



TRADITIONAL BAKING IN EUROPE – LEARNING FROM EACH OTHER

ADDING SPECIALNESS TO THE ARTISAN BAKING, POWER OF PLACE & HERITAGE

Instituto Politécnico de Braganca & Pão de Gimonde Bakery, Bragança, Portugal

April 11th/12th 2016

At this unique event, the TRADEIT Network will bring together bakers from across Europe to participate in a hands-on workshop in the renowned bakery of Pão de Gimonde in Bragança, Portugal. Through a vibrant program of activities, participants will get the opportunity to learn about European traditional breads share experiences and insights on ingredients, baking methods and explore the role of innovation in the future the traditional and craft bakeries. Over the two-day event, bakers will bake, explore new market areas, investigate new ingredients, develop recipes and expand their bakery repertoire.

Program:

- Traditional (Regional) Breads from Europe
- When Tradition Meets Innovation
- What do Consumers Want?
- Case Study of Pão de Gimonde
- Hands-On Baking & Group Work
- Identity Preserved Grains – New Possibilities
- How to Add Value to Day Old Bread?

If you are interested in participating submit an expression of interest detailing “How participating in this event would benefit my Bakery business” to elsa@ipb.pt by February 29th 2016 (places are limited, travel bursary for successful applicants).



This project has received funding from the European Union's Seventh Framework Programme for research technological development & Demonstration GA 613776. www.tradeitnetwork.eu

THE AGENDA

Day 1 – April 11th – Morning Sessions

08:00 Registration

08:30 Opening Session (Helena McMahon, Elsa Ramalhosa, Elisabete Ferreira and Karsten Schmidt)

Session 1: Traditional/Regional European Breads

8:45 Portugal: Elisabete Ferreira – Pão de Gimonde

9:00 Germany: Matthias Prohassek, IGV, Reiner Stolzenberger, Bäckerei Stolzenberger

9:20 Spain: Eduardo Villar – Horno Arguiñano

9:35 Ireland: Declan Ryan - Arbutus Breads

9:50 Finland: Eeva-Maria & Timo Turunen – Liepuska

10:05: Tea/Coffee & Networking

Session 2: When Tradition Meets Innovation

10:35 Bread of Tritordeum - Jorge Pastor, Panishop

11:05 Health Bread: Adding Functionality to Traditional Breads - Alexander Voss, ILU & Matthias Prohassek, IGV, Germany

11:35 New Generation Breads: Gluten free, clean Labelling, Vegan & Biological production - Wilhelm Balkenholl, Germany - Bäckerei & Baguetterie Balkenholl, Volker Apitz, Germany – Bäckerei Vollkern

Session 3: Round Table Discussion

12:05 What Consumers Want? A European Perspective

From high-end consumers to value-conscious buyers, the market is bigger and more fragmented than ever before. This creates opportunity but also demands that companies have strong market insights on consumers' unique desires.

- Where are the challenges and opportunities for the traditional food industry?

Moderators: Jorge Pastor (Panishop) & Karsten Schmidt (ILU Germany)

13:00-14:00 Lunch at IPB



Day 1 – April 11th –Afternoon Session

14:30 – 18:30 - The richness of Traditional Breads - “Life Sessions in a Bakery”

I) Case Study of Pão de Gimonde

II) Hands on Bakery Sessions in Pão de Gimonde

Attending Bakers will collaborate in the bakery of Pão de Gimonde to bake a range of European Specialties:

- **Portuguese Breads:** Elisabete Ferreira
- **Tritordeum bread:** Jorge Pastor & Sergio Cristobal
- **German Sour Dough & Rye Breads:** Reiner Stolzenberger & Matthias Prohassek
- **Hogazas Zamoranas:** Eduardo Villar
- **Finnish Rye Breads:** Eeva-Maria & Timo Turunen
- **Ciabatta & Focaccia:** Georgio Belotti
- **Irish Soda Bread:** Declan Ryan

Day 2 – April 12th - Morning Sessions

08:20 Welcome: Elsa Ramalhosa, Elisabete Ferreira & Karsten Schmidt

Session 1: Identity preserved grains – new possibilities in the bakery

08:30 Lessons learned from the EU project Healthy Minor Cereals - An Exploration of Rye, Einkorn, Emmer, Spelt & “Trigo sarraceno” - Alexander Voss, ILU, Germany

9:00 Non-wheat grains and cereal-based baked products - Concha Collar, Instituto de Agroquímica y Tecnología de Alimentos (IATA), Spain

9:30 Innovations in wheat flour and mixes - Georgio Belotti, Molino Belotti srl, Italy

9:50 Tea/Coffee & Networking

Session 2: Baking gastronomy - New gastronomic codes beyond the classic bread basket

10:10 Xevi Ramon, Simon Triticu, Spain

10:30 Declan Ryan, Ireland



10:50 Nuno Dinis, Portugal

Session 3: How to add-value to day old bread?

11:10 Karsten Schmidt, ILU & Alexander Voss, ILU Germany

Round Table Discussion

11:40 Moderator: Elisabete Ferreira, Pão de Gimonde & Karsten Schmidt, ILU & Jorge Pastor, Panishop

12:45 Lunch & Networking at IPB

Day 2 – April 12th - Afternoon Session

14:30 – 17:00 “Fusion bakery: European Traditions meets 21ST Century Bakers”

A unique opportunity to co-develop 3 new baked products in a collaborative baking session. Three TRADEIT snacks will be developed:

- Northern Style (Led by Irish & English bakers)
- Central Style (Led by German, Finish & Polish bakers)
- Southern Style (Led by Portuguese, Spanish & Italian bakers)

At the end there will be the “Big TRADEIT Bread Buffet” – Open party for bread gourmets.



EVENT LOCATIONS

Polytechnic Institute of Bragança (IPB), School of Agriculture

Campus de Santa Apolónia
5300-253 Bragança
PORTUGAL

Room: to be indicated

GPS Coordinates:

Latitude: 41° 47' 47.50918" N

Longitude: 6° 46' 5.71990" W

Pão de Gimonde's Bakery

Av. do Sabor, nº 2
5300-553 Gimonde – Bragança
PORTUGAL

Phone: +351 273 333 969

Email: geral@paodegimonde.com

Website: www.paodegimonde.com



GETTING TO BRAGANÇA

OPTION 1

Fly to Porto Airport, officially called “Francisco Sá Carneiro”.

(<http://www.ana.pt/en-US/Aeroportos/porto/Porto/Pages/Homepage-Porto.aspx>).

GETTING TO Bragança

1. BY RENTAL CAR - <http://www.rentalcars.com/en/airport/pt/opo/?affiliateCode=atgtwo>
Porto to Bragança approx. 213km (2.5hrs)
2. BY TAXI/BUS – You can get a taxi or use the airport link <http://www.transdev.pt/aeroportoporto/> to the bus station <http://www.rede-expressos.pt/default.aspx>
Porto to Bragança approx. 3hrs

OPTION 2

Fly to Madrid-Barajas Airport “Adolfo Suárez” (<http://www.aena.es/csee/Satellite/Aeropuerto-Madrid-Barajas/es/Inicio.html>)

GETTING TO Bragança

1. BY RENTAL CAR - <http://www.aerpuertomadrid-barajas.com/transportation/car-rental-madrid-airport.html> - Madrid to Bragança Approx. 370km (3.5hrs)

OPTION 3

Fly to Lisbon Airport officially called “Portela Airport”

(<http://www.ana.pt/en-US/Aeroportos/lisboa/Lisboa/Pages/HomeLisboa.aspx>).

GETTING TO Bragança

1. BY RENTAL CAR - <http://www.rentalcars.com/en/airport/pt/lis/?affiliateCode=atgtwo&adplat=lisbon>
Lisbon to Bragança approx. 485 km (4.5hrs)
2. BY TAXI/BUS – Take a taxi to Lisbon Bus Station <http://www.rede-expressos.pt/default.aspx>
Lisbon to Bragança approx. 7 hrs
3. BY TAXI/PLANE – Take a Taxi to Cascais Airport. Fly to Bragança <http://bookings.aerovip.pt/en>
Approx. 2 hrs

OPTION 4

Fly to Faro Airport (<http://www.ana.pt/pt-PT/Aeroportos/Algarve/Faro/Paginas/HomeFaro.aspx>).

GETTING TO Bragança

1. BY TAXI/PLANE – Take a taxi to Portimão Airport and fly to Bragança - <http://bookings.aerovip.pt/en>
Approx. 7hrs
2. BY TAXI/BUS – Take a Taxi to Faro City Centre bus station and take a bus to Bragança
<http://www.rede-expressos.pt/default.aspx> - Faro to Bragança approx. 12 hrs



ACCOMMODATION IN BRAGANÇA

HOTEL TULIPA

Rua Doutor Francisco Felgueiras 8-10,
5300-134 BRAGANÇA

Tel: +351 273 331 675

E-mail: hotel.tulipa@hotmail.com

Web: <http://www.tulipaturismo.com/>



Single room (1 night): 30.00 €

Double room (1 night): 40.00 €

Breakfast included. Wi-Fi free.

Booking reference: "TRADEIT Project (IPB) – Bakery event".

HOTEL TURISMO SÃO LÁZARO***

Avenida do Sabor, Lote 24

5300-111 BRAGANÇA

Tel: +351 273 310 070 · Fax: +351 273 310 071

E-mail: reservas.hsl@hotelsaolazaro.com

Web: www.hotelsaolazaro.com



Single room (1 night): 38.00 €

Double room (1 night): 46.00 €

Breakfast included. Wi-Fi free.

When booking you must send a .pdf of event registration supplied by the Polytechnic Institute of Bragança.

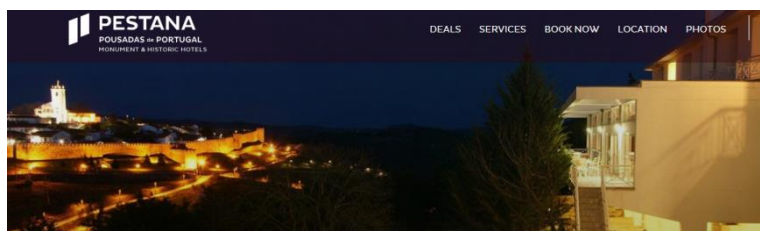
POUSADA DE S. BARTOLOMEU (Historical Place)

Estrada do Turismo ·

5300-271 BRAGANÇA

Tel: 273 331 493/4 · Fax: 273 323 453

E-mail: recepcao.sbartolomeu@pousadas.pt



Web: <http://www.pousadas.pt>

Single room (1 night): 70.00 €

Double room (1 night): 80.00 €

Breakfast included.

Booking reference: "TRADEIT Project (IPB) – Bakery event".



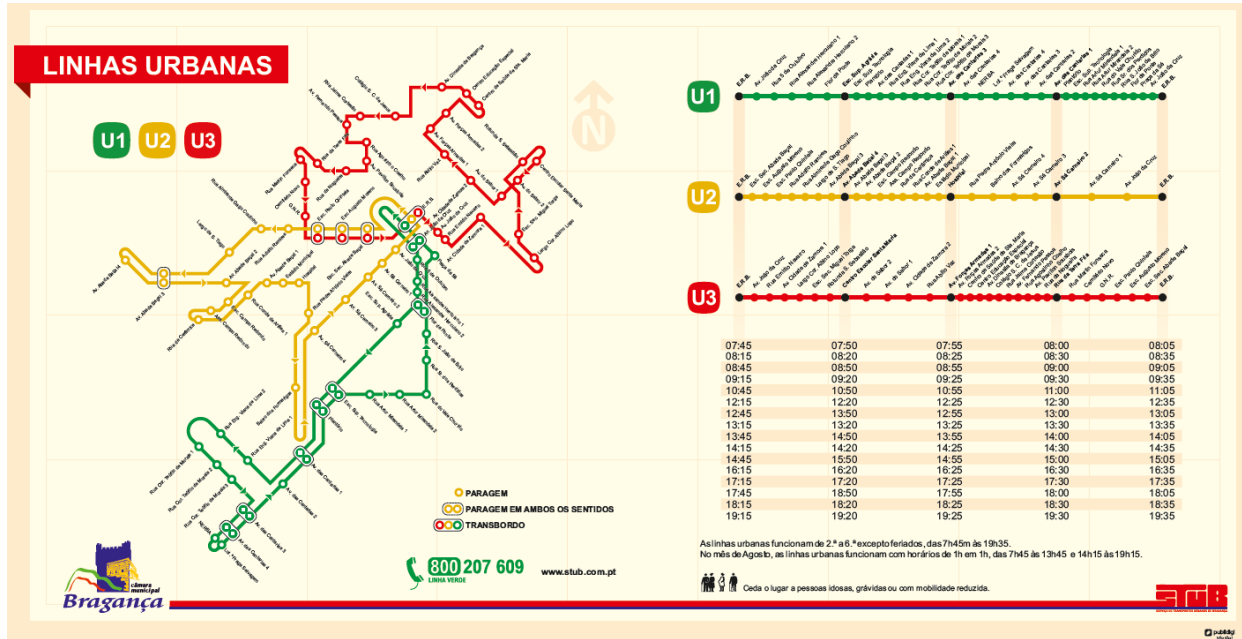
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GETTING AROUND BRAGANÇA

Bragança is a small city and is easily accessible on foot. Nevertheless, there are four urban bus lines available.

This map can be found at:

http://www.cmbraganca.pt/uploads/writer_file/document/485/20140423114242789918.pdf



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