Why I Ate 90 Loaves of Bread in 90 Days

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The Pushback

Bread makes you bloated.

Bread is going to make you fat!

You’re going to become gluten intolerant!

Grains and gluten were not meant to be digested by man.

You mean….like the McDonald Supersize movie?
2 The Truth

Whole grain bread fills you up & prevents cravings

The metabolic fire in your body needs carbs to burn for more weight loss

Bread meets your daily protein intake

Whole Grain & sprouted bread are high in fiber
The Challenge

To dispel the myths and prove the positive, I embarked on a 90-day bread challenge.

One loaf a day, for 90 days

Here’s what I found...
With whole grain bread, you receive high amounts of fiber and protein.

Plus, whole grains are good for your...
Bread Facts

High carb/protein diet drives body into metabolic overload.

- Burned fat
- High energy
- Stayed alert
Bloated feeling

• Excess sodium
• Excess fiber
• Cut cured meats
• Increase potassium
Eating Bread will not cause gluten intolerance

- IBS
- FODMAPS
Bread Facts

Man can survive on Whole Grain Bread alone

- Amino acid profile almost complete
- All nutrients met
  - Calcium and Vit D
- Low in saturated
Bread made with whole wheat has been scientifically proven to help maintain a healthy weight.
Bread Facts

Whole grain bread is very low in saturated fat and a good source of dietary fiber and manganese.
The Challenge

90 days later...

- Not a single pound
- Many new loaves tried
- Bread Gallery
- Lots of conversations
You and I know that bread is no threat to health. What about the consumer?
Selling Bread

Educate people about the health benefits of bread

Create a blog and pass on your message to customers
Selling Bread

Be Resourceful

Use resources, published literature & research to make your case for bread

Check out EatBread90.com for helpful resources
Selling Bread

Push Back

Create social media platforms dedicated to educating people about bread

Reevaluate how you use Facebook, Twitter and LinkedIn
Selling Bread

Be

Bake different, be different, think outside the box

Innovative

Try organic, sprouted grain or even probiotic breads
Use Google's search engine to improve your SEO. Create content that is trustworthy and easy to read.

Read up on how to improve your SEO and get Position #0.
Selling Bread

Keywords
Do your research to know what people are actually looking for.

Check out AnswerThePublic.com to identify keywords and
Five Takeaways

✓ Learn the latest baking technique/recipe at eatbread90.com
✓ Apply what you learn to your work and company
✓ Educate the consumer of the health benefits of your eating your bread
✓ Fight back using social media and every other platform
✓ Debunk all myths about bread
One more thing: EatBread90.com
Thank you

For more resources, check out the Podcast page on BAKERpedia.com