

# Why Frozen Is Better Than Fresh

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- ✓ Product Consistency & Quality
- ✓ Greater variety of breads and rolls giving you freedom to customize your menu offerings.
- ✓ Vendor reduction - Get your breads along with other frozen products all on one truck.
- ✓ Don't worry about getting "seconds" from other customers.
- ✓ Shelf life is 6 months(frozen) and 5-6 days at room temperature.
- ✓ Available year round



# Operational Advantages of Frozen Bread

- The 2 primary causes of shelf-life reduction are molding and staling.
  - Staling is the process of starches in bread reverting to their natural state, causing the bread to become dry, brittle and continually less palatable.
  - Molding occurs when mold spores on the surface of the bread and can grow in favorable warm, moist conditions.
- Freezing is the best method of preserving bread and avoiding the process of both staling and molding because it prevents the moisture in the bread from being accessible to either process.
- Frozen bread offers long shelf-life without undesirable preservatives and allows greater inventory to be maintained without excess food waste or degradation of product quality.



# Making the Best Available to Everyone

- Rotella's uses freezing to prevent the use of chemical preservatives and deliver a product that is of the highest quality, not only to customers across the country, but down the street from our bakery.
- A few additional facts about bread and staling...
  - Freezing bread will essentially stop the process of staling and prevents mold growth.
  - Refrigeration will cause your bread to stale at the fastest rate but will slow the growth of mold.
  - Leaving your bread at room temperature will stale at a moderate rate but will begin to grow mold at the fastest rate.
  - Toasting bread can almost completely reverse the process of staling returning that stale dry old bread to something much closer to what the product was when it was first baked.

