

WORDS CREATE VALUE

# Weinheim Bread Language

THE  
LANGUAGE  
OF  
BREAD



# Introduction and Use

## What is Weinheim Bread Language?

- A tool for crafting meaningful descriptions of the many facets of bread, comparable to wine vocabulary

## Why is it needed?

- Wine is described with elaborate language, while bread is often just labelled as “tasting good”. Words create value.
- Weinheim Bread Language trains the senses, increases awareness and inspires a fascination for bread
- Bakers using it improves others’ understanding of quality
- Using it in the sales process can significantly boost turnover

## What do you need to use it?

- A quiet space
- Great bread to describe
- A chopping board and a good bread knife
- A group of 3–4 people
- Around one hour

## How does it work?

- Firstly, discuss each of the following 10 steps in your group for 3–4 minutes
- Record your conclusions from each step in the Tasting Table (make copies from page 13)
- Once you have completed the Tasting Table, write a description based on (only) the particularly striking characteristics of the bread in question
- Read your description to the rest of the group and get their verdict

## What else?

- Picking out three particularly prominent characteristics from the Tasting Table helps with sales, e.g. including them on the price tag
- Long-form descriptions are effective on websites, flyers, postcards, social media and at events



# Step 1: Story

People don't buy products; they buy emotions and stories. Where did the idea behind this bread come from? What makes up its unique identity? Here are some examples for inspiration:

- Born out of time-honoured tradition
- Serves the trend for...
- An homage to our local community
- Based on our founder's original recipe
- Represents our area's appetite for life
- Embodies the craftsmanship of our bakers
- Satisfies the clamour for...
- Is gentler on the environment, containing exclusively local ingredients
- Sustainability is baked in
- Heritage grains promote biodiverse agriculture
- We discovered it on our holiday in...
- We're bringing a touch of Italian (or French/Moroccan, etc.) living to bread
- An edible piece of France
- Was created as the perfect bread for ..., e.g. barbecues
- How would you describe it?







## Step 2: Appearance

Use the attributes in this category to describe the bread before it is cut. Pick it up, turn it and examine it from all sides. The aim here is to describe the bread in a way that gives anyone who can't see it an accurate impression of it.

- Round
- Rounded
- Oval
- Bulbous
- Oblong
- Baton
- Tapered
- Cube
- Decorative
- Traditional
- Rustic
- Cracked
- Flat
- Ring
- Crescent-shaped
- Shaped like an ear of wheat
- Heart-shaped
- Homely
- Unembellished
- Crusty
- Rugged
- Squat
- Compact
- Triangular
- Square
- How would you describe it?



# Step 3: Crust

Now we're moving on from the bread's overall appearance to that of its crust. What can you determine from looking at the surface of the uncut loaf? Please write a description of the crust using the following categories: a) colour, b) appearance, and c) details (if any).



## a) Colour

### Light:

- Straw
- Mustard
- Sun yellow
- Ochre
- Sand
- Beige
- Peanut
- Ivory
- Golden brown

### Medium:

- Honey brown
- Light brown
- Yellowish brown
- Russet
- Hazelnut
- Caramel
- Chestnut

### Dark:

- Coffee
- Dark brown
- Blackish brown
- Sepia black

## b) Appearance

- Dampened
- Rustic
- Torn
- Rough
- Scorched
- Slashed
- Smooth
- Grainy
- Structured
- Craggy
- Risen
- Blistered
- Speckled
- Glossy
- Mottled
- Split
- Sharp edges
- Basket marks
- Patterned/marked
- Floured with...
- Sprinkled with...

## c) Details

- Bubbles
- Pieces of...
- Sprinkled with herbs
- Mixed oilseeds
- Flax seeds
- Sunflower seeds
- Sesame seeds
- Poppy seeds
- Oats
- Cheese
- How would you describe it?

# Step 4: Aroma

This section focuses on describing what you can smell from the outside. Warm the crust slightly, then smell the surface of the uncut bread by rubbing it, if possible, or by sniffing it if not.

**Roasted notes:**

- Malty
- Roasted
- Sweet
- A hint of barley
- Minor corn notes
- Minor mocha notes
- Minor coffee notes

**Fruity notes:**

- Slightly sour
- Musty
- Minor pickle notes

**Nutty notes:**

- Hazelnut
- Almond
- Cashew
- Peanut
- Chestnut

**Green notes:**

- Earthy
- Grassy

**Spiced notes:**

- Mediterranean notes
- Like caraway, aniseed, ginger, curry, coriander, etc.

**Fatty notes:**

- Buttery
- Minor cheese notes
- Like cheese

**Other notes:**

- Minor potato notes
- Minor onion notes
- Minor garlic notes
- Smoky
- How would you describe it?





# Step 5: Texture

Cut the bread with a sharp bread knife, ideally through the centre rather than at one end. If testing a baton, cut it at a slight angle. Use a sawing motion rather than pressing down. You'll need an extremely quiet space to assess the acoustics as well as appearance.



Very soft

- Very soft
- Butter-soft
- Tender
- Fluffy
- Elastic
- Soft and flaky
- Short
- Coarse
- Rough and flaky
- Crunchy
- Crispy
- Firm
- Crusty
- Tight
- Very tight
- Hard

Very hard

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*If you can think of any more appropriate characteristics than the suggestions above, feel free to add them to your Tasting Table.*

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# Step 6: Crumb Appearance

## a) Surface texture

### ...for breads made with superfine flour:

- Close
- Slightly open
- Slightly light
- Light
- Very light
- Airy

### ...for breads with a high wholemeal or seed content:

- Grain-dense
- Very close
- Close
- Tight
- Slightly open
- Open



## b) Colour

### Gold to light brown:

- Pale
- Creamy white
- Yellowish-white
- Honey brown
- Mustard
- Sun yellow
- Sand

### Brown:

- Light brown
- Golden brown
- Malt
- Hazelnut
- Caramel
- Chestnut

### Dark brown to black:

- Dark brown
- Grey-brown
- Coffee
- Blackish brown
- Sepia black

## Other:

- Tomato
- Cranberry
- Khaki
- Olive
- With clearly noticeable...

## c) Additions, if any:

- Olive pieces
- Pumpkin seeds
- Visible herbs
- Bacon pieces
- Oilseeds
- Other

## d) Crumb texture

Briefly press the crumb with the base of your thumb (the thumb test) and describe what you feel. You can expand on the characteristics below by adding “very”, “moist and...”, etc.

### Very soft

- Very soft
- Spongy
- Soft
- Fluffy
- Elastic
- Mosslike
- Firm
- Grainy
- Compact
- Very compact
- Tight
- Very tight
- Hard
- Crumbly
- Dry

### Very dry





## Step 7: Crumb Aroma

In step 4, you described the aroma of the bread from the outside. Now it's time to record how the crumb smells. Hold the cut bread in both hands and press down firmly as you sniff.

### **Roasted notes:**

- Malty
- Roasted
- Sweet
- Caramel-like
- Minor coffee notes

### **Fruity notes:**

- Slightly sour
- Like honey
- A little like...

### **Nutty notes:**

- Hazelnut
- Almond
- Cashew
- Peanut
- Walnut
- Chestnut

### **Spiced notes:**

- Mediterranean
- Vanilla
- Gingerbread
- Clove
- Pepper
- Like caraway, aniseed, ginger, curry, coriander, etc.

### **Fatty notes:**

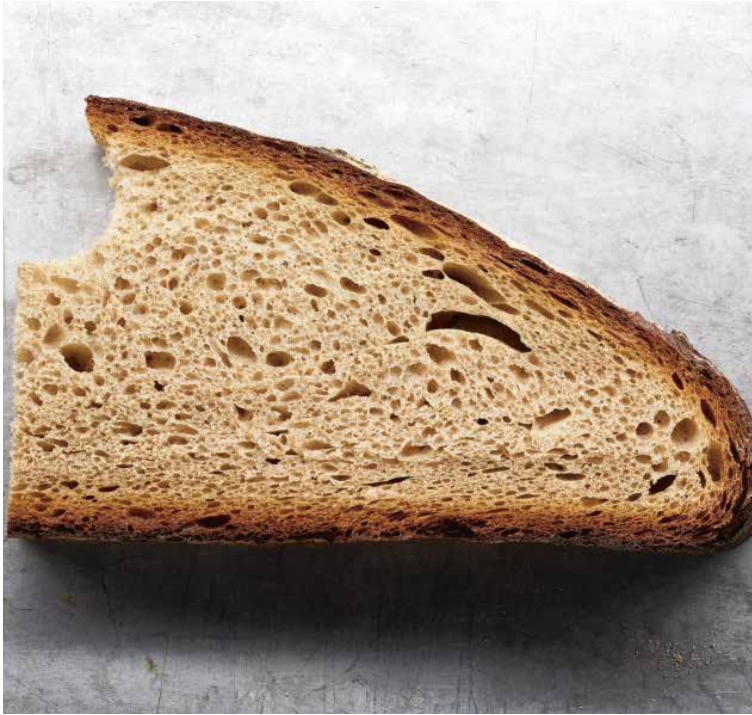
- Buttery
- Minor cheese notes
- Biscuit
- Minor bacon notes

### **Other notes:**

- Minor potato notes
- Minor onion notes
- Minor garlic notes
- Minor herb notes
- Smoky
- Smells like...

# Step 8: Mouthfeel

Sampling the centre of a loaf isn't enough to determine feel and flavour using Weinheim Bread Language. Pull off a piece of the crust as shown below and slowly and deliberately chew it for some time to allow the flavours to develop.



Not very intense



- Spongy
- Soft
- Hard
- Short
- Slightly tacky
- Moist
- Fibrous
- Fleshy
- Crisp/crispy
- Lumpy
- Firm
- Compact
- Tight

Very intense

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*If you can think of any more appropriate characteristics than the suggestions above, feel free to add them to your Tasting Table.*

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# Step 9: Flavour Profile

Besides helping you to assess mouthfeel, intensive chewing (insalivation) also allows a flavour profile to develop. Close your eyes and take in all the flavours, chewing slowly, purposefully and for a considerable amount of time.

The following characteristics can be expanded upon using the words below:

• Subtle

• Mild

• Aromatic

• Fresh

• Strong

• Sharp

## Grain notes:

- Herbs
- Grains
- Barley

## Sweet and roasted notes:

- Sweet
- Caramel-like
- Malty
- Roasted
- Smoky

## Fruity notes:

- Like honey
- Sour
- Sweet and sour
- Like...

## Nutty notes:

- Hazelnut
- Peanut
- Cashew
- Walnut
- Almond
- Chestnut

## Spiced notes:

- Spiced
- Vanilla
- Clove
- Gingerbread
- Pepper
- Spicy
- Salty

## Fatty notes:

- Buttery
- Bacon
- Cheese notes

## Fermented notes:

- Fermented
- Musty

## Other notes:

- Savoury
- Alkaline
- Pickled
- Mocha notes
- Minor note of...



# Step 10: Suitability and Nutrition

What is the bread intended for? What should be served on it? What is its nutritional value?  
How should it be eaten?



## a) Toppings: “Perfect with...”

- Cheese (mild/aromatic/strong/hard/soft)
- Sausage (what type?)
- Ham (smoked/raw/cooked)
- Savoury spreads, such as...
- Sweet spreads, such as...

## b) How to eat it: “Ideal...”

- For breakfast
- As a snack
- For supper
- At a barbecue
- As an appetiser before a meal
- With soup
- Toasted
- To dip
- For canapés
- With the following recipe:
- With beer
- With the following wine...
- For...

## c) Nutrition: “Perfect for people who...”

- Value bread made using traditional methods
- Want a balanced diet
- Like a high [ingredient] content
- Focus on whole-food nutrition
- Prefer bread made from heritage grains
- Are open to new nutritional trends
- Do you have another suggestion?



# Weinheim Bread Language

## Bread Tasting Table



Type of bread:

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**STEP 1** STORY:

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**STEP 2** APPEARANCE:

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**STEP 3** CRUST:

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**STEP 4** AROMA:

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**STEP 5** TEXTURE:

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**STEP 6** CRUMB APPEARANCE:

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**STEP 7** CRUMB AROMA:

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**STEP 8** MOUTHFEEL:

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**STEP 9** FLAVOUR PROFILE:

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**STEP 10** SUITABILITY AND NUTRITION:

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# FINALE: Your Description Using Weinheim Bread Language

The Bread Tasting Table provides the structure for your description. Now it's time to pick out (only) particularly striking characteristics of the bread in question to write it.

## **Prompted by step 1 (story/concept) e.g.**

- The origin of this bread...
- Represents...
- An homage to...
- Comes from...
- Made with traditional methods...
- Is an embodiment of...
- An example of the baking culture of...
- A piece of traditional bread culture...
- An excellent example of...
- Made with sun-ripened grain...
- Blends traditional and modern...
- How would you describe it?

## **Prompted by steps 2–3 (appearance and crust) e.g.**

- An accomplished design...
- A harmonious look...
- A simple, unfussy look...
- A rustic exterior...
- An appealing appearance...
- How would you describe it?

## **Prompted by steps 4–9 e.g.**

- On the nose...
- On the palate...
- The aftertaste...
- An enticing aroma of...
- This bread captivates with...
- Invades the palate...
- A pure taste of...
- Delicate touches of...
- Minor notes of...
- A hint of...
- A powerful bouquet...
- A considerable amount of...

- Interplay between subtle aromas of...
- A bouquet of soft aromas of...
- Multifaceted components...
- Successful harmony between...
- Unique aroma of...
- An interesting combination of...
- Characterised by the interplay of...
- Bolstered by...
- A careful balance of...
- A blend of fruity and yeasty notes...
- Slight sourness...
- A soft blend of multiple sour notes...
- Velvety smooth sour notes...
- Striking sourness...
- An overwhelming aroma of...
- A powerful combination of aromas comprising...
- A feast for the senses...
- A flavour explosion...
- How would you describe it?

## **Prompted by step 10 (suitability and nutrition) e.g.**

- Especially popular with...
- The perfect daily accompaniment...
- An unmissable addition to supper...
- Ideal for barbecues...
- Every bite delivers...
- The highlight of your day...
- Especially good toasted...
- We recommend pairing this bread with...
- An excellent accompaniment to...
- Best paired with...
- Excellent when combined with...
- Enjoy this bread with...
- How would you describe it?





## EXAMPLE BREAD DESCRIPTION USING WEINHEIM BREAD LANGUAGE

Schüttelbrot embodies the tough lives of mountain farmers in the Eisack Valley and combines the desire for treats with the historically meagre diet in the high mountains of South Tyrol. Long-lasting, light, yet extremely flavourful, it encapsulates South Tyroleans' sense of home. Spikes of flavour rise like mountain peaks in your mouth with dominant spiced notes of caraway, fennel and fenugreek – fresh and clean like cool mountain air. Crisp, crunchy and snappable, what was originally thought of as poor food is now an expression of regional ties. In South Tyrol, Schüttelbrot is traditionally served with speck, cheese and smoked meat and fish.

## EXAMPLE BREAD DESCRIPTION USING WEINHEIM BREAD LANGUAGE

Ticino bread brings a slice of life in the Swiss canton of Ticino to your table. This rustic loaf made with Swiss ruchmehl flour is characterised by its chestnut-brown crust. Strong roasted aromas such as coffee and intense malty notes create a unique flavour experience. Inside, you'll find a surprisingly moist, light crumb and subtle nutty aromas. This Swiss creation is a good pairing for tangy Swiss cheeses such as Gruyère or Sbrinz. Toast an inch-thick slice on the barbecue, rub it with garlic and drizzle it with olive oil for the perfect addition to your festivities.





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