

Every week you throw out how much bread?






We are a nation of bread lovers with over 70%* of us buying a sliced pan weekly as well as other items like wraps, baguettes, pittas and bread rolls.

However, we also waste an enormous amount of bread in Ireland with the average person wasting up to 3 slices of bread per day - that's over 60 sliced pans wasted every year!

Freshness is the most important factor when purchasing bread (86%* of us think that) so it is probably the main reason we throw bread products out too.

To ensure you don't waste bread...

-  Check your bread bin before you shop, you may not need that extra loaf.
-  Store bread in a cool, dark, dry place- don't store bread in the fridge.
-  Freeze slices, rolls & pittas in packs of 2 or 3 - these can be toasted straight from the freezer.

**Eat it, freeze it, store it, crumb it,
JUST DON'T WASTE IT!**

*Bord Bia 2014



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