PRESS RELEASE
EUROGERM/SIGNATURE BREAD “LE MEUSNIER”

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# Eurogerm presents LE MEUSNIER: its new signature bread!

***EUROGERM, specialising in ingredients and solutions for the milling, bakery-patisserie and catering industries is unveiling its new signature bread. Le Meusnier: a slice of history with an authentic taste!***




The **GERMIX FAMILY/ MEUSNIER 10%** premix is the perfect option to create a generous, delicious bread. It should be combined with stoneground flour, an ancestral technique that preserves all the grain’s integrity, including wheatgerm, which is rich in vitamins and minerals. **LE MEUSNIER** has characteristic round and subtle flavours, as well as high hydration levels, for a special bread with an exceptionally great taste. This bread has other advantages, including its beautiful crust with lightly toasted notes, its slightly amber crumb and its excellent shelf life.

A tribute to the craft that dates back thousands of years, **LE MEUSNIER** stands out with its traditional French spelling with an “s” which is pronounced, unlike in the modern spelling. **LE MEUSNIER** has a distinctive flavour thanks to the **GERMIX FAMILY/ MEUSNIER 10%**, dosed at 10% by weight of stoneground flour. Combining the flavours of yesteryear with a modern twist, its distinctive features give it the signature touch that makes it so unique!

In store, **LE MEUSNIER** can be sold sliced, a further advantage for all those consumers who want something practical. At breakfast, to accompany meals or as a cold or hot sandwich... it’s a family favourite to be enjoyed throughout the day. In terms of baking, it is easy to prepare and hydrates well, making it an ideal choice for bakers. Available in individual formats with savoury or sweet garnishes, it adds variety to your snack range and meets the expectations of gourmets who are keen to eat healthily.



*GERMIX FAMILY/MEUSNIER 10% (REF 42009) ©EUROGERM*

About Eurogerm

Founded in 1989, EUROGERM is an agri-food group specialising in the design, production and sale of technological, sensory and nutritional ingredients and solutions for the milling, bakery-patisserie and catering industries.

The Group operates all over the world and employs more than 600 staff, spread between the headquarters in France and a multicultural network of 14 subsidiaries in Europe, Africa, the Americas and Asia.

Innovation, continuous improvement, sustainability, diversity, ethics and inclusion: these guiding principles are EUROGERM's daily inspiration, helping it deliver bespoke support to its partners and employees, as part of a dynamic of sustainable, shared growth.

Eurogerm in figures: €183 million turnover – More than 600 employees – 14 subsidiaries worldwide
Corporate website: www.eurogerm.com
French website: www.eurogerm-france.com

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