

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](tel:+442084572080)

Enquiries:
customercare@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. This 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 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 create a more complete fermentation. This helps to develop more complex flavours on sourdough and 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 is 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



POTATO & ROSEMARY SOURDOUGH

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

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
Potato & Rosemary	Long 500g, 1kg; Round 250g
San Francisco	Long 650g, 1kg
Tortano	Crown 800g; Long 800g
Mixed Olive	Stick 280g; Banneton 500g
100% Rye Pumpernickel	Tin 840g (Available Wed - Sun)

SLICED SOURDOUGHS

48 HOURS

PRODUCT NAME	SIZE
Borough White	Long 1.2kg, Open Tin 900g, Frame 1.2kg
Borough Brown	Long 1.2kg, Open Tin 900g, Frame 1.3kg
Borough Seeded	Long 1.2kg



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



BOROUGH WHITE



A dash of spelt flour enhances the nutrition and taste of this otherwise simple white sourdough, made from English grown and milled 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 yoghurt and strong Canadian flour. A style inspired by the sourdoughs of San Francisco.

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 olive oil.

Ordering time: 24 hours

BLOOMERS		24 HOURS
PRODUCT NAME	SIZE	SLICING
Malted Grain	800g & 400g	Uncut (800g), Medium
White	800g	Uncut, Medium
Wholemeal	800g	Medium
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	Lateral (& 1.6kg)
Light Rye & Caraway	800g	Medium, Lateral 1.6kg
Spinach & Basil	1.6kg	Lateral
CIABATTA & BAGUETTES		
Artisanal Baguette	Demi, Large	
Ciabatta	400g	
Ciabatta Sourdough (48h)	400g	
FOCACCIA		
Rosemary & Sea Salt	Small, Large, Sourdough Large Frame (48h)	
Sourdough Basil & Tomato	Sourdough Large Frame (48h)	



MALTED GRAIN BLOOMER

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

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



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



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
Ciabatta Plain Long x5	24h
Ciabatta Plain Rough Cut x5	24h
Ciabatta Seeded Rough Cut x5	24h
Ciabatta Semolina Rectangle x5	24h
Focaccia Rosemary & Sea Salt x5	24h
Sourdough Tortano Round x5	48h

BAGELS

PRODUCT NAME	ORDERING TIME
Plain Bagel x10	48h

BAGELS

Our bagels are made with our sourdough starter and fresh yeast mixed and characterized by a crisp, shiny crust and a dense interior.

Take the time to sit down, taste and enjoy our new bagels.



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.



PRODUCT NAME		SLICED	PLAIN	SESAME	SESAME & POPPY	BLACK ONION
BURGER BUNS	Cream 4' x15	×	×	×	×	×
	Plant-based 2' x40		×			
	Plant-based 3.5' x30		×			
	Plant-based 4' x15		×			
	Plant-based Carrot & Turmeric 4' x15		×			
	Plant-based Beetroot 4' x15		×			
	Floured Bap 4' x30		×			
HOT DOGS	Glazed 3' [Plant-based] x15 (48h)		×			
	Glazed 7' [Plant-based] x16		×			
	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 BEETROOT

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

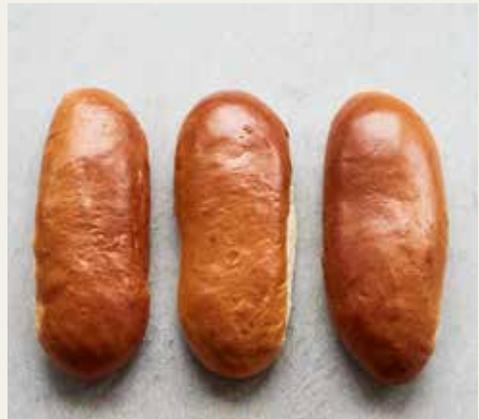
Ordering time: 24 hours



PLANTBASED

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 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 & 48 hours

MORNING GOODS

Breakfast is the most important meal of the day, so enjoy something satisfying and delicious. We have a range of beautifully laminated pastries, baked fresh every day with only the best butter.

CROISSANT

A classic for good reason: 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

Recently improved, our new almond croissant is generously filled with almond frangipane and baked just once to retain the soft, 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.

CINNAMON & MUSCOVADO SUGAR SWIRL

A modern take on our traditional pastries: swirl of pastry laced with warming cinnamon and sweet muscovado sugar.

DOUBLE CHOCOLATE SWIRL

Swirl of pastry laced with chocolate crème pat, which is then half dipped in chocolate and sprinkled with cocoa powder.

PAIN AU RAISIN

Pastry and plump, sweet raisins wound into a characteristic snail shell.





CORE VIENNOISERIE

24 HOURS

PRODUCT NAME	MULTIPLES
Almond Croissant	x5
Croissant	x5
Pain au Chocolat	x5
Pain au Raisin	x5
Pain au Chocolat & Pistachio	x1

DANISH & SWIRL VIENNOISERIE

24 HOURS

Berry & Custard Danish	x3
Swirl Cinnamon & Muscavado	x1
Swirl Double Chocolate	x1

PASTEL DE NATA 

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

Ordering time: 24 hours

SWEET MUFFINS 

Traditional, artisanal American style muffins flavoured with white chocolate and raspberry, milk chocolate or ripe, juicy blueberries.

Ordering time: 24 hours

MORNING BUNS	48 HOURS
PRODUCT NAME	SIZE
Chocolate x4	Large
Blueberry, Almond & Cardamom	Large
Cinnamon x4	Large
MUFFINS	24 HOURS
Blueberry x12	Large
Mix (Chocolate, Blueberry, Bannoffee, White Choc & Raspberry) x12	Large
ENGLISH MUFFINS	48 HOURS
Sourdough Skillet x5	Medium, Large
BRIOCHE	48 HOURS
Open Tin	250g
Closed Tin	600g
Open Tin	800g



MORNING BUNS

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

Ordering time: 48 hours

COOKIES, CAKES AND MORE

A beautiful and colourful collection of deeply flavoured cakes; you won't know which to try first.

Take the time to sit down, taste and enjoy our range of sweet treats.



COOKIES

24 HOURS

PRODUCT NAME	MULTIPLES
Chocolate & Rye	x8
Chocolate Chip	x8
Plantbased Chocolate & Oat	x8
Plantbased Sour Cherry, Almond & Oat	x8



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



BROWNIE



The classic brownie: sweet and dark cocoa flavours in a crumbly and soft wheatfree traybake. Perfect for an afternoon pick me up.

Ordering time: 24 hours



TIN CAKES	
PRODUCT NAME (LEFT TO RIGHT)	ORDERING TIME
Lemon & Poppyseed	24h
Plant-based Banana Bread	24h
Chocolate	24h
Carrot, Cinnamon & Spelt	24h
Banana, Honey & Pecan	24h
Courgette, Lemon & Pistachio	48h

INDIVIDUAL CAKES		24 HOURS	
PRODUCT NAME	BABY TIN	ROUND	
Lemon & Poppyseed	×		
Plant-based Banana Bread	×		
Carrot, Spelt & Cinnamon	×		
Orange, Chocolate & Polenta		×	
Chocolate		×	
Blueberry & Lemon Financier		×	
Plant-based Chocolate & Banana		×	

SAVOURIES

Elevenes, lunch time bites or an on-the-move treat, our wide range of savoury snacks has all taste bases covered.

Featuring everything from plantbased brioche style tarts to moorish cheese straws and light, fragrant crackers.

PLANT-BASED OLIVE OIL BRIOCHE TARTS

(ON RIGHT) 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 and red onion.

Ordering time: 48 hours



SAVOURIES

24 HOURS

PRODUCT NAME

SIZE

Cheese Straw x5

Large

Seeded Cracker

1kg

Sea Salt Cracker

1kg

Jalapeno Cornbread

Muffin

48 HOURS

Olive Cheddar & Thyme x5

Mini

Olive Oil Brioche Olive, Onion, Rosemary & Tomato

Medium



JALAPENO CORNBREAD

The corn gives this spongy muffin a vibrant yellow colour. Filled with spicy jalapenos and topped with cheddar.

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



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



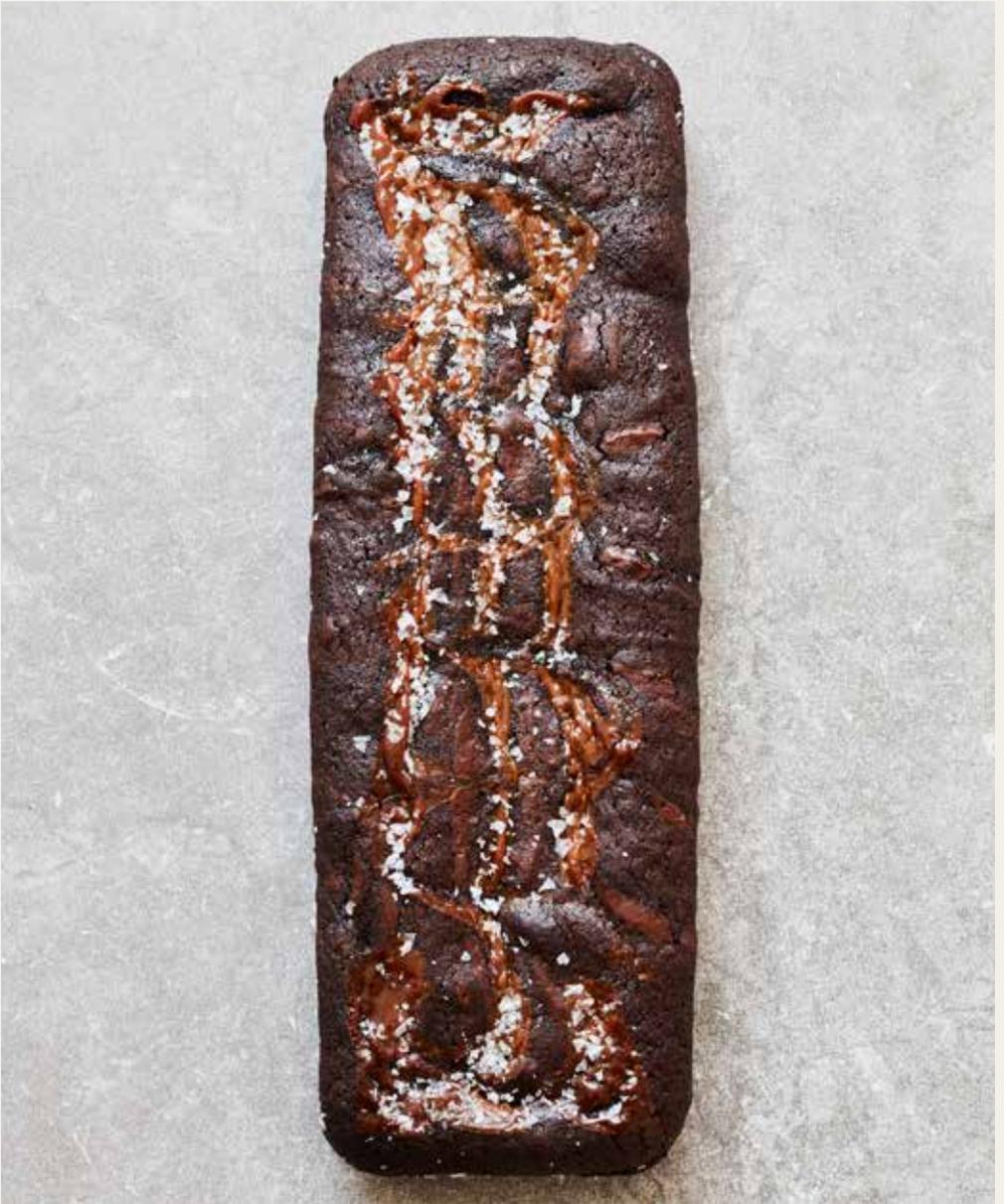
OLIVE, CHEDDAR & THYME

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 and plant-based breads, cakes and buns. 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.



SALTED CARAMEL BROWNIE

Rich, dark and soft gluten free brownie filled with soft and sweet caramel. Topped with flakes of Cornish sea salt.

Ordering time: 48 hours

Available Tue – Sat



BURGER BUNS

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

Ordering time: 48 hours

Available Tue – Sat



PLANTBASED BROWNIE

Gluten free and plant-based but you'd never know. A rich cocoa flavour in a crumbly, soft square.

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



SCONES

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

Ordering time: 48 hours

Available Wednesday only

GLUTEN FREE & PLANTBASED LOAVES		48 HOURS
PRODUCT NAME	SIZE	
Dark & Caraway	Tin	
Seeded	Tin	
White	Tin & Roll	

GLUTEN FREE BUNS		48 HOURS
PRODUCT NAME	SIZE	
Burger Bun Plain	3.5'	

GLUTEN FREE SWEET		48 HOURS
PRODUCT NAME	SIZE	
Brownie Plantbased	Individual	
Brownie Salted Caramel	Traybake	
Scone Plain	Large	
Scone Fruit	Large	

HOW TO CONTACT US

Our customer care team are available Monday - Friday, 7am - 1pm.

t: 020 8457 2080

e: customercare@breadltd.co.uk

Find us on social media:

Twitter: [@tbf_bread](https://twitter.com/tbf_bread)

Instagram: [@thebreadfactory](https://www.instagram.com/thebreadfactory)

Website: <https://www.breadltd.co.uk>

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