

Case Study



Kingsmill

As part of our Action on Fibre commitment, Kingsmill pledged to bring new products and innovations that contain more fibre to the market. Bread is a great way to help boost fibre intakes because it's something we can eat every day, and there are lots of choices out there, from wholemeal and seeded breads to higher fibre white versions. However, we noticed that this choice was missing from the toastie bread category. Perhaps this is because it's been a long-held belief that white bread makes the best toast, so the question was how could we add fibre but maintain those important toasting characteristics?

We started work with our 50/50 flour base as it's already a proven hit with consumers, particularly for those who want to eat more fibre or whole grains but don't like the taste of wholemeal bread. To this we added semolina, a key ingredient which helps the bread stay crisp on the outside while retaining its body to give a soft and 'pillowy' middle. We then sliced the loaf to our 'toastie' thickness, and the result was a fabulous toasting texture with the added benefit of whole grains and fibre; there are 4.4g fibre in

2 slices and the bread is also a source of vitamin D.

Having overcome the tricky technical challenges, the next question we faced was what to call our new loaf to help encourage people to try it. Kingsmill 50/50 Toastie might have seemed the obvious solution, but then one of our team came up with King of Toast which works really well with our brand name and is a demonstration of our confidence in this great new recipe.



King of Toast launched in January 2022, and we have been delighted with the consumer feedback "Makes lovely toast, crispy on the outside and soft (just right) inside". We're hoping to expand our listings and to promote this further to help make more people aware of this new loaf.