

Columbia County Bread Case Study: Extended Shelf-life with Packaging from SoFresh



SOFRESH ADVANTAGE

- **Extend Shelf-life by up to 30 days** with innovative packaging technology
- **Reduce Food Waste** along the entire supply chain
- **Bake Clean Label** bread that lasts without preservatives
- **Eliminate the Cold Chain** and ship ambient
- **Improve Bottom Line** and increase top line

THE CUSTOMER

Columbia County Bread & Granola is located in Bloomsburg, PA. The highly skilled bakers there showcase their craft by making all of the products by hand. Their signature item, the Sprouted Country Wheat loaf, is made with 100% sprouted whole grains - no flour. They mainly source certified organic ingredients and oftentimes opt to buy direct from local farmers who are dedicated to providing fresh locally grown food while preserving the integrity of the soil. Columbia County Bread values high-quality ingredients resulting in delicious, better-for-you, clean baked goods for customers to enjoy nationwide.

THE CHALLENGE

Bakers know the biggest challenge with artisan bread, or any bread for that matter is **limited shelf-life**. The bakers at Columbia County Bread know this first hand. They bake their Sprouted Country Wheat loaf with only three ingredients: sprouted organic wheat, sprouted sourdough starter and a dash of sea salt. Without preservatives or any mold inhibitors, their bread was susceptible to mold within a few days. This provided them with logistical issues as it is risky to ship highly perishable food, including fresh bread, nationwide.



"With SoFresh we are able to ship fresh perishables with confidence, nationwide."

Doug Michael

Columbia County Bread & Granola

THE SOLUTION

Columbia County experimented with a number of packaging solutions to extend shelf-life, including bees wrap and went as far as experimenting with different baking temperatures to provide an extra day. They also briefly experimented shipping frozen. However, overnight shipping and insulated styrofoam boxes which added costs did not ensure the loaf of bread would arrive with the desired quality with shipping delays often causing returns, waste and unhappy customers.

No viable solutions were available prior to testing SoFresh packaging. **"We got a hold of the bag, tested it, put it on our shelves and it lasted up to 3 weeks without showing any visible signs of mold which is huge for us,"** says Doug Michael, owner of Columbia County Bread.

The proprietary process infuses an FDA GRAS (Generally Recognized as Safe) plant-derived extra into the film of the bag. It slowly dispenses a controlled vapor that is absorbed by the mold spores, slowing down their metabolism.

Standard bread bags can certainly delay staling of bread but they also promote the growth of mold by keeping moisture on the surface of the bread. **SoFresh moisture-activated technology uses this extra moisture in the bag to prevent mold from growing.** No mold simply means a longer shelf-life.

With the protection of SoFresh packaging, **Columbia County was able to increase shelf-life and consumption time from 4 days to 10+ days.** The additional 6 days drastically improved operations, increased customer satisfaction by ensuring the fresh taste remained down to the last bite and introduced major cost savings. **"The SoFresh bags are a major cost saver for us, mainly because we can ship with confidence even if a shipment is delayed by a day or two,"** says Doug.

ABOUT SOFRESH

SoFresh is disrupting traditional fresh food packaging across various foods including bread, berries and cheese.

The team is on a mission to mitigate spoilage and combat food waste through innovative packaging technology that prolongs the shelf-life of perishable foods.



sofresh™
We Positively Save food™



Standard Bread
Packaging