



**News Release  
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## **HOW FRESH IS YOUR BREAD?**

Consumers around the country are unwittingly buying supermarket bread believing that it has been baked freshly that day.

Recent investigations of supermarket bread found that the vast majority of bread is at least a day old, with some bread staying on the shelves for up to one week. The bread maintains its 'fresh' characteristics due to a cocktail of additives and preservatives, explaining why wrapped breads on supermarket shelves seem to last forever.

COBS Bread Regional Director, Aaron Gillespie, said the report clearly demonstrated the difference between bread baked fresh daily and most of the supermarket breads that use preservatives to extend shelf life.

"The biggest difference between every COBS Bread loaf and supermarket bread is that COBS Bread only sells bread that is baked fresh that day, from scratch".

"We don't use preservatives, some of which have been linked to Attention Deficit Disorder in children, nor do we add sugar, colour or artificial flavouring to our Traditional, Continental and Cape Seed breads. Our breads are baked from scratch and are delightfully healthy and tasty and unlike supermarket breads with their extended shelf life at COBS Bread we are proud to say our bread won't last!" says Aaron.

COBS Bread donates over \$8 million in bread products to local charities around the country each year and in true community spirit, COBS Bread donates unsold bread to charities within their community on Vancouver Island. These include the Western Communities Food Bank, the Boys and Girls Club of Greater Victoria, Women's Transition House and Our Place to name a few.

"No bread is kept overnight and we've been supplying bread to local charities that provide bread to those in need. We get to give to those less fortunate and we hate seeing the bread going to waste so it's a great arrangement," Aaron Gillespie said.

If your local charity is interested in seeking bread donations from COBS Bread, please contact your local COBS Bread bakery directly.

### **About COBS Bread:**

COBS Bread is a growing network of local retail bakeries specializing in handcrafted breads baked from scratch - right on the premises, seven days a week. Teams of dedicated, skilled and passionate "Cobbers" craft and market an array of quality baked goods including "Signature"

items such as “COBS” or crusty, round loaves plus the unique offerings including Cape Seed and Apricot Delight.

COBS Bread is an off-shoot of 29 year old Bakers Delight, a network of 700 bakeries in Australia and New Zealand. COBS Bread first opened in Edgemont Village, North Vancouver, BC in November 2003 and currently operates almost 60 local Canadian bakeries in B.C., Alberta and Ontario.

For more information on COBS Bread, please visit [www.cobsbread.com](http://www.cobsbread.com)