

ISTRIAN BREAD

HOW IT IS PRODUCED



The traditional bread is mainly made with wheat flour and yeast, and it's usually baked in wood-fired stone ovens. The bread is often shaped into round loaves or long sticks. There are many regional variations of bread in Croatia that use different types of flour and ingredients, such as sourdough bread, rye bread, and cornbread.

INNOVATION



Some bakeries are experimenting with flavors and ingredients, such as olive oil, herbs, and spices. Handmade breads that use ancient grains or sourdough starters or gluten-free and vegan bread options are new trends at local bakeries. Another innovation is the use of locally sourced ingredients. Some bakeries are partnering with local farmers, this helps to promote sustainability.

MARKETING



Croatian bakeries often emphasize the use of local ingredients and traditional baking methods to create high-quality, handmade breads. Bakeries sell their bread in a variety of ways. Many of them have physical storefronts where customers can purchase bread directly. Some sell their bread at farmers' markets or other outdoor markets.

REGIONAL IMPORTANCE



In Istria "bijeli kruh" is an important part of the local cuisine and it is often served alongside traditional dishes such as pasta, meat, and seafood. Additionally, many bakeries in Istria specialize in artisanal breads, including white bread, and use locally sourced ingredients to create unique flavors and textures.

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