

Great British breads / Health Education Authority, Flour Advisory Bureau Ltd.

Contributors

Flour Advisory Bureau.
Health Education Authority (Great Britain)
Food from Britain (Organization)
Great Britain. Home-Grown Cereals Authority.

Publication/Creation

London : Flour Advisory Bureau, [1992?]

Persistent URL

<https://wellcomecollection.org/works/xj5u8ubd>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>

GREAT BRITISH BREADS

- Britain's top athletes know the importance of bread in their diets.
- All bread is good for you.
- The experts agree - We all need to eat more bread.



A Health Education
Authority Campaign



"A loaf of bread", the Walrus said "Is chiefly what we need".
This timeless quote from *Alice in Wonderland* introduces us to the wonderful variety of breads available in Britain.

YOUR DAILY BREAD

Wholemeal, Farmhouse,
Bap, Scone,
Bless the Bread
That I lay on.



Pumpernickel,
Farmhouse, Rye,
Malt Loaf, Tin Loaf,
Split tin, try...



Cottage, Coburg,
White and Brown,
Soda Bread
and Cob and Crown.

Chapatti, Croissant,
Pitta, Plait,
Barrel (what the Cholla's
that?)



Danish Bloomer
Turns me on,
French stick too,
Vienna, Naan.



Sliced, especially
Good for toast,
Can't think which
I like the most.



*"Before training or a race,
I eat around six or more
slices of bread - any type -
white or wholemeal.
"It tastes good and boosts my
energy." Linford Christie,
Olympic Gold Medal Winner.*

Expert Advice

The experts agree too. Government and expert advice on nutrition urges all of us to reduce fat and sugar in our diet and increase the amount of bread, pasta, rice, potatoes, fruit and vegetables we eat to replace them. Bread itself need not be fattening - but what we spread on it can be, so slice it thick and spread it thin.

There are plenty of low-fat spreads and toppings available.

The Importance of Bread

Bread, like potatoes, rice and pasta is one of the most important foods we have. Its basic ingredients are flour, water, yeast and salt.

The great variety of breads available today all contain protein, vitamins, minerals, starchy (complex) carbohydrate and dietary fibre.....In other words, one of the best convenience foods around for a healthy diet.

In the average diet, bread provides:

Source: National Food Survey - 1986

Protein : 15% of the protein we need for growth and repair

Vitamins : 24% of thiamin }
 10% of niacin } for vitality

Minerals : 22% of iron for healthy blood
 14% of calcium for strong bones and teeth

**Starchy (complex)
carbohydrate** : 14% for energy

Dietary fibre : for a healthy digestive system. Bread accounts for
30% of fibre in the diet.

USE YOUR LOAF!

Go Continental

Don't take bread for granted! There are so many different types of bread with many exciting and innovative ways to make the most of it.

Think of it as a food in its own right with its own delicious qualities and choose bread to accompany the meal you are planning with the same care you would take in selecting a wine or vegetable. Always serve bread or a basket of rolls, just like our continental cousins.

Experiment

Experiment with bread by trying different loaves or buy more than one type when you visit your local baker's shop and try these tasty tips:

Thick slices of crusty white bread with prawns, garlic or lemon juice
Wedges of wholemeal with a healthy lentil soup
Italian style ciabatta bread with pasta
A ploughman's using walnut bread
Pitta bread with a low fat dip
Serve a variety of bread for different courses when entertaining
And don't forget it's great for mopping up sauces and gravies!

MINTED KOFTAS IN PITTA

Makes 4 koftas

Koftas

225g (8oz) minced lean British lamb/beef
25g (1oz) breadcrumbs
1 small onion, very finely chopped
1 clove garlic, crushed
30ml (2 tbsp) chopped fresh mint
1 small egg, beaten.

Yoghurt dressing

150ml (1/4pt) low fat natural yoghurt
5ml (1 tsp) chopped fresh mint

4 pitta bread or 2 naan bread, 4 skewers
Shredded lettuce, sliced cucumber and tomato



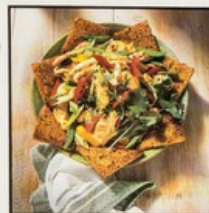
Method

1. Combine all ingredients for koftas, except egg.
2. Add enough beaten egg to bind and form into 16 small "sausage" shapes. Thread 4 onto each skewer.
3. Grill under a medium/high heat for about 15 minutes, turning once, until brown and cooked through.
4. Meanwhile combine all ingredients for yoghurt dressing.
5. Split pittas lengthways and fill with salad. Place grilled koftas in pittas and serve with the minted yoghurt dressing.

SPICY LEMON CHICKEN

Serves 4

25g (1oz) sunflower margarine
1.25ml (1/4 tsp) each cumin, coriander, turmeric
15ml (1 tbsp) fresh coriander, chopped (optional)
good pinch ground ginger
4 chicken breasts, skinned, boned and sliced
4 spring onions, chopped
1 red and 1 yellow pepper, de-seeded and sliced
20ml (4 tsp) crunchy peanut butter
20ml (4 tsp) lemon juice
15ml (1 tbsp) mango chutney (optional)
120ml (8 tbsp) low fat yoghurt/fromage fraise
4 slices bread



Method

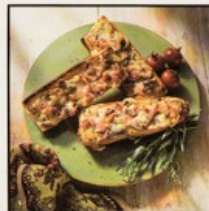
1. Mix margarine with the spices and herbs, heat 3/4 in a frying pan, add the spring onion, peppers and chicken. Fry quickly for 2-3 minutes.
2. Add peanut butter, lemon juice, chutney and season to taste. Simmer for a further 5 minutes until chicken is cooked. Add yoghurt and heat without boiling.
3. Toast bread on one side. Spread untoasted side with reserved spiced margarine and grill until brown. Cut into triangles and arrange around chicken. Serve with a salad and crusty bread.

CRUSTY PIZZA

Makes 6

1 French-style stick
or 3 large baps
1 clove garlic
12 button mushrooms, sliced
100g (4oz) Stilton cheese/half fat hard cheese
75g (3oz) lean British bacon, chopped

Tomato salad



Method

1. Cut French stick into 3 and halve each piece lengthways or cut baps in half.
2. Cut clove of garlic in half and rub surface of bread with the cut side.
3. Place mushrooms on the bread, slice cheese and arrange on top.
4. Sprinkle with bacon pieces and cook under a medium grill for about 10 minutes, until the cheese has melted and the bacon is crisp. Serve with tomato salad.

BREAD FOR LIFE

KNOW YOUR BREAD AT A GLANCE



VIENNA

White loaf, light with a very crisp crust



WHEATGERM TIN

Wheatgerm loaf baked in a rectangular open tin



COBURG

White loaf, the cross on the top dates back to medieval times



ROLLS

Wide variety of shapes & sizes



FARMHOUSE

White loaf, baked in a special tin



SLICED

Many different varieties and thicknesses



DANISH

White, crisp crust sprinkled with flour before baking



CRUMPETS, PYKELETS & MUFFINS

Usually white, cooked on a hot plate



WHOLEMEAL COB

Loaf topped with cracked wheat, can be brown, white or malted wheatgrain



BLOOMER

White, excellent crust, bread blooms out of the cuts



BROWN SANDWICH

Can also be white or malted wheatgrain, baked in a lidded square tin



COTTAGE

White loaf, shape originating in Roman times

ALL bread - including white bread, is good for you!

FACT FILE.....FACT FILE.....FACT FILE.....FACT FILE.....FACT FILE

You don't need to reduce the amount of bread you eat when you go on a diet.

True: People often wrongly believe bread to be fattening. The fact is that bread, pasta and potatoes are medium calorie foods. Just go easy on the spread.

All bread is good for you.

True: All varieties of bread provide essential starchy (complex) carbohydrates, protein, vitamins and minerals. White bread contains twice as much calcium as most types of wholemeal - though not as much fibre and a little less iron and B vitamins.

Bread is one of our oldest and most important foods.

True: It is a big part of the diet in almost every country in the world, and has been an important food for thousands of years. The experts agree - we need to eat more bread.



FLOUR
ADVISORY
BUREAU

The Flour Advisory Bureau Ltd
21 Arlington Street, London SW1A 1RN
Helpline telephone no. 071-493 6786

Sponsored by Food From Britain
and the Home-Grown Cereals Authority - Growing
Cereals for British Bread

