

LONDON'S LEADING

THE
BREAD

FACTORY

ARTISAN BAKERY



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
SUPPLIERS OF
ARTISAN BAKERY GOODS
THE BREAD FACTORY
LONDON



ABOUT US

In 1993, our founder Gail Stephens decided to turn back the clock on industrialised baking practices and bake bread as it used to be baked: by hand, using quality ingredients and time-worn artisanal methods.

We've come a long way since those days of Gail bringing together a handful of London's best bakers. Yet the stuff that matters – our ethos, suppliers, skill, and our precious sourdough starter cultures – hasn't changed.



Our wealth of knowledge has led us to produce top quality breads for some of the best chefs and retailers in London – we've kept on top of the sourdough movement to make sure we are using the most advanced techniques science has to offer on fermentation, nutrition and most importantly – flavour!

Fundamentally though, 25 years on from our founding, we still strongly believe in that original mission—giving more people better access to the best-quality baked goods.

This brochure shows a selection of our favourite breads, Viennoiserie and cakes. If you'd like to know more about our full product range, please get in touch with your account manager or with our Customer Care team on:

Phone:

+44 (0)208 457 2080

Enquiries:

customer care@breadltd.co.uk

Our main bakery is not free from the following allergens: nuts, sesame seeds, gluten, milk, eggs and soya. However, we do have a gluten free bakery that is a separate unit and free from gluten. Our specialist gluten free range can be found at the back of this brochure. Our specifications, full ingredient declarations and nutritional information are all available upon request.

SOURDOUGH

We've been making sourdoughs for over 25 years, so we have an abundance of knowledge of, and experience in, what makes great bread. And until recently, when it came to that bread, we hadn't really changed a lot over that time. We felt it was time to put our best bread heads together to modernise the way we bake, and to take our sourdoughs to the next level.

When making sourdough, full fermentation is key for both flavour and to realising the full health benefits of this ancient process. We've reassessed every step we take to ensure we are creating the best sourdoughs possible, from taking our starters out of the fridge and feeding them regularly day and night to keep them active, to proving the breads in a much warmer environment than before to ensure a more complete fermentation. This helps to develop more complex flavours we look for in sourdough and also allows the body to absorb more of the natural minerals present in the grains.

Having been through this process of modernising the way we bake we've decided to launch two brand-new breads (featured on pages 5 & 8). The thought behind these two stunning loaves was to create the best possible sourdoughs in terms of flavour, health benefits and sustainability. The UK grown flour, is milled bespoke for us to ensure it's clean and the health benefits of our improved fermentation process make each bite a field day for our digestive systems.

ALLERGEN KEY



contains dairy



contains eggs



contains nuts



contains wheat



contains soy



contains sesame



HERITAGE & GENERATION SOURDOUGH

A remarkable and complex bread, baked in honour of the remarkable and complex story of the grain itself: it begins with the great grandparent grain, einkorn, followed by its daughter khorasan, and then come her children: durum and spelt, the next generation. The sourness of the 100% spelt starter acts as the perfect base on which to build the fruitiness of the khorasan, the sweetness of semolina and the nuttiness of the einkorn, whilst a coating of semolina on the outside gives an extra layer of crunch to the crust. The bread's enticingly rustic appearance comes from baking it seam up in the oven, so it opens up naturally leaving a unique finish bespoke to every loaf.

Ordering time: 48 hours

SOURDOUGHS

48 HOURS


PRODUCT NAME	SIZE
Borough Brown	Long 650g, 1.2kg
Borough Seeded	Long 650g, 1.2kg
Borough White	Long 650g, 1.2kg
Einkorn & Toasted Wheat	Long 650g; Round 650g
Generation Sourdough	Long 650g; Round 650g
Potato & Rosemary	Long 500g, 1kg; Round 250g
San Francisco	Long 500g, 1kg
Suffolk	Long 800g
Tortano	Crown 400g, 800g; Long 800g
Sultana & Orange	Stick 325g
Mixed Olive	Stick 280g

SLICED SOURDOUGHS

48 HOURS

PRODUCT NAME	SIZE
Borough White	Long 1.2kg, Open Tin 1.1kg, Frame 1.2kg
Borough Brown	Long 1.2kg, Open Tin 1.1kg, Frame 1.2kg
Borough Seeded	Long 1.2kg, Open Tin 1.1kg, Frame 1.2kg



BOROUGH WHITE 

A dash of spelt flour enhances the nutrition and taste of this otherwise simple white sourdough, made from English grown and milled white flour.

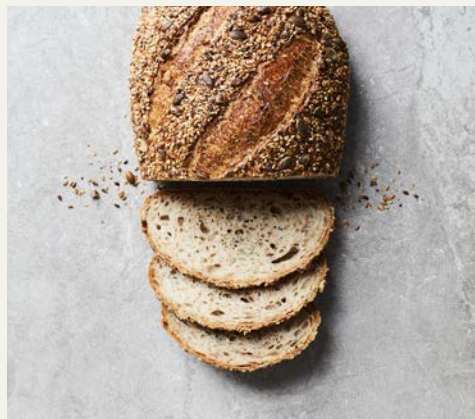
Ordering time: 48 hours



BOROUGH BROWN 

The nuttiness of the bran and wheatgerm in this loaf sets off the subtle tangy taste of our wholemeal starter, whilst the tacky crumb contrasts neatly with the thick, chewy crust.

Ordering time: 48 hours



BOROUGH SEEDED  

Combining our tangy and flavoursome wholemeal starter with British grown and milled flour, this dough is filled with and then rolled in four kinds of seeds: sesame, pumpkin, and brown & yellow linseeds.

Ordering time: 48 hours



SAN FRANCISCO  

A creamy white sourdough with an open texture and dark, crunchy crust, made with organic yoghurt and strong Canadian flour.

Ordering time: 48 hours



EINKORN & TOASTED WHEAT SOURDOUGH

Nutty, stoneground einkorn and white wheat flour meet our tangy spelt sourdough starter and sprouted buckwheat grains under a dark crust sprinkled with flakes of naked barley and toasted wheat. The soft, sprouted buckwheat brings health benefits, texture and a ripe earthiness of flavour; the wheat and barley flakes add an extra dimension of taste and crispiness to the deep crust. Baked seam up with no scoring so it opens naturally in the oven, this is a loaf to toast the goodness of Shipton Mill's stoneground flour – which, as well as retaining some of the nutritional benefits of the grain's bran and wheatgerm, also brings a lovely rich creaminess to the soft, tacky crumb.

Ordering time: 48 hours



SUFFOLK

A strong, malty sourdough, sticky crumb and sturdy flavour, baked with rye flour, malt, barley, beer and olive oil.

Ordering time: 48 hours



POTATO & ROSEMARY

Roast potatoes are kneaded into the dough with skins on to create a tacky, richly flavoursome sourdough, fragrant with nigella seeds and rosemary.

Ordering time: 48 hours



SULTANA & ORANGE

A batard loaf made with white flour and stuffed with sultanas soaked in orange juice leaving a fragrant, delicate flavour waiting to be paired with cheeses.

Ordering time: 48 hours



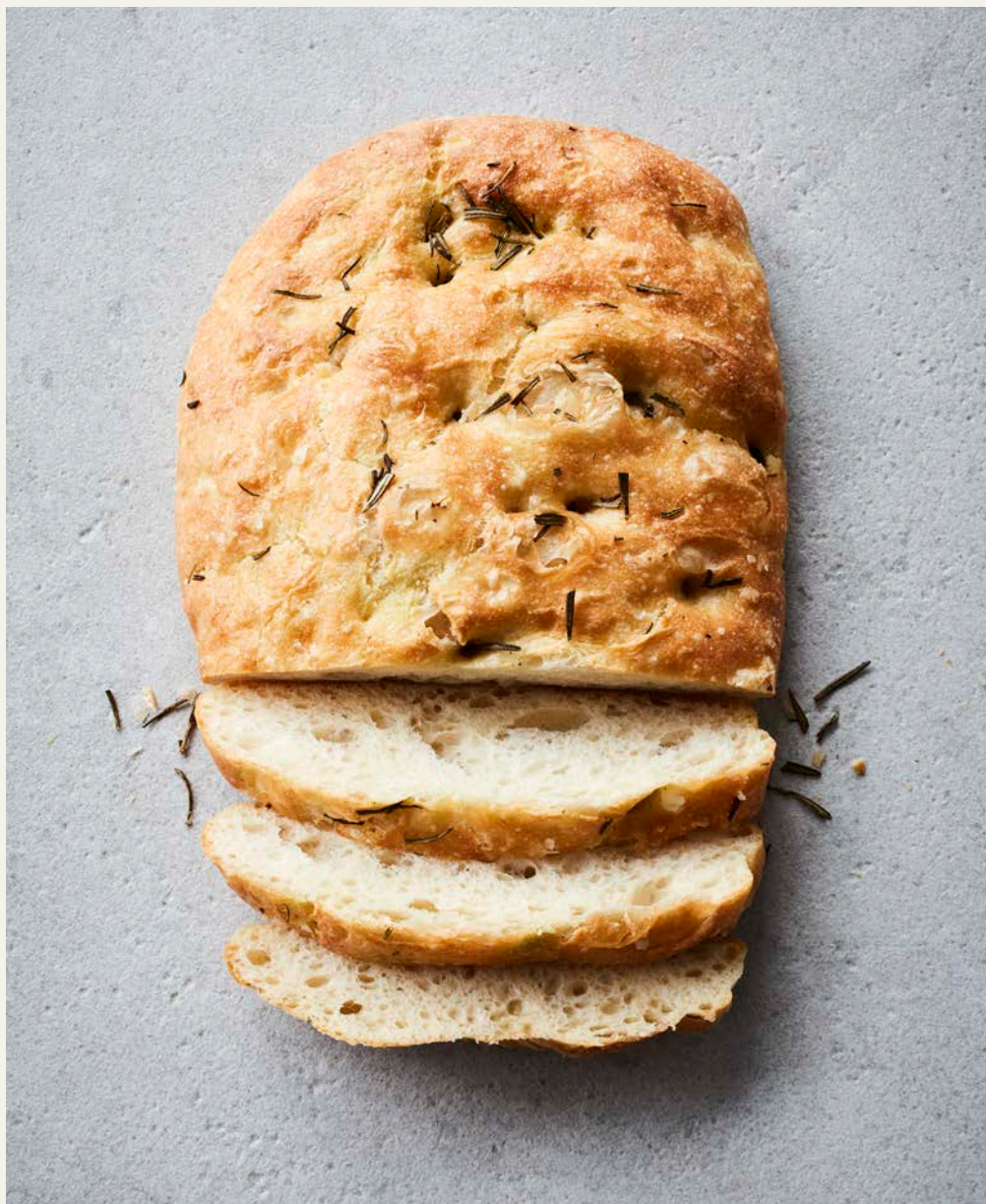
MIXED OLIVE

Thyme-infused sourdough baked with whole, green martini and black niçoise olives: sharp, rich, Mediterranean and moreish. Shaped into a traditional long batard.

Ordering time: 48 hours

EVERYDAY BREADS

The classics - focaccia, sandwich loaves, rolls and baguettes - handmade according to traditional methods, available for you to order for the next day.

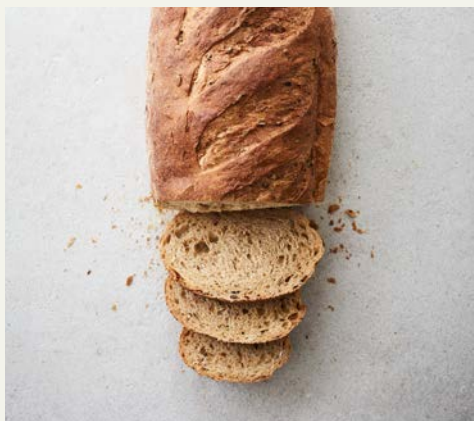


ROSEMARY & SEA SALT FOCACCIA

A yeasted focaccia, fragrant with fresh handpicked rosemary, crispy with sea salt flakes and rich with extra virgin olive oil.

Ordering time: 24 hours

BLOOMERS		24 HOURS
PRODUCT NAME	SIZE	SLICING
Cantina	1kg	Uncut, Medium
Malted Grain	800g	Uncut, Medium, Extra Thick
White	800g	Uncut, Medium, Extra Thick
Wholemeal Stoneground	800g	Uncut, Medium, Extra Thick
TINS		
Brown	800g	Uncut, Medium, Lateral (& 1.6kg)
Malted Grain	800g	Uncut, Medium, Lateral (& 1.6kg)
White	800g	Uncut, Medium, Lateral (& 1.6kg)
Beetroot & Dill	800g	Uncut, Medium, Lateral (& 1.6kg)
Light Rye & Caraway	800g	Uncut, Medium, Lateral (& 1.6kg)
Spinach & Basil	800g	Uncut, Medium, Lateral (& 1.6kg)
CIABATTA & BAGUETTES		
Artisanal Baguette	Demi, Large	
Ciabatta	400g, 800g	
Ciabatta Sourdough (48h)	400, 800g	
FOCACCIA		
Rosemary & Sea Salt	Small, Large, Sourdough Large (48h)	



MALTED GRAIN BLOOMER

The classic sandwich loaf handmade with 100% English granary flour, with grains of malted wheat and malted barley scattered throughout the fine crumb.

Ordering time: 24 hours



CAMPAILLOU

A rustic, French-inspired loaf whose crunchy crust gives way to a light, open texture with a slightly malty flavour thanks to the combination of white and rye flours.

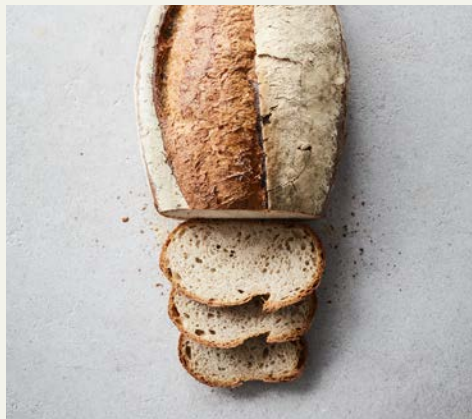
Ordering time: 24 hours



ARTISANAL BAGUETTE

A classic white baguette, fermented for a fuller flavour and baked on the stone floor of our bread ovens for a crisp crust.

Ordering time: 24 hours



CAMPAGNE

A semi-sourdough: sourdough starter and a blend of white, wholemeal and rye flours creates a nutty flavour, whilst baker's yeast reduces proving time to give a consistent crumb.

Ordering time: 24 hours



SANDWICH ROLLS

Your sandwiches, deli displays and bread baskets sorted with a range of small rolls including a variety of doughs; ciabatta, soft brown, focaccia and sourdough.

SANDWICH ROLLS	
PRODUCT NAME	ORDERING TIME
Brown Floured x5	24h
Brown Seeded x5	24h
Ciabatta Long Plain x5	24h
Ciabatta Rough Cut Plain x5	24h
Ciabatta Seeded x5	24h
Focaccia Rosemary & Sea Salt Round x5	24h
Sourdough Tortano Round x5	48h
Sourdough Borough Brown x5	48h
Sourdough Borough Seeded x5	48h
Sourdough Borough White x5	48h



BOROUGH ROLLS

Our three beautiful Borough doughs, hand rolled into artisanally shaped sandwich rolls. Available in packs of 5.

BURGERS & HOTDOGS

Our brand new burger range is here and we can't wait to share it with you! Your burgers are the stars of the show, so we have specifically crafted two delicious doughs, in 3 sizes with a range of toppings, to support your creative and tasty fillings.



BURGER BUNS & HOT DOGS					
PRODUCT NAME	SLICED	PLAIN	SESAME	SESAME & POPPY	BLACK ONION SEED
Cream 2' x30		×	×		
Cream 3.5' x30		×	×		
Cream 4' x15	×	×	×	×	×
Plantbased 2' x30		×			
Plantbased 3.5' x30		×			
Plantbased 4' x15	×	×			
Plantbased Floured Bap 4' x15		×			
Plantbased Carrot & Turmeric 4' x15		×			
Plantbased Beetroot 4' x15		×			
Plantbased Hot Dog 3' x15		×			
Plantbased Hot Dog 7' x15		×			
Hot Dog Tray x10		×			



CREAM

This new dough has the richness from cream but also includes potato to help absorb juices from patties making for the perfect bun. Available with a variety of toppings.

Ordering time: 24 hours



PLANTBASED

The plantbased bun will satisfy those looking for a creamy option with no dairy in sight. Baked with Hillfarm's cold pressed, UK sourced, rapeseed oil which is packed with vitamin E.

Ordering time: 24 hours



PLANTBASED BEETROOT

An unmissable colour, our beetroot bun has a dark, earthy undertone, and is baked with extra virgin olive oil and baked potatoes.

Ordering time: 24 hours



PLANTBASED HOT DOG

Our rich and creamy plantbased dough in a hot dog shape ready for your fillings. Available in two sizes: bitesize or the full monty.

Ordering time: 24 hours

MORNING GOODS

Breakfast is the most important meal of the day, so enjoy and choose something satisfying and delicious. We have a range of beautifully laminated pastries, baked fresh every day with only the best butter from France - they are of course the experts when it comes to Viennoiserie.

CROISSANT

A classic for good reason: a flaky, buttery and golden. Delicious on its own, or slathered in jam.

PAIN AU CHOCOLAT

Our croissant dough, shot through with a generous centre of dark, bitter-sweet chocolate.

ALMOND CROISSANT

Our new flaky, delicious pastry, generously filled with almond frangipane, baked just once to retain the soft and buttery laminated layers. A simple topping of roasted flaked almonds and a sprinkling of icing sugar.

CHOCOLATE & PISTACHIO

A unique marriage of two wonderful flavours, bittersweet, dark chocolate and the nutty, creamy pistachio, which you can find ground into a frangipane inside and crumbled on top.

PASTRY SWIRLS

A modern take on our traditional pastries: swirls of pastry laced with various flavours, such as a chocolate crème pat, which is half dipped in chocolate and sprinkled with cocoa powder.

FRUIT DANISHES

Our Danishes have a flaky, buttery pastry base, layered with a rich mix of crème pat and almond frangipane and topped with seasonal fruits.





CORE VIENNOISERIE

24 HOURS

PRODUCT NAME	SIZE
Almond Croissant x5	Mini & Large
Croissant x5	Mini & Large
Pain au Chocolat x5	Mini & Large
Pain au Raisin x5	Mini & Large
Pain au Chocolat & Pistachio	Large

DANISH & SWIRL VIENNOISERIE

24 HOURS

Danish Apricot & Raspberry	Large
Swirl Cinnamon & Muscavado	Large
Swirl Double Chocolate	Large
Swirl Pistachio	Large



PASTEL DE NATA



The Portuguese classic and London delicacy du jour: a crisp, flaky pastry case carrying the sweet, velvety filling of fresh egg custard, made with free range eggs.

Ordering time: 24 hours



KOUIGN AMANN



A Breton classic: our buttery croissant dough, tightly whorled and laminated with sugar and more butter for a deeply flavoursome and gleefully indulgent treat.

Ordering time: 24 hours

MORNING BUNS	48 HOURS
PRODUCT NAME	SIZE
Chocolate x6	Large
Cinnamon x6	Large
Blueberry, Almond & Cardamom x6	Large
Chelsea Bun x8	Large
MUFFINS	24 HOURS
Blueberry x12	Large
Mix (Chocolate, Blueberry, Bannoffee, White Choc & Raspberry) x12	Large
ENGLISH MUFFINS	48 HOURS
Sourdough Low x5	Medium
Sourdough Tall x5	Medium
Sourdough Tall x5	Large
BRIOCHE	48 HOURS
Closed Tin	600g, 1.6kg
Open Tin	250g, 800g



MORNING BUNS

A uniquely laminated brioche dough that was made to be pulled apart. Available in three different flavours: fragrant sugar cinnamon, blueberry, almond and cardamom, and dark and rich chocolate.

Ordering time: 48 hours

CAKES, COOKIES AND SWEET

Afternoon tea, desserts, sweet treats and swift pick-me-ups - all bases are covered with our range of hand crafted sweets to look as indulgent as they taste. Features everything from classic round cakes to plantbased cookies and sweet, sticky doughnuts.



COOKIES		24 HOURS
PRODUCT NAME	SIZE	
Chocolate & Rye x8	Large	
Chocolate Chip x8	Large	
Plantbased Chocolate & Oat x8	Large	
Plantbased Sour Cherry, Almond & Oat x8	Large	
Assorted x8	Large	
SCONES		24 HOURS
Plain x5	Large	
Fruit x5	Large	



INDIVIDUAL CAKES

Classic round sponge cakes, shrunk down to individual treat size. Flavours include double chocolate; a traditional coffee and pecan cake and a plantbased banana and chocolate cake.

Ordering time: 24 hours



SCONES

Baked with buttermilk, our scones have a sweet, buttery flavour and a beautiful rise, packed in bags to keep them soft, fluffy and fresh. Available plain or fruity.

Ordering time: 24 hours



BAKEWELL

The British classic: a shortcrust base of ground almonds spread with raspberry jam, topped with a layer of soft almond sponge and toasted flaked almonds.

Ordering time: 24 hours



RASPBERRY & LEMON

A healthier take on a childhood favourite, the soft, plantbased dough ensconces a generous filling, marrying two favourites :raspberry jam and lemon curd.

Ordering time: 48 hours



BROWNIE

The classic brownie meets its fudgy modern cousin in this remarkably wheatfree number, as perfect for an afternoon pick me up.

Ordering time: 24 hours



UPSIDE DOWN APRICOT

Apricot upside-down cake, made with clove and cinnamon-spiced cake sponge.

Ordering time: 24 hours



CAKES			24 HOURS
PRODUCT NAME	INDIVIDUAL	TIN	8" ROUND
Lemon & Poppyseed		x	
Banana, Honey & Pecan		x	
Banana & Chocolate Plantbased	x		
Orange, Chocolate & Polenta	x		
Sticky Toffee Pudding	x		
Apricot Crumble	x	x	
Carrot & Cinnamon	x	x	
Double Chocolate	x	x	
Coffee & Pecan	x		
Raspberry & White Chocolate	x		
Banana Bread Plantbased		x	
Apricot Upside Down			x
			48 HOURS
Courgette, Lemon & Pistachio		x	

SAVOURIES

Elevenuses, lunch time bites or an on-the-move treat, our wide range of savoury snacks has all taste bases covered. Features everything from plantbased brioche style tarts to moorish cheese straws and light, fragrant crackers.



SAVOURIES		24 HOURS
PRODUCT NAME	SIZE	
Cheese Straw x5	Mini & Large	
Seeded Cracker	1kg	
Sea Salt Cracker	1kg	
Jalapeno Cornbread	Muffin, Tin Cake	
		48 HOURS
Sourdough Pocket Spinach, Feta & Za'tar x5	Medium	
Sourdough Pocket Cheddar, Potato & Nigella Seeds x5	Medium	
Olive Cheddar & Thyme x5	Mini & Long Stick	
Olive Oil Brioche Olive, Onion, Rosemary & Tomato	Medium	

PLANTBASED OLIVE OIL BRIOCHE TARTS

(On previous page) Fragrant, soft and generously filled, these plantbased tarts are the ideal lunchtime partner. A soft brioche style bun made with olive oil topped with Piquillo roasted peppers, cherry tomatoes, Kalamata black olives, red onion, thyme, rosemary and black sesame seeds. Available in packs of 6.

Ordering time: 48 hours



POCKET



Sourdough stretched, laden with fillings then folded up into one pocket. Baked two ways: roasted potato, nigella seeds and cheese, or; crumbled feta, spinach, pine nuts and za'atar.

Ordering time: 48 hours



SEEDED CRACKER



Fragrant, buttermilk crackers scattered with sea salt and seven seeds: sesame, yellow and brown linseeds, fennel, poppy, caraway and nigella.

Ordering time: 24 hours



CHEESE STRAW



Buttery, flaky pastry filled inside and out with rich cheddar and a hint of black pepper, twizzled into a convenient, tasty snack.

Ordering time: 24 hours



OLIVE, CHEDDAR & THYME



Rustic and light sticks made with white flour and semolina then studded and twisted with thyme-infused olives and cheese. Available in large and mini.

Ordering time: 48 hours

GLUTEN FREE

Our bakers, our artisanal methods and our alternatives to wheat flour form the basis of our gluten free breads, cakes and buns. Our breads and burger buns are now all plantbased as well as gluten free. Baked with a careful blend of potato, tapioca, maize, buckwheat and rice flours - makes for a texture and moistness of crumb that is indistinguishable to that formed by gluten flours.



SCONES

The British classic, delivered plain or plump with sultanas, baked with buttermilk, eggs, and no gluten in sight.

Ordering time: 48 hours

Available Tue - Sat



BURGER BUNS

A brioche style bun, glazed with an egg to give a beautiful bronze coloured top. Available with or without sesame seeds.

Ordering time: 48 hours

Available Tue - Sat



ASSORTED DINNER ROLLS

A selection of white, seed-crusted & dark caraway (created with black treacle, caraway & cocoa powder) dinner rolls, perfectly suited to soup or a gluten free friendly bread basket.

Ordering time: 48 hours

Available Tue - Sat



SEEDED LOAF

The soft white crumb of a classic tin loaf, studded with pumpkin, sunflower, poppy and linseeds.

Ordering time: 48 hours

Available Tue - Sat

GLUTEN FREE & PLANTBASED LOAVES

48 HOURS

PRODUCT NAME	SIZE
Dark & Caraway	Small, Tin & Roll
Seeded	Small, Tin & Roll
White	Small, Tin & Roll

GLUTEN FREE BUNS

48 HOURS

PRODUCT NAME	SIZE
Burger Bun Plain	3.5'
Burger Bun Sesame	3.5'

GLUTEN FREE SWEET

48 HOURS

PRODUCT NAME	SIZE
Brownie Plantbased	Individual
Brownie Salted Caramel	Traybake
Scone Plain	Large
Scone Fruit	Large

CHRISTMAS

A jolly, heartwarming selection of festive treats, from the classic mince pie to more unconventional numbers, like our gently spiced gingerbread croissant. This being the season for beauty and baubels, our cakes and biscuits are decorative enough to dazzle on any counter – whilst simultaneously promising the same quality ingredients and artisanal processes that go into our perennial range.

MINCE PIES

LAUNCHING 14TH OCTOBER

Buttery, salty-sweet shortcrust pastry conceals a rich centre of warmly spiced currants, to make a dainty yet hearty pie that comes dusted with snowy icing sugar.

GINGER INDIVIDUAL CAKE

LAUNCHING 14TH OCTOBER

Wintery in taste and springy in texture, this softly spiced ginger loaf will warm the coldest of cockles. Packed with ginger in three ways: ground ginger, grated fresh ginger and candied ginger. Finished with a snowy, white icing.

GINGERBREAD CROISSANT

LAUNCHING 14TH OCTOBER

The only thing better than a croissant baked once is a croissant baked twice with gently spiced gingerbread and orange frangipane inside, before being smothered with more frangipane and gingerbread crumble, dusted with icing sugar and studded with crushed pecans. If you're looking for a prime stuffed croissant, this is it.

PANETTONE BUN

LAUNCHING 11TH NOVEMBER

Our British take on the Italian panettone: icing sugar and almond flakes, traditional paper casing, and a fluffy, sweet brioche is the vehicle for those distinctive panettone flavours of citrus, sultanas and rum.

GINGER WREATH BISCUIT

LAUNCHING 11TH NOVEMBER

A scattering of raspberries and pistachios and a generous layer of quality white or dark chocolate put a vibrant, chocolatey twist on the classical Christmas biscuit.

PENGUIN BISCUIT

LAUNCHING 11TH NOVEMBER

Made from a rich and buttery chocolate shortbread. Hand decorated with a yellow beak, this cute Christmas penguin makes for a charming treat.







HOW TO CONTACT US

Our customer care team are available Monday - Friday, 7am - 4pm.

t: 020 8457 2080 | e: customercare@breadltd.co.uk

Find us on social media:

Twitter: @tbf_bread

Instagram: @thebreadfactory

Or our website: <https://breadltd.co.uk/>

THE BREAD FACTORY

UNIT 12, GARRICK ROAD, IRVING WAY, LONDON, NW9 6AQ

T +44 (0)20 8457 2080

BREADLTD.CO.UK

CUSTOMERCARE@BREADLTD.CO.UK