Bread consumption in Europe
An essential role in a healthy and balanced diet













Men eat MORE BREAD

Women eat a wider VARIETY OF BREAD

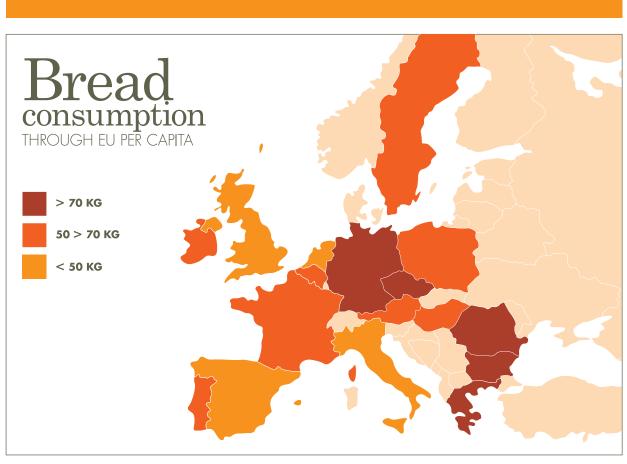




## Fresh bread consumption



special bread types 



Based on 17 EU countries represesenting 95% of EU Bread consumption according to a study commissioned by Bread Initiative.