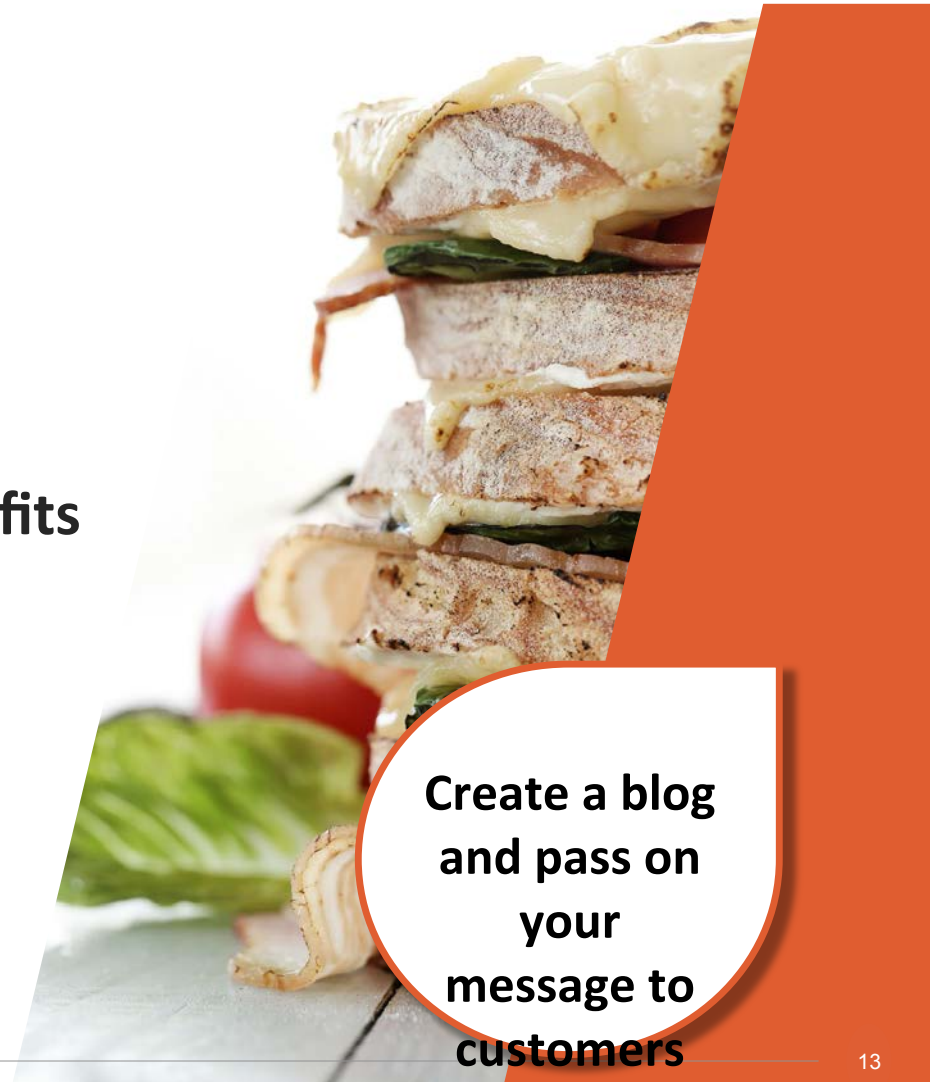




Selling Bread

Educate

People about the health benefits
of bread




**Create a blog
and pass on
your
message to
customers**

Selling Bread

Use resources, published literature & research to make your case for bread

Be Resourceful



**Check out
EatBread90.com for helpful
resources**

5 Selling Bread

Push Back

Create social media platforms dedicated to educating people about bread

Reevaluate how you use Facebook, Twitter and

...





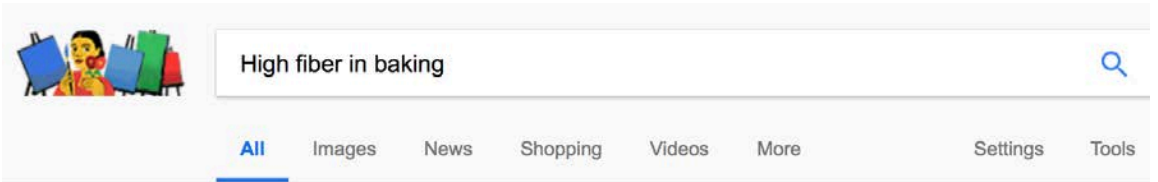
Selling Bread

Be
Bake different, be
different, think outside
the box
Innovative



Try organic,
sprouted grain
or even
probiotic
breads

Selling Bread



About 3,630,000 results (0.59 seconds)

Position #0

Fiber for baking

In **baking**, the major source of **fiber** originates from whole grains and the usage of whole grains in breads, muffins, crackers, and tortillas. **Fiber** originating from cereal grains is deemed "cereal **fiber**." Cereal **fiber** is used in healthy breads or **baked** items to provide a more nutritious product. Jan 8, 2017

[Fiber | Baking Ingredients | BAKERpedia](#)
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[High Fiber | Baking Ingredients | BAKERpedia](#)
bakerpedia.com/ingredients/high-fiber/

Dec 21, 2017 - High fiber is a term used on food labels to denote a product that contains more than 20% of the recommended daily value of fiber per individual serving.

[Fiber | Baking Ingredients | BAKERpedia](#)
bakerpedia.com/ingredients/fiber/

Jan 8, 2017 - Dietary fiber is considered a "nutrient of public health concern" because low intakes are associated with potential health risks.³ Food with 5% Daily Value or less of dietary fiber per serving is

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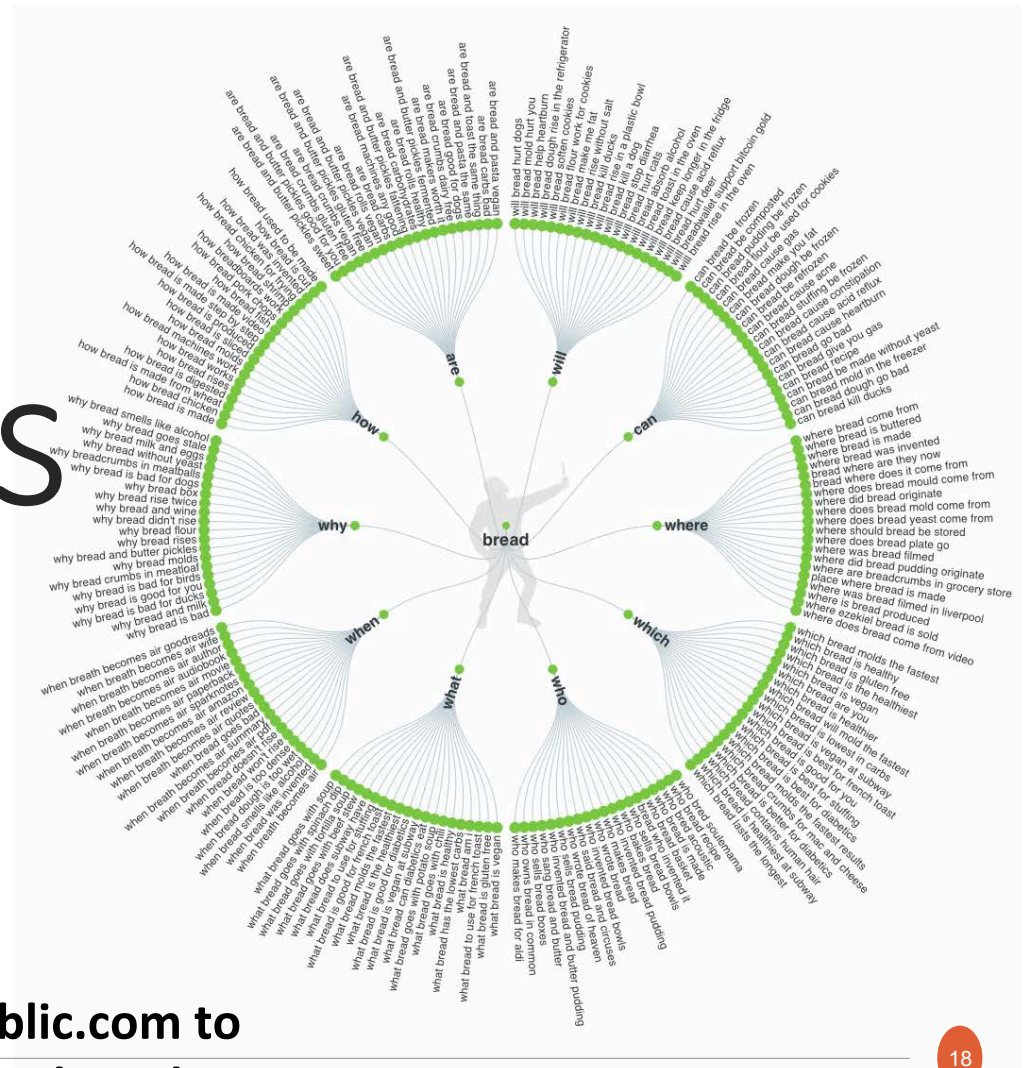
Read up on
how to
improve your
SEO and get



Selling Bread

Keywords

Do your research to know what people are actually looking for.



Check out [AnswerThePublic.com](https://www.answerthepublic.com) to identify keywords and



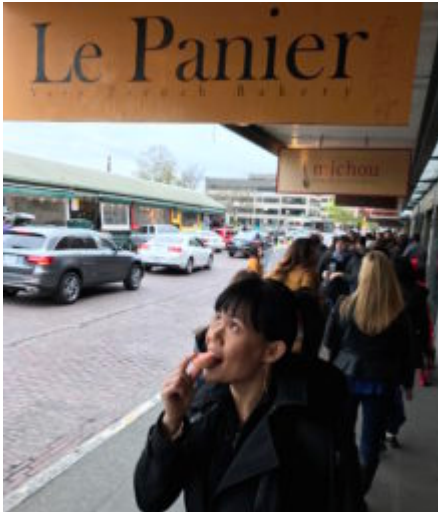
Five Takeaways

- ✓ **Learn** the latest baking technique/recipe at eatbread90.com
- ✓ **Apply** what you learn to your work and company
- ✓ **Educate** the consumer of the health benefits of your eating your bread
- ✓ **Fight** back using social media and every other platform
- ✓ **Debunk** all myths about bread



One more thing:

EatBread90.com



Thank you

For more resources, check
out the Podcast page on
BAKERpedia.com

