

Sliced, sweet potato bread (Hungary)

Product developed in EIT Food RIS Consumer Engagement Labs project

The mouth-watering aroma of freshly baked bread with crispy crust brings back the best childhood memories. In Hungary, the tradition of potato bread meets modernity in a combination of the best qualities of sourdough bread making with innovative ideas. Memories of grandmother's homemade bread and the traditional Transylvanian potato bread recipe inspired consumers to create sliced, sweet potato bread with flavoured crumbs.

To find out what kind of food products answer the needs of older adults, the EIT Food project team invited older consumers in Hungary to participate in co-creation workshops. The participants developed an idea of an innovative bakery product that satisfies the needs of older customers.

Innovative food product

The sliced, sweet potato bread with flavoured crumbs (hu. *Szeletelt, édesburgonyás vendégváró kenyérke fűszeres morzsával*) is the first bread with sweet potato offered on the Hungarian market. The bread is not only healthy but also makes for a convenient choice for consumers. It comes in small unit sizes and is already sliced. What is more, it is accompanied by flavoured crumbs, attractive for consumers who want to try some new flavours with their bread.

Good for health

Almost everyone loves bread. Sadly, the traditional baked products contain high amounts of gluten and carbohydrates. The sweet potato bread benefits from reduced gluten content. Using sourdough improves the taste and enables the producer to eliminate preservatives. Sweet potatoes are a great source of fibre, vitamins, and minerals, and are also known to promote gut health. Bread will also be rich in dietary fibres, which promote weight loss, and secure proper digestion. Sweet potato bread is accompanied by flavoured crumbs made of minced pumpkin seeds and olive oil or traditional Hungarian spice mix. These flavoured crumbs can substitute other, less nutritious toppings.

Preferred by older adults / Designed by older adults for older adults

Silver consumers tend to prefer products in smaller unit sizes. Therefore, sweet potato bread is sold in small loafs (300 grams) to minimize the risk of food waste and make it attractive for single household consumers. Participants of the co-creation workshops expressed the desire for convenient products that do not require a lot of preparation yet offer a variety of options for consumers. Sweet potato bread comes already sliced and is easy to prepare and serve, which also makes it a perfect appetizer for guests and visiting family. Differently flavoured crumbs offer a variety of tastes according to needs of the consumers.

Older consumers are aware of their own health requirements but they are also concerned about the environment. Therefore, the new product comes in a unique eco-friendly paper tray packaging, making it not only healthy but also a sustainable consumer choice.

Different from existing products

The Hungarian bread based on sweet potatoes offers an innovative rendition of the well known, traditional product: Transylvanian potato bread. Sweet potatoes will not only offer a new taste but also ensure softer structure of the bread and improve the product's nutritious qualities. The rustic character of the product will be asserted by the crispy crust with potato flakes. Thanks to differently flavoured crumbs, sweet potato bread can

be eaten in several ways, allowing customers to prepare their own favourite versions and experiment in the kitchen.

Additional information about the project:

Szeletelt, édesburgonyás vendégváró kenyérke fűszeres morzsával (sliced, sweet potato bread with flavoured crumbs) is a product designed during the co-creation workshops, held as part of the EIT Food 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. The project's main aim is to address the needs of older consumers in the food and beverage market by applying novel methodology which engages consumers, stimulates their creativity, and fosters the acceptance of new products. The product concept was designed in 2020 in Hungary during co-creation sessions which gathered older consumers, scientists from the Budapest University of Technology and Economics, the representatives of food producer Alba Kenyér Zrt and the start-up company BRAVURA-GLOBAL Kft. Following the co-creation process, the innovative product was developed and introduced to the market in 2021.

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