

For Immediate Release

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CRISPY ROLL TO OFFER SOURDOUGH BREAD

BOISE, Idaho, February 12, 2016 - In March 2016, Crispy Roll Baking Company will add sourdough bread to its selection of premium baked goods offered in its six locations throughout Idaho.

The signature Rustic Sourdough is a moist and chewy 12-inch round loaf with a crackly golden-brown exterior. The loaves can be purchased whole or sliced fresh to order. Crispy Roll will also offer Sourdough Sandwich Rolls, Buttery Sourdough Buns, and Sourdough Popovers.

“Sourdough is the oldest known leavened bread and we are excited to become part of this longstanding artisan baking tradition. No other bread comes close to the tang of a good sourdough,” said Crispy Roll founder John Smith.

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Sourdough's distinctive tangy flavor comes from its long fermentation time, and that same process leads to greater health benefits. Sourdough is easier to digest, even for those with gluten sensitivity, due to lower levels of gluten and the presence of probiotics. Blood sugar rises at a more moderate rate after eating sourdough than after eating whole wheat breads. Sourdough also has a higher nutrient content than other breads and stays fresh longer.

“The benefits of sourdough bread are amazing. Sourdough bread breaks down more readily than standard yeast breads during digestion. This makes it easier for the body to access the bread's nutrients,” said Sam Jones, human health and nutritional sciences professor at the University of Idaho.

Crispy Roll Baking Company is a family-owned bakery with six locations across Idaho. Established in 2010 by John Smith, Crispy Roll Baking Company uses the highest quality ingredients in traditional family recipes to offer a fresh selection of breads and rolls every day. The bakery is open between 6 a.m. and 3 p.m. daily. Visit www.crispyroll.com to learn more.

For more information about the new sourdough bread at Crispy Roll Baking Company, contact John Smith, owner and lead baker, at (208) 123-4567 or john@crispyroll.com.

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