

## PRESS RELEASE

### Bread back in the picture

*European Commission approves campaign application*

**BRUSSELS, 27 September 2021 - From 2022 onwards, the good story of bread will again be highlighted in a new image campaign throughout Belgium and the Netherlands. The European Commission has approved the application for subsidies submitted by the Nederlands Bakkerij Centrum (NBC) and Instituut Brood & Gezondheid (IB&G vzw/asbl) on behalf of no fewer than 7 Belgian and Dutch sector federations. This means that there will be a follow-up to the campaign 'Bread. A great story', for the years 2022 and 2023, for both large and small bakeries in Belgium and the Netherlands.**

### Pleasantly surprised

“The approval by the EU was quite a surprise”, says Frank Janssen, manager of NBC. “Of course, we had hoped for it, but had not counted on it. The application was heavily oversubscribed; a total of €10.5 million was requested by various parties from all over Europe, while €4.2 million subsidies were available.”

“Our campaign plan was well-designed”, adds Kathou Wagemans (IB&G vzw/asbl). “We collaborated with a working group of marketing representatives from sector companies in both Belgium and the Netherlands. Thanks in part to this cooperation, our application came in first place. This was also necessary because our subsidy application takes up a large part of the total budget made available by the EU. We went for it, and what is even more pleasing is that after a gap year, we can follow up the three-year campaign 'Bread. A great story' (2018-2020). This campaign proved to be a success.”

“And”, adds Frank Janssen, “the image of bread still needs a boost. For example, many people still think that carbohydrates (from bread) are bad or that bread makes you gain weight. We want to counter these misconceptions in a targeted way. At the same time, consumers are increasingly interested in themes such as 'health', 'food waste' and 'sustainability', which will also be addressed in the new campaign.”

### Bread Week

The campaign kicks off with the 'Bread Week', at the end of January 2022, which aims to highlight bread as a product category in its own right, with wholemeal bread at the forefront. After all, increasing the consumption of wholegrain foods is a priority on the agenda of the Belgian Superior Health Council. The preparations for the Bread Week are already underway.

### Building the image of bread together

It is great that we are doing this together. On behalf of Belgium, the Belgian Federation of Large Bakeries (FGBB), the Association of Belgian Suppliers (UNIFA), the Federation of Belgian Millers

(KVBM-ARMB), Bakkers Vlaanderen and Instituut Brood & Gezondheid vzw/asbl will participate in the campaign. The Netherlands will be represented by the Dutch Bakery Association (NVB), the Craft Bakery Foundation (SAB) and the Association of Dutch Manufacturers of Bakery Ingredients (NEBAFA).

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***Note for the editors, not for publication***

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