

Νοσταλγικό, Το ψωμί των Μικρών Ελλήνων Παραγωγών – Nostalgic, The Bread of Small Greek Producers (Greece)

Product developed in EIT Food RIS Consumer Engagement Labs project

There are few things better than freshly baked bread. In Greece, the rediscovered local varieties of seeds and legumes combined with the best traditions of sourdough bread making enriched by local olive oil and oregano lead to innovative bread idea.

Innovative food product

In the recent years consumers started looking for food products that will be more embedded in the local food culture and history. Hence, Small Greek Producers decided to search for reborn varieties of seeds and legumes to create the new type of bread designed to meet specifically older consumer's needs. The producer decided to use the unique mix of flours, such as yellow wheat flour "Lemnos" (reborn local variety), "Amorgos" chickpeas variety flour, Oat bran flour, Wheat flour, "Cretan" variety Carob flour, and Greek specialties like olive oil and oregano to create delicious new staple product. The use of such ingredients in an everyday food product is an innovation for the current market but also a reborn of a product that many older consumers used to consume in their childhood.

Good for health

Bread is an essential staple food in Greece. Sadly, the traditional baked products can hardly be considered healthy, as they contain a lot of carbohydrates and are not rich in nutrients. Small Greek Producers decided to improve bread by using local reborn seed varieties of wheat and legumes that are rich in dietary fibres improving digestive system. Using sourdough enhanced the taste and enabled the producer to eliminate preservatives. The yeast of the products is also unique - it is traditional local product made of Greek hop flowers, known for its calming down qualities. Additionally, bread contains nutrients such as calcium from carob flour, omega 3 & 6 from sesame flour, proteins from chickpeas flour, Beta-glucans and B complex vitamins that are important for the health of older consumers.

Preferred by older adults / Co-designed with older adults for older adults

Νοσταλγικό, Το ψωμί των Μικρών Ελλήνων Παραγωγών bread by Small Greek Producers answers several needs raised by older consumers. First of all, it builds on memories of the past and richness of old varieties of Greek seeds and legumes. As older consumers prefer products that have enhanced flavour qualities, bread contains nutritional yeast, salt and oregano infused olive oil, to give it the distinctive taste. Hop sourdough starter gives the soft texture, making bread easy to chew and swallow. On top of that, it comes in a smaller portions - 400 grams to avoid the risk of food waste.

Different from existing products

Several factors show that *Νοσταλγικό, Το ψωμί των Μικρών Ελλήνων Παραγωγών* is unique on the Greek baked products market - from composition, through packaging, to distribution. Bread is made of reborn local varieties of cereals and legumes. Moreover, it uses ingredients that are not widely merchandised such as sourdough starter with hop flowers. Next, the product respects the preferences of older consumers by using yeast with basil holy water, that is popular among smaller bakeries but has not been used on the bigger scale yet. As for the supply chain, Small Greek Producers in addition to traditional store sale, will apply a subscription service and deliver the fresh bread directly to the end consumers in parts of Athens, making it even more convenient for older consumers.

Additional information about the project:

Νοσταλγικό, Το ψωμί των Μικρών Ελλήνων Παραγωγών is a product designed during the co-creation processes, held as a part of the RIS Consumer Engagement Labs project. The project is coordinated by the University of Warsaw and financed by the European Institute of Innovation and Technology (EIT), under the Horizon 2020/Horizon Europe, the EU Framework Programmes for Research and Innovation, as a part of EIT Regional Innovation Scheme. The project's main aim is to address the needs of elderly consumers in the food and beverages market by applying novel methodology which engages consumers, stimulates creativity, and fosters the acceptance of new products. The concept of *Νοσταλγικό, Το ψωμί των Μικρών Ελλήνων Παραγωγών* was designed in 2021 through co-creation processes, which involved the identification of consumer preferences and new product ideas put forward by older consumers from multiple European countries and the subsequent formulation and design of the final product by the representatives of food producer from Greece – Small Greek Producers. Following the co-creation process, the actual product was developed and introduced to the market by Small Greek Producers in 2022.

Find out more about the project at: <http://timo.wz.uw.edu.pl/cel>