

Best thing since : no preservatives, artificial colours or flavours, just a simple, healthy loaf of bread / Gail's artisan bakery.

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Gail's (Firm)

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BEST THING SINCE



No preservatives, artificial
colours or flavours, just a
simple, healthy loaf of bread

GAIL'S
ARTISAN  BAKERY

HONEST INGREDIENTS & TRADITIONAL METHODS

Good bread begins with just four honest ingredients: flour, water, salt and yeast. Then we add the best ingredients we can find: juicy olives, fresh rosemary, British Bramley apples...

Many of our breads are made from our 15-year-old sourdough starters – wild yeasts created from a mixture of flour and water left to ferment naturally and fed regularly to grow and develop. Our dough is left to rise (bakers call this proving) for up to 2 days and this brings a depth of flavour to our bread that a mechanically processed loaf couldn't hope to match.



FLOUR

We use the finest flours, including organic and stone-ground varieties, white, wholemeal, rye and spelt.



YEAST

This could be bakers' yeast or, for our sourdoughs, a bubbling wild yeast for a slow and natural fermentation.



WATER & SALT

Then, with a splash of water and a sprinkling of salt, everything is kneaded into a flavoursome dough.

FRESH BREAD EVERY SINGLE DAY

We'd like everyone to be able to enjoy a fresh, healthy loaf every day so we deliver directly to Waitrose branches each morning, bringing you the freshest loaf possible.

To keep our loaves fresh for longer, just pop them in a paper bag or a clean tea towel. It's best not to store bread in the fridge, but if you need to freeze your loaf, refresh it once it has defrosted with a sprinkling of water and a quick warm through in the oven.

THE HEART OF THE HIGH STREET

We have loads more loaves than the ones here on the shelf in Waitrose. Just pop into one of our London bakeries to find the one for you.

Bread is our bread and butter, but rest assured we put just as much care into everything else we make, from cakes and croissants, buns and biscuits to sandwiches and salads. Visit www.gailsbread.co.uk to find your nearest GAIL's.