TOAST ALE
Media Coverage
2016
TOAST ALE

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WHAT IS TOAST ALE?
Toast Ale is an awesome, award winning beer brewed using fresh surplus bread that would otherwise be wasted. Did you know that 44% of bread produced in the UK is never consumed? Our mission is to change that.

We source surplus loaves from bakeries and the heel ends of loaves not used in commercial sandwiches from manufacturers. We contract brew with established brewers, leveraging their expertise to create truly delicious beer. We also collaborate to create exciting beers with local bread at a community level, and have published our recipe online to inspire home brewers.

There’s a slice of surplus bread in every bottle and our ambition is to save more than 100 tonnes within 3 years. All profits go to our brilliant partner charity Feedback to support the fight against food waste, making Toast the best thing since... well, you know.

WHAT IS FEEDBACK?
Feedback (www.feedbackglobal.org) has been leading a global movement against food waste, working with governments, businesses and civil society at a national and international level to catalyse change in social attitudes and demonstrate innovative solutions to tackle food waste. Its campaigns have expanded since 2009 and are now under five banners: Feeding the 5000, Gleaning Network, The Pig Idea, Stop Dumping, and the FSE Network. Feedback is the charity that governs these campaigns, as well as its wider work influencing public attitudes
and government and business policies on food waste. The organisation has the ambition to halve food waste by 2025.

WHERE DID TOAST ALE BEGIN AND WHY?

We launched in London in January 2016. Tristram Stuart, Toast’s founder and the founder of Feedback, is an international award-winning author, speaker and campaigner on the environmental and social impacts of food waste. In 2013, he discovered that a single sandwich maker for one of the UK’s leading supermarkets was discarding 13,000 slices of fresh bread every day. He later visited the Brussels Beer Project and tried their delicious ‘Babylone’ beer, and was inspired to create a global beer brand to fight global food waste.

In the UK, we waste about 15 million tons of food, with bread being the worst offender. Bread is a perfect ingredient for beer, and beer is a great way of storing the delicious, nutritious calories bread provides. Carbohydrates in the bread are converted to sugars, which are converted to alcohol by the yeast. Most kind of breads can be used, provided it’s not oily or containing other ingredients like olives. Surplus is readily available and replaces the virgin grain that would otherwise have to be grown solely for beer production.

TRACK RECORD?

In our first year, we’ve saved 1.4 tonnes of bread and brewed 15,000 litres of beer in 17 brews.

WHAT DOES TOAST ALE TASTE LIKE?

The bread gives its own interesting flavour profile, adding caramel notes that balance citrus and bitter hops. The result is a balanced malty taste with a colour similar to amber ale. We’ve had an amazing response from consumers, selling out of every batch we’ve brewed. As well as loving the innovative approach of brewing with bread and feeling good that all profits go to charity, people really enjoy the beer. Of course, the only way to really tell what it tastes like is to try it!

WHERE CAN I BUY TOAST ALE?

We sell direct to consumers via www.toastale.com, stockists including Jamie Oliver’s Fifteen and High Fearnley-Whittingstall’s River Cottage (http://www.toastale.com/stockists/), and through subscriptions such as BeerBods and Honest Brew. We sell wholesale directly and through a growing number of distributors (including Nectar, Pigs Ear and Drinks Direct).
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Date of Broadcast: 22/01/2016

1.58million viewers

Jamie & Jimmy's Friday Night Feast is a UK food lifestyle programme. The programme is presented by Jamie Oliver and Jimmy Doherty. In each episode Jamie & Jimmy campaign for a food or cause in a Food Fight.

ITV NEWS

Date of Broadcast: 24/01/2016

2.5million viewers

ITV is the biggest commercial broadcaster in the UK

Date of Broadcast: 06/02/2016

9.2million viewers
CBS NEWS - THIS MORNING

Date of Broadcast: 20/02/2016

3.9million viewers

Inside a craft brewery in East London's Hackney, good old-fashioned beer is being paired up with another classic ingredient.

"Beer has always been described as liquid bread. Bread is made out of grains and yeast and baked. Beer is made out of grains and yeast and is liquid," said John Swain, a skilled beer maker.

In the hands of Swain and his partner Tristram Stuart, unused bread is getting a second chance at life.

Each bottle of their beer, Toast Ale, contains one heel of bread -- the last slice of the loaf no one ever eats.

London sandwich makers toss tons of fresh heels away, which got Stuart thinking.

"They were throwing away 13,000 slices every single day of operation. The way we're doing it, that's 13,000 bottles of beer that could come out of that factory every single day," Stuart said.

Stuart is a global food waste activist. His organization, Feedback, draws attention to the growing problem.

One-third of the world's food goes to waste every year, and bread is among the worst offenders. In the U.K. alone, 44 percent of perfectly good bread is tossed.

Now, that waste is going to good use.

Swain took CBS News on a tour of his brewhouse to show how Toast is made -- from the moment the fresh bread arrives, is collected, then weighed, direct from sandwich shop kitchens.

After boiling the brew to kill any bacteria, the recipe of bread -- hops, malt and yeast -- takes several days to ferment, with taste tests conducted along the way.

After six days, beer and bread, the two major food groups, have joined together. Toast is fully mature, and the final product is ready.

The unique flavor is bottled and sold with all of the proceeds going directly to Stuart's organization.

"We've had interest from Peru, Switzerland, Czech Republic, up and down the United Kingdom, Iceland," Stuart said. "This is an idea that really does work in so many different cultures -- you need a culture that eats bread and one that drinks beer, and that's pretty much everywhere."

Toast's early success already has Stuart dreaming up new ideas.

"We want to kick off a local craft brewing revolution at the same time as kicking off a food waste revolution," Stuart said.

It's a sobering message in a bottle -- served up one slice at a time.
The One Show is a live magazine programme featuring topical stories and big name studio guests.

Date of Broadcast: 18/05/2016

3.5 million viewers

http://www.bbc.co.uk/programmes/p03vjw92
Date of Podcast: 20/07/2016

FOOD AT HEART

creATE Sessions: Meet Toast Ale - Brewing Leftover Bread

https://soundcloud.com/food-at-heart/create-sessions-meet-toast-ale
Follow Food At Heart and others on SoundCloud.

Create a SoundCloud account

Discover a beer with a difference: Toast Ale uses surplus bread in the brewing process which means you're helping reduce food waste while sipping your brew. In the latest create Sessions, I interviewed Julie Prebble of Toast Ale. Julie shared the story of the beer, plus some ideas for food matching.

# Food  # Sustainability  # Beer  # Flavour  # FoodAtHeart  # create
WE MADE A BEER

Date of Podcast: 14/08/2016

We Made a Beer is a podcast by two beer novices learning about beer by brewing it, drinking it and chatting to some really knowledgeable people about it. Expect brewing how-tos, failures and successes, as well as insights and recommendations from some of the UK’s most exciting brewers, publicans and beer writers.

In our final episode we brew a cacao and vanilla infused milk stout. We find out what types of food will pair well with the beers we've brewed this series from food and beer writer Laurence Creamer. We talk to Toast Ale and learn what brewers can do to help reduce the UK's bread waste problem. And, we wrap up the series by dropping the C word. Craft.
Episode #33 - Turning Waste Bread Into Beer With Toast Ale

https://soundcloud.com/thebetterbusinessshow/toastale
This week's show is all about my conversation with Andrew Schein, one of the guys running Toast Ale. And we explore a whole range of food waste issues during our chat – not least the fact that around 25% of any loaf of bread is thrown away and wasted.

It's something the business is trying to tackle, grabbing surplus bread that would normally be thrown away, toasting it and then using it as one of the key ingredients in its brewing process to make great-tasting ale.

A growing number of organisations – and we’ve featured a number on the show in recent weeks (from Hubbub, to Fairphone) are starting life as a campaign and then, at some point, have transitioned to become commercial entities. As you will hear, Andrew (pictured right) is fairly philosophical about that transition – that the separation that they have created between the enterprise that founded Toast Ale (a campaign group called Feedback) and the actual business gives them a clearly defined path to growth.

But Toast Ale’s story raised an interesting question. When does a campaign become a business? And can that even happen successfully?

As ever, let me know what you think of Toast Ale and what they are trying to do.

You can find out more about the business here. And you can follow Andrew and the team at Toast across social media, on Twitter, Facebook, Pinterest and Instagram.

Grab a bottle now: There are plenty of stockists of Toast’s Pale Ale across London

Perfect bedfellows: Toasted bread and beer

This week’s news round with Vikki Knowles featured:
- Airbus’s new flying taxi plans
- The Cool Effect collection of carbon-reducing projects that need cash
- Why buy stuff when you have the Library of Things
- The Too Good To Go app to tackle food waste
Date of Broadcast: 09/11/2016

http://hoxtonradio.com/jen-crothers-x-rokit-vintage/
Jen Crothers x Rokit Vintage

Rokit Vintage were in the house this week, talking about their awesome hand made collection, Rokit RECYCLED. Basically, they get sent TONNES of vintage clothes, and the ones which are un-sellable get up cycled into beautiful garments by Loranique and her crack team over at the north London Warehouse. Why not win yourself a Rokit Recycled leather rucksack? Head over to Jenn’s Twitter now and retweet! Winner announced this Friday.

Check out Rokit’s blog, where they showcase artists, authors and designers alike. Their latest is author Daniel Rachel with his new book, ‘Walls Come Tumbling Down’, which you can win via their Twitter: @RokitVintage.

Speaking of the Devil, Daniel’s going to come in on next week’s show to talk about how his 80’s upbringing was shaped by Ska, Punk & 2 Tone.

Oh, and props to Toast Ale for hooking us up with some of their delicious ETHICAL beer, made from recycled artisan bread. We all enjoyed a bottle during the show, which the Rokit girls opened for us using a lighter... Bad. Ass.

Tune in again!

@Crothh @RokitVintage @ToastAle
BBC RADIO 4: FARMING TODAY

Date of Broadcast: 23/11/16
1m listeners (approx)

Rural Broadband, Bread Beer, Organic Farming in the USA

http://www.bbc.co.uk/programmes/b082vyzn
BEER SESSIONS RADIO

Date of Broadcast: 05/10/2016

Episode 351: Tristram Stuart And Toast Ale

http://heritageradiounetwork.org/podcast/tristram-stuart-and-toast-ale/
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A beer called Toast Ale Brew is being made from unwanted bread at Hackney Brewery in east London.

A BREWERY is using up unwanted slices of bread to make beer.

The Toast Ale brew will be available for £3 a bottle online from Monday at East London’s Hackney Brewery.

It is made by mixing bread crumbs with malted barley, hops and yeast.

All profits will go to food waste charity Feedback, which found that UK households throw out at least 24 million slices of bread a year.

Brewer Jon Swain said: “We worked hard to brew a beer that wasn’t just a fad but that people could enjoy and would have a significant impact.”

Campaniger Tristram uses his loaf – and converts discarded bread into craft beer

Food waste campaigner Tristram Stuart is launching Toast Ale, a craft beer made out of surplus bread – by turning it into beer.

About 464,000 tonnes of bread is unsold in the UK each year. By transforming this into craft beer, Toast Ale is helping to reduce food waste.

The company’s co-founder is Tristram Stuart, who is the author of Waste: How Beyond repair, food in the UK and around the world is being wasted. In 2010, Stuart launched the World Food Waste Initiative.
Raise A Toast And Help Tackle The Problem Of Food Waste

Raise a Toast and help tackle the problem of food waste

Hackney Brewery and food waste charity Feedback link up to launch quality pale ale that’s made from surplus loaves of bread

Rebecca Smithers Consumer affairs correspondent • Friday 22 January 2016 17.46 GMT

Its makers joke that it is the best thing since sliced bread, as the first UK-produced beer made from discarded crusts and unsold loaves launches this weekend.

Toast ale, made entirely from surplus bread that would otherwise be thrown away by bakeries, delicatessens and supermarkets is the brainchild of Tristram Stuart – who has linked up with Hackney Brewery to produce the new ale.

Stuart, founder of the charity Feedback, which campaigns to end food waste, was inspired to use bread to make beer by a Belgian brewer who follows the same process and wants the model to inspire the UK’s burgeoning home brewing community to make their own versions.

Stuart hopes Toast ale will help to offset the 24m slices of bread currently thrown away every day by UK households. According to official UK figures, every year about 15m tonnes of food is wasted – at home and in the commercial sector – with bread the most wasted item of food.

“Tackling the global issue of food waste has taken me all over the world,” said Stuart. “We hope to eventually put ourselves out of business. The day there’s no waste bread is the day Toast ale can no longer exist.”

The beer is made when surplus bread is sliced and mashed to make breadcrumbs, then toasted and brewed with malted barley, hops and yeast to make a quality pale ale with a distinctive taste. The toasted bread adds caramel notes that balance the bitter hops, giving a malty taste similar to amber ales.

Each 330ml bottle of Toast uses one slice of surplus bread and all profits will go straight to Feedback. Stuart has just been named at the World Economic Forum in Davos as one of 30 leaders to inspire ambition and mobilise action to reduce food loss and waste globally.

In a survey commissioned by Love Food Hate Waste, just under half of adults (49%) said they eat bread every day, with 38% buying two loaves a week. But the survey also found that 18% admitted to throwing away a loaf before opening it, while a quarter admitted to discarding bread before reaching the end of the loaf.

Jon Swain, co-founder of Hackney Brewery, said: “The important thing for us, as brewers, was to create a beer that tasted good and stood up against other craft beers. We worked hard to brew a beer that wasn’t just a fad but something that people could enjoy time after time and would have a significant impact.”

The move follows other, limited, attempts to use food waste in a productive way in the drinks sector. The supermarket Waitrose last year used windfall apples from English orchards to create a cider, while the award-winning Chase potato vodka was famously created from the peelings of the Tyrrells crisps brand. The company also makes a marmalade vodka that uses up orange peel supplied by a farmer in Seville.

Toast ale is available to buy at £3 a bottle and will available from craft ale retailers, pubs, bars and restaurants.
Date of Publication: 23/01/2016

22.2m print, desktop & mobile monthly reach
8.3m unique visitors online / month

Brewery transforms unwanted bread into beer

The Toast Ale brew uses one slice of fresh surplus bread from bakeries, delis and other sandwich makers to help brew each bottle.

A brewery has found a way to transform unwanted bread into beer after research found that UK households waste at least 24 million slices of bread a year.

The Toast Ale brew, which launches on Monday, uses one slice of fresh surplus bread from bakeries, delis and other sandwich makers to help brew each bottle.

According to food waste charity Feedback, the aim of the project is to tackle the "global issue of food waste" until it eventually puts itself "out of business".

Tristram Stuart, Feedback founder and creator of the Toast Ale idea, said: "Tackling the global issue of food waste has taken me all over the world."

"It was at the Brussels Beer Project where I first found out about this innovative brewing process that turns a colossal global problem into a delicious, drinkable solution."

"We hope to put ourselves out of business. The day there's no waste bread is the day Toast Ale can no longer exist."

The beer, which will be available online at £3 per bottle from January 28, is being produced by Hackney Brewery in east London.

It is made by mashing the surplus bread into breadcrumbs before brewing it with malted barley, hops and yeast to make a distinctively flavoured ale.

Celebrity fans of the beer already reportedly include food waste champions Jamie Oliver and Hugh Fearnley-Whittingstall.

All profits will go to Feedback, which aims to halve food waste by 2030, after it reported that 15 millions of tons of food are wasted every year across the UK.

A spokeswoman added that, of all food items, bread was the "worst offender", with at least 24 million slices being thrown away in UK homes.

"We absolutely jumped at the chance to join Feedback's fight against food waste”
Jon Swain from Hackney Brewery

The amount of baked goods binned in households, she said, would be enough to prevent 26 million people across the globe suffering from malnutrition.

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• A la carte is off the menu as top restaurants cut down on waste

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• Red cups pay off as Starbucks reports strong Christmas sales

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I’m Making Craft Beer Out Of Britain’s Leftover Bread Mountain: Food Waste Campaigner Offers Drinkers Toast Ale

Food waste campaigner Tristram Stuart is launching Toast Ale to make use of the most wasted provision of all - bread - by turning it into beer.

About 44 per cent of the bread supplied to the UK sandwich industry is wasted and some 24 million slices of bread are thrown out by Britons daily.

On Thursday, a global drive to speed up progress towards hitting a UN target of halving the amount of food wasted by 2030 was launched at the World Economic Forum in Davos.

http://www.thisismoney.co.uk/money/smallbusiness/article-3413743/Campaigner-Tristram-uses-bread-discarded-bread-craft-beer.html
'I'm making craft beer out of Britain's leftover bread mountain: Food waste campaigner offers drinkers Toast Ale

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He said: 'I have been campaigning on food waste for all of my adult life. Bread is the worst offender. It is not because there is anything wrong with it. We have just come to expect day-fresh bread. I hope that one day Toast Ale is impossible to make.'

'We have produced our first commercial scale batch – 2,400 bottles – with Hackney Brewery.' The bread was sourced locally in East London, including from E5 Bakehouse, and the beer will be sold there and through other stockists.

Stuart added: 'I am talking to other craft brewers and it could be applied to other products.'

All profits from the beer sales will go to Feedback.

Leading the way: Food waste campaigner Tristram Stuart is launching Toast Ale to make use of the most wasted provision of all – bread – by turning it into beer

Tesco’s chief executive, Dave Lewis, will chair Champions 12.3, a coalition of 30 leaders from business, governments, UN agencies and non-governmental organisations who are committed to the goal of reducing the third of all food produced which is not eaten, and Stuart is among them.

Stuart, the author of Waste: Uncovering The Global Food Scandal, founded the charity Feedback in 2009 to tackle the issue by raising awareness of the causes.
This Brewery Is Turning Bread Into Beer To Tackle Food Waste

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Toast Ale: Brewery Makes Beer From Bread In Bid To Tackle Food Waste

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Toast Ale Brew: London Brewery Turns Bread Into Beer To Tackle Food Waste

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An East London Brewery Is Fighting Food Waste By Making Beer Out of Bread

An east London brewery is fighting food waste by making beer out of bread

An east London brewery is fighting food waste by making beer out of bread

What do you do with your bread when there’s only the two crusty end bits left? You chuck it in the bin, don’t you? Well, it seems some people don’t even get that far, as it’s estimated that Britain wastes 44 percent of the bread it buys.

Realising that this is a terrible, terrible thing, Hackney Brewery has just launched Toast – a beer brewed with bread. The sliced stuff comes from local bakeries and delis, and replaces a third of the malted barley that’s ‘mashed’ to produce the base of the beer. The idea for the beer, named ‘Toast’, came from food waste charity Feedback, to whom all of the beer’s profits are donated.

But does Toast taste any good? Sort of. This is no hop-forward monster, so IPA fans may be left wanting by the absence of fruity, floral aroma. But it’s a beer brewed with bread, ferchrissakes, so the emphasis on malty, nutty flavours makes total sense. And besides, this is more than a beer, it’s an idea – and, with 24 million slices of bread going in UK bins every day – a loaf-ly one at that.

Toast Ale costs £3 a bottle and is available to buy here. Into beer? Here are five reasons to go to Craft Beer Rising this month.
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http://www.huffingtonpost.com/entry/toast-ale-beer-from-bread_us_57ab2cd1e4b06e52746e76e1
This Beer Is Made From Old Bread
And it’s coming to the U.S. soon.

What if instead of throwing out your old bread, you could drink it. That’s the idea behind Toast Ale, a beer brewed using bread that would otherwise go to waste.

The company was founded by Tristram Stuart, an activist known for his efforts to reduce the amount of edible food that ends up in landfills. Toast Ale partners with local bakeries and restaurants to save bread that’s bound for the trash, and it teams up with local breweries to make the beer. It is currently available only in the U.K., but Stuart hopes to have American breweries producing it before the end of the year.

“I think a year from now, we’ll see Toast Ale being brewed across the U.S.,” he said. Although he couldn’t divulge the details about possible partner breweries yet, Stuart said the group is “mainly working on paperwork” and hopes to launch in more than one place in the country.

The idea for brewing beer from bread scraps actually goes all the way back to ancient Mesopotamia, where beer was made from old bread.

“The original purpose of beer was to preserve calories in grains that would otherwise be wasted,” Stuart said.

Stuart was inspired more recently by the Brussels Beer Project in Belgium, which released a beer in 2015 that was brewed using scrap bread. Stuart, who founded the nonprofit Feedback in 2009 to combat food waste worldwide, thought the Beer Project was using a great method to reclaim a lot of uneaten bread — and raise awareness of the 24 million slices of bread the U.K. discards each day.

“We brought those brewers over for advice, technic and the recipe,” Stuart said. The Brussels brewers worked with U.K. brewers to adapt the recipe to produce a pale ale.

To make this beer, some of the malted grains typically used in the brewing process are replaced with crushed, toasted bread. The brewers use about one slice of bread for each bottle that’s produced. Toast Ale’s website describes the beer as having the flavor of a pale ale with a malty taste like an amber or wheat beer.

Since February, Toast Ale has worked with breweries to produce about 25,000 bottles of the beer. The original brew came from Hackney Brewery in London. Currently, Hamilton Ale in Yorkshire is brewing it on a larger scale, and a few other breweries have come on board to make the beer in small quantities. The recipe and technique are slowly being revised to make them more efficient.

Profits from the sales of Toast Pale Ale go to Feedback. Bottles of the beer can be purchased at select retailers in London and elsewhere in the U.K., as well as through the Toast Ale website for delivery in the U.K. only.

But Stuart believes this is only the start.

Toast Ale has encouraged homebrewers to get in on the process by offering the recipe on its website. (Brew Your Own, a magazine for homebrewers, published a version adapted to U.S. measurements.) The group even set up a challenge in the U.K. to encourage homebrewers to make variations of the recipe and produce different styles of beer from bread, which could lead to even more possibilities for the future.

“It’s an easy way for people to join a collective action that sustains a global nonprofit and actually does something to prevent food waste and take on the system that is wasting all these resources,” Stuart said.

“Putting these two approaches to how to do things together has been a beautiful matching outlet and approach in a way I hadn’t anticipated,” he added.

Stuart hopes to help duplicate Toast Ale’s model around the world with breweries of all sizes.

“We want to empower food waste activists … to produce local beer out of local sources of waste bread for local drinkers,” he said, noting the beer could be sold to support nearby groups working to prevent food waste.

Toast Ale has already inspired one brewery in the U.K. to debut its own surplus-bread beer. The Bristol-based Wiper and True company will release a new amber ale, called Bread Pudding, at the end of August. It will be available at select stores in the city.

For Stuart, the more, the merrier. “What we would like is for brewers and food waste activists to do this with us, as part of a global story.”

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Rio's favelas to Brighton's North Laine: the entrepreneurs tackling food waste

Chefs and entrepreneurs aim to tackle the $1tn global food waste problem and change attitudes in the process

Emma Fowle • Saturday 10 September 2016 08.00 BST

Situated in the run-down district of Lapa, Rio de Janeiro, Refettorio Gastromotiva is the latest venture from three Michelin-starred Italian chef Massimo Bottura, who has partnered with a social enterprise which trains chefs from disadvantaged neighbourhoods across Brazil.

The restaurant, which opened on 9 August, uses surplus food from the Olympic village to feed hungry locals, aided by a collection of superstar chefs. It's one of a collection of social businesses across the world that are trying to tackle the food waste problem and change attitudes to waste.

The latest statistics paint a bleak picture. A third of all food produced – 1.3bn tonnes – is wasted every year, while 795 million people do not have enough to eat. Nearly half of this waste comes from homes, with the remainder from food production, food retailers and the hospitality sector.

Refettorio Gastromotiva will follow a similar business model to Bottura's first project, Refettorio Ambrosiano, which launched last year. Ambrosiano provides paid lunches to the public in order to provide free evening meals to local homeless shelters, using donated food from Milan agricultural market and a network of supermarkets, restaurants and schools. So far it has saved 30 tonnes of food and provided 23,000 meals.

Post-Olympics, Refettorio Gastromotiva will do the same. Opening once a week initially, it will use donated waste food from a supermarket chain, fruit and vegetable wholesaler and local organic farmer to cook paid-for lunches, allowing it to provide 70 free evening meals for vulnerable Lapa residents. The kitchen will be staffed by graduates from the social enterprise Gastromotiva's chef training scheme, who come from some of Rio's most underprivileged communities.

Attempting to tackle the issue of food waste from the opposite direction, Silo in Brighton was billed as the first "zero-waste" restaurant in the UK and is primarily concerned with designing out food waste.

With a carefully planned, seasonal menu along with a root-to-tip, nose-to-tail ethos of using every available part of each ingredient, sometimes more than once, what's left over is poured into the hi-tech composter in the corner of the restaurant, which churns out compost that is distributed to suppliers and locals, as well as used by the restaurant to grow its own mushrooms.

Tom Hunt’s Poco cafe bars in London and Bristol also take a zero-waste approach, weighing all of the food waste produced. The Bristol restaurant creates just 20.83kg of food waste a day, equating to around 0.2kg per diner, less than half that produced by the average restaurant diner according to the Sustainable Restaurant Association.

Post-Olympics, Refettorio Gastromotiva will do the same. Opening once a week initially, it will use donated waste food from a supermarket chain, fruit and vegetable wholesaler and local organic farmer to cook paid-for lunches, allowing it to provide 70 free evening meals for vulnerable Lapa residents. The kitchen will be staffed by graduates from the social enterprise Gastromotiva’s chef training scheme, who come from some of Rio’s most underprivileged communities.

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These kind of ventures are changing perceptions of food waste, says Tom Tanner from the Sustainable Restaurant Association: “Consumers have started to see [food waste] as socially and morally inexcusable and economically, businesses can see that it no longer makes sense.” With the global value of wasted food estimated to be $1tn, there is a financial opportunity.

It’s not just restaurants that are involved. Toast Ale, created by Tristram Stuart, food waste activist and founder of food waste charity Feedback, aims to turn some of this waste back into a product that can be sold. Made using one slice of surplus bread per bottle, the 32,000 bottles of ale brewed since launching in January have saved over a tonne of bread.

“In addition to using surplus, we are also raising awareness,” says Zane. “In the UK, 44% of bread produced is never eaten. To solve this, all we need to do is eat (or drink) it.” Toast Ale’s bread is donated by bakeries and sandwich manufacturers who would otherwise have to pay to dispose of the waste. There are plans to expand production to Yorkshire, Cornwall, Bristol, New York and Iceland.

“There is endless innovation happening in this field now,” says Tanner. “What was once seen as a problem is now seen as an opportunity. Even the supermarkets are catching on to the idea that marketed in the right way, what they used to waste, customers will buy.”

Systemic change is still key to tackling food waste on a global level, says professor Tim Lang, from City University of London’s Centre for Food Policy. “What I like is that these ventures are consciousness-raisers, and they are bringing back proper cooking, using all of the plant and animal,” he says. However, the strategy for some time has been that of a circular economy – recycle or reuse – when really what we need, he argues, is to rethink the whole food system from packaging to how we value food.
Why you should follow Toast Ale on Instagram

For the latest in her Foodie to Follow series, Victoria Stewart speaks to the team behind Toast, which uses surplus bread to make beer.

http://www.standard.co.uk/lifestyle/foodanddrink/why-you-should-follow-toast-ale-on-instagram-a3348386.html
Why you should follow Toast Ale on Instagram
by VICTORIA STEWART • Monday 19 September 2016

For the latest in her Foodie to Follow series, Victoria Stewart speaks to the team behind Toast Ale, which uses surplus bread to make beer

Who: A small team of people who work with breweries around the UK to use surplus bread to make beer. Started and led by author and food waste campaigner Tristram Stuart, who also founded the environmental awareness charity, Feedback.

Number of followers: 601 (3.8k on Twitter)

Tagline: Toast Ale is brewed with surplus bread. All profits go to food waste charity @Feedbackorg, making Toast the best thing since... well, you know.

Featured food: A range of pictures, from bottles lined up from a small batch brew (a recent one involved bread from Dusty Knuckle Bakery in Hackney); beautiful lifestyle shots of bread with beer bottles; funny pub signs; surplus bread being added to the mash tun; and general snaps of Toast Ale bottles pictured in different parts of London.

Why we should follow it: Because while the pictures aren’t particularly glossy, following them takes you on an interesting adventure, via London bakers, the process of beer making, and an understanding of food waste.

Takes pics with: iPhones. “It is mostly me taking the pictures, although we work as a small team and share taking them,” explains Louisa Ziane, part of the Toast Ale team. “There is one full time member of staff, Julie, who works with the brewers, sourcing the bread and sales, and three people working part time, including myself.”

First post: piles of surplus bread bagged up and ready to be sliced up.

Most popular post: Beer pictures do well, according to Ziane. “Anything from the process of making it to others of people drinking it. Most of our Instagram followers are brewers and homebrewers, while Twitter is where people who are more interested in the food waste aspect engage with us.”

How Toast Ale came about: After visiting a sandwich manufacturer who was wasting 13,000 slices of bread daily, and, separately, “being wowed” by the work of a brewer in Belgium called The Brussels Beer Project, which brewed beer called Babylone with surplus bread, Stuart was inspired to adapt the recipe for use in the UK market. “Tristram knew that you could brew beer with bread but didn’t realise it could be really awesome, delicious beer. Their recipe worked well, so we’ve continued to trial that, and” says Ziane.

London’s top foodie influencers

It’s a labour-intensive process, which Toast is now working to slim down: first the bread must be dried before it can be brewed. Supply for the Pale Ale, made by Hambleton Ales in Yorkshire, comes from a sandwich manufacturer, and the bread might vary from white, wholemeal or brown.

“But it’s a pretty standard style. We have also brewed with sourdoughs from bakeries all across London, and the taste is very slightly different. We’re taking the carbohydrates from the bread to turn that into alcohol - we also use malted barley which brings the flavour to the beer.”

How has Toast Ale developed since then? Having launched in January 2016, Toast Ale says it has saved over a tonne of bread but this varies depending on the size of the brew. For their latest one with Hambleton Ales, 4,500 bottles were brewed, and 130 kilograms of bread were used. “Having collaborated with other brewers, more now want to get involved, using surplus bread all over the country. For a collaboration, we’ll give the brewer our basic recipe and they work to adapt that to whatever their expertise is. Wiper & True recently developed a bread pudding Amber Ale, which was really fruity and creamy and a bit sweeter. For each brew we do, we try to find a bakery or a source from somewhere very close by. So for example the latest one was St Austell’s Brewery, and they’ve used surplus bread from The Eden Project based down in Devon.

Look out for: The team is working on two international projects, a franchise in Iceland with a food waste activist, and setting up a US company, based in New York, with a team of two. Both will be brewing at local breweries using local sources of leftover bread.

Follow it on Instagram @toastale; toastale.com

More about:
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http://www.huffingtonpost.co.uk/beena-nadeem/food-waste-sustainability_b_12045224.html?
The Millennials Driving a Food Waste Revolution

Beena Nadeem  Freelance journalist and writer. Am interested in food, the environment, social policy and travel and am happiest when writing.

Can you imagine cooking ten times a week and then slinging the contents straight into the bin? Every year Britons chuck some seven tonnes of food away. And if that’s not concerning enough, just ponder little over our attitudes toward such squandering.

A recent survey from supermarket giant Sainsbury’s should make us bow our food weary heads in shame. Of the 5,000 adults asked, only 3% felt guilty about throwing food away. Even when it does cost us some £700 per household, per year.

When it comes to savings, there’s a merry troupe of us who are happy to turn lights off when leaving a room (74%) or nudge the thermostat down a little (55%). Yet why doesn’t this 3% of us feel any guilt over literally tossing salads and other things away? That’s a town the size of Warrington, compared to the whole population of the UK, who actually feel something about wasting food. Now that should make anyone in their right mind, shudder - imagine that ... Warrington!

It is of little surprise then that a growing cohort of people is welcoming a backlash against food waste. This is mostly served to us by young, food-savvy, millennials. People who care about where their food comes from and how sustainability it’s produced. However, it’s a slow movement; working against the tide of waste we have already bloated landfills with all throughout the eighties and nineties. Now it’s time for a detox.

We’re already seeing supermarkets, albeit tentatively, welcoming ‘ugly’ fruits and vegetables into their basic ranges, meaning fewer are rejected over cosmetic reasons. And of course there’s organisations like Fareshare, which redirect surplus foods from growers, manufacturers and sellers and passes them on to vulnerable people.

Though what is especially heartening is to see a new breed savvy social entrepreneurs, creating high quality foods in a sustainable way. Some are even creating craft foods quite literally, from rubbish.

An amble through the trendier streets of East London will lead you towards a sustainable food revolution. Today, the area once popular with hawkers and those with interesting social narratives, is now a haven to environmentally switched-on foodies.

Firms such as Urban Orchard use gluts of apples produced by farmers, which are rejected by supermarkets or would be left to rot in orchards or gardens, to make cider. Combining these apples with high-grade ones means their artisan cider, Hawkes, which is brewed under a Newham’s viaducts, is doing well. In fact, if you bring in 10kg of apples, they will give you a litre of cider in return. A share of their profits is given to community projects such as those replanting trees and tackling waste.

Then there is Toast Ale, the brainchild of food activist Tristram Stuart, which uses surplus and discarded bread to brew its beer. In fact bread is the most wasted food in the UK by householders who throw away 350,000 tonnes of the stuff. The Hackney firm donates all of its profits to waste reduction charity, Feedback, and is planning to take things global.

Rubies in the Rubble, as its strapline suggests, ‘fights food waste with relish’. Founder, 27-year-old Jenny Dawson said she saw fruit and vegetables being discarded from London markets and decided to use the surplus produce jams and chutneys.

Those clever bods at Growing Underground have made use of merge space London doesn’t offer by locating thirty-three metres under the streets of Clapham in order to grow food. Here a subterranean food revolution uses a system of hydroponics to grow plants in water using LED technology (which uses 70 %less water than traditional open-field farming) and because it’s underground, it isn’t affected by weather so doesn’t need pesticides. And the firm only delivers within the M25, so cuts down on food miles too.

Meanwhile GrowUp! grows salads vertically. Based in a 6,000 square feet warehouse in Beckton, it uses a system of hydroponics to grow 200,000 worth of salad bags and aquaponics to create 4,000 kg of fish each year. By growing food in vertically stacked layers in a controlled environment indoors, like Growing Underground, the use for pesticides is negated. Oh, and there’s the added bonus of plenty of natural fertiliser thanks to the fish.

Clever US-import Olio, is an app that lets local restaurants, cafes or denizens post what surplus food they have. You just punch in your postcode and it tells you what you can pick up and from where. I managed a hoard of artisan sourdoughs, which would have otherwise ended in the proverbial poubelle.

For those looking to make a future meal of things, there’s insects - adding a new dimension to the concept of ‘grubs up’. There are around 2037 documented edible insect species - and counting. Chefs behind Grub Kitchen in Pembrokeshire, are enhancing the idea of sustainable food source by bringing in the UK’s first insect restaurant, though this might take more convincing.

Overall, a more lasting plan has to be to change our thinking and to back this with better political will, as in Italy and France. Italy has just introduced a bill where businesses that sell food have to donate anything unsold to charities. In France, similar initiatives might involve fines, yet Italy hopes to give businesses a tax break on rubbish collection. With a little effort all round, we could eliminate so much of the food we waste if only more of us would take responsibility for it.

Follow Beena Nadeem on Twitter: www.twitter.com/ifeelthecold
EVENING STANDARD

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11.9m print, desktop & mobile monthly reach
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Food for London: Raise a toast to the man who turns bread into beer

Alex Dymoke • Monday 10 October 2016

We are a nation of bread lovers. Half of us eat it every day and on average we each get through 192 sandwiches a year. But this enduring popularity means that bread is also our single biggest food waste product.

Each year 460,000 tonnes of standard bread worth £550 million and 49,000 tonnes of speciality bread worth £330 million are thrown out in the UK, according to food waste charity Wrap.

If we are serious about tackling the problem, we have to use our loaves. Food waste campaigner Tristram Stuart has done so.

In January, he launched Toast Ale, a craft beer made from surplus bread donated by bakeries and cafes.

So far 50,000 bottles have been brewed, with all revenue ploughed back into his campaigning group Feedback. It’s one of the many initiatives that could benefit from the Standard’s Food For London £320,000 open grants programme.

“Environmentalism has become associated with puritanism and going without,” said Mr Stuart. “But my philosophy is: if you want to change the world you have to make a better party than the people who are destroying it.”

Light and fruity with notes of caramel, Toast Ale is no more reminiscent of bread than any other craft beer on the market. “The flavour profile is much more. If you conducted a blind taste test, people would assume it was a no-brainer. Why had no one thought of this before?”

They had! The ancient Babylonians invented beer for this very purpose,” he said.

Toast Ale was inspired by the Brussels Beer Project, a Belgian brewery whose Babylone was the first commercially marketed beer made from recycled bread. They provided a recipe, which Mr Stuart adapted to British tastes.

“I thought, it’s a cool thing for brewers to do, but wouldn’t it be super-cool if we did it as food waste activists and used the revenues to support activism around the world?” he said.

He wants to capitalise on the microbrewing movement by distributing the recipe and empowering activist groups to make their own versions.

“I have a good relationship with most significant initiatives to do with food waste in the world. And I know that a lot of them have the means to make this happen in their locality. Using local sources of bread, they can brew local craft beer so local drinkers can support local activists.”

Toast Ale is produced in five breweries across Britain, including ones in Hackney, Bristol and Yorkshire. It hasn’t been hard finding local businesses keen to do something good with their surplus bread.

“In each case, it’s taken roughly five minutes to find a source of bread that’s almost literally on the brewery’s doorstep,” said Mr Stuart.

With many food companies paying to dispose of their surplus, giving it away free to be recycled into other products for human consumption seems a no-brainer. Why had no one thought of this before?

“They had! The ancient Babylonians invented beer for this very purpose,” Mr Stuart said.

Another modern example is Chase Vodka, the award-winning potato spirit created by Tyrells crisps founder William Chase.

Made from potatoes deemed too small to become crisps, it was named the world’s best vodka in 2010. He has since started making a marmalade vodka using discarded orange peel and an organic gin.

For every 330ml bottle of Toast Ale, one slice of recycled bread has been repurposed. Given that Britons waste more than 24 million slices every year, 50,000 bottles of Toast Ale are a speck of dust on Britain’s food waste mountain.

“It’s not the whole solution,” admitted Mr Stuart, who will be debating food waste at the Standard’s Food Forum tonight. “But it is something people can hold in their hands, drink and understand that they are connecting to a process of social and environmental change.”

Vanessa de Blas Montoya, head brewer at Temple Brew House in the City, one of Toast Ale’s stockists, was first attracted to the idea and then to the taste. “I was surprised,” she said. “I thought the bread would come through much more. If you conducted a blind taste test, people would assume it was a regular pale ale.”

At her brewery in Essex Street, which showcases a range of artisan beers, she uses a shovel to stir hot water in a vat four times her size.

Alongside her, bin bags bulge with bread collected from across London. One by one, she rips them open, empties the contents into the vat and begins to make Toast Ale. An intense malty smell fills the air.

“It’s almost like guilt-free drinking,” she said. “People love the taste, and when you tell them how it’s made, they like the feeling of doing something good by drinking it.”

Not-for-profit groups such as Toast Ale tackling food waste/hunger can apply for a grant of up to £20,000 from the Dispossessed Fund.

The Standard’s Food Forum

An expert panel will tonight seek solutions to the issues of wasted food and hunger in London.

The panel includes broadcaster Hugh Fearnley-Whittingstall, campaigner Tristram Stuart, Sainsbury’s chief executive Mike Coupe, chef Ruth Rogers, Leon Restaurants founder Henry Dimbleby, Richard Swannell of waste charity Wrap, and Jenny Costa, founder of sustainable food brand Rubies in the Rubble. Mayor Sadiq Khan will open the event, which is supported by D&D London.

When: 7pm to 8.30pm today.

Where: King’s College, Franklin-Wilkins building, Waterloo Campus, 150 Stamford Street, SE1 9NH.

Doors open 6.30pm. Free admission but ticket-only.

Tickets: standard.co.uk/foodforum

More about: food waste
THE DRINKS BUSINESS

Date of Publication: 25/01/2016

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2,289,052 page views / month

$db$ is a leading global online publication for the beer, wine and spirits industry with a global monthly audience of over a quarter of a million industry professionals and drinks enthusiasts.

http://www.thedrinksbusiness.com/2016/01/hackney-brewery-turns-bread-into-beer/
Hackney brewery turns bread into beer

Toast Ale is made with surplus bread from bakeries and delis across London that hasn't been sold by closing time and would otherwise be thrown way. The bread is sliced, toasted and mashed into crumbs then brewed with malted barley, hops and yeast.

Toasting the bread adds caramel notes to the beer, softening the bitter hops and giving it a malty taste similar to amber ales and wheat beers. The beer launches this week priced at £3 a bottle, with all profits going to Feedback, a charity that aims to halve food waste in the UK by 2030.

It will also be on sale in a number of restaurants, pubs and bars, including Poco, the Cock Tavern, the Hornbeam and Pizzeria Apollo.

Food waste pioneers Jamie Oliver and Hugh Fearnley-Whittingstall are already said to be fans of the toasty brew. Toast Ale is the brainchild of Feedback founder Tristram Stuart, who had the idea for the beer after chancing upon a similar project in Brussels.

Stuart pitched his bread beer idea to Hackney Brewery’s Jon Swain, who “jumped at the chance” to do it.

“The important thing for us was to create a beer that tasted good and stood up against other craft beers,” Swain said. “We worked hard to brew a beer that wasn’t just a fad but something that people could enjoy and would have a significant impact,” he added.

According to Feedback, UK households waste 24 million slices of bread a year.
FOOD AND WINE

Date of Publication: 25/01/2016

8.5m unique visitors online / month

60.5m page views / month

FOOD & WINE explores all aspects of the epicurean lifestyle including cooking, entertaining, wine and food pairing.

This London Charity is Making Beer Out of Bread Scraps

We here at F&W feel strongly about the importance of working toward food sustainability—so we’re always happy to hear about the great people on this planet who are waging the war against waste. In the last few years, innovators from all over the world have proposed amazing ways to use food scraps, from Dan Barber’s pioneering pop-up restaurant WastEd, which created a whole menu around kitchen cast-offs, to our own Justin Chapple and Kay Chun’s Thanksgiving menu, which included a comprehensive plan for how to use your leftovers. Now we can add the people of the London nonprofit Feedback—and the Hackney Brewery, with whom they are working—to the list: They recently started turning stale bread into beer.

Launching in London this week, the beer, called Toast, brews cast-off bread from bakeries and delis across London with hops, barley and yeast. Proceeds go to Feedback, which aims to reduce global food waste.

“The important thing for us was to create a beer that tasted good and stood up against other craft beers,” Jon Swain, of Hackney, told The Drinks Business in a recent interview. “We worked hard to brew a beer that wasn’t just a fad but something that people could enjoy and would have a significant impact.”

You can read more about Toast Ale and the work that Feedback does here.
FOOD BEV MEDIA

Date of Publication: 25/01/2016

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FoodBev Media offers all you need to know about food and drink innovation and trends around the world and interprets them to help you improve your business. Established originally as a traditional ink-on-paper magazine publisher in 2000, today FoodBev Media is an international multimedia business.

Raise A Toast: London Brewer Develops Beer Made From Bread

An East London brewery has launched a novel new ale that “turns leftover bread into beer”.

The new Toast Ale, from the Hackney-based company of the same name, sources fresh, artisan breads that would otherwise be wasted and gives them a new lease of life. The company has said that is slices, toasts and mashes the bread to make its own breadcrumbs, before brewing them with malted barley, hops and yeast.

Each bottle of Toast Ale contains one slice of bread and will seek to help reduce the amount of food wasted in British homes every year. A total of 15m tonnes of food each year is wasted in the UK, across both the supply chain and in home.

The toasted bread, the company added, “adds caramel notes that balance the bitter hops, giving a malty taste similar to amber ales and wheat beers”. The resulting beer, which is available from a number of independent stockists and online sellers, has an ABV of 5% and retails for £3 per 330ml bottle.

All of the profits from the sale of the beer will be donated to Feedback, an environmental organisation that campaigns to end food waste across the supply chain.

Toast Ale’s Tristram Stuart said: “Tackling the global issue of food waste has taken me all over the world. It was at the Brussels Beer Project where I first found out about this innovative brewing process that turns a colossal global problem into a delicious, drinkable solution. We hope to put ourselves out of business. The day there’s no waste bread is the day Toast Ale can no longer exist.”
BRITISH BAKER

Date of Publication: 25/02/2016

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British Baker is about the business, the people, and the community of bakery in the UK.

Toast Ale Launches Bread-Based Beer

http://bakeryinfo.co.uk/news/fullstory.php/aid/15362/Toast_Ale_launches_bread-based_beer.html
Toast Ale launches bread-based beer

Toast Ale, the Hackney-based company, has started trading by selling a pale ale made with waste bread.

Using everything from waste artisan breads to crust ends discarded by sandwich manufacturers, the bread is sliced, toasted and mashed to produce breadcrumbs. The crumbs are then used to replace around 40% of the barley that would be used in a normal brewing process.

The ale is brewed at Hackney Brewery and retails for £3 a bottle from the company’s website. It is also available from other craft beer websites and bricks-and-mortar locations, including The Cock Tavern and artisan bakery E5 Bakehouse. E5 already stocked a first batch of Toast’s ale but has since sold out.

The concept is the brainchild of Tristram Stuart, a campaigner on food waste and founder of food waste charity Feedback, to which all Toast Ale’s profits will go.

Stuart said: “Tackling the global issue of food waste has taken me all over the world. It was at the Brussels Beer Project where I first found out about this innovative brewing process that turns a colossal global problem into a delicious, drinkable solution. We hope to put ourselves out of business. The day there’s no waste bread is the day Toast Ale can no longer exist.”

According to the company, the ale has an amber colour and caramel tasting notes. It will be officially launched on 3 February at a launch party in London but went on sale on 22 January.

Although the pale ale is currently Toast’s only beer, the company said it had exciting plans for the future. Feedback is an environmental charity, founded in 2009, which works with governments, the public, businesses and other organisations to end food waste at every level of the food system.

SURVEY

Take the British Baker Survey for the chance to win £100 Amazon vouchers. We are running our online user survey amongst bakery industry professionals in the UK. The results of this survey will help us understand how the UK bakery sector uses the internet today. Click here to take the survey.
FoodBev Media offers all you need to know about food and drink innovation and trends around the world and interprets them to help you improve your business. Established originally as a traditional ink-on-paper magazine publisher in 2000, today FoodBev Media is an international multimedia business.
Interview: Toast Ale want to turn bread into ‘beautiful beer’ after award win

Posted By: Darren Wood  •  March 21, 2016

In: Alcohol, Awards, Beverage, Business, Events, FoodBev TV, Industries, Ingredients, Innovation, New products, Videos

Julie Prebble of Toast Ale spoke with Darren Wood about their innovative company and their win in the best new beverage concept at the IFE World Food Innovation Awards.

Julie also mentioned the company’s plans for the future.

Recorded, produced and hosted by: Darren Wood

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BREW YOUR OWN -
The How-To
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The largest circulation magazine for people interested in making their own great beer at home.

http://byo.com/stories/issue/item/3432-toast-ale
Swain envisions positive results can be had with most beer styles, but advised against very light styles such as ales. Swain advises not to use very strong flavors or with additives like olives or nuts. Essentially, the bread is intended to take the place of some of the base malt, however if homebrewers want to get even more creative, they could try using rye bread in place of some of the yeast in a recipe. Swain advises not to do away with the specialty grains entirely, however "personally I would use it as two very different ingredients. You have to bear in mind that bread has been baked and then toasted and then mashed, so to get the flavors to carry through to the final beer you may need to add some more raw to the mash," he said. "You would have to take into account any specialty malt additions depending on what bread you used and what flavors you are after in the final beer.

Toasted bread, not raw bread, was used for this beer. Hackney sourced bread from a local bakery near their brewery. Streets is encouraged that expansion. "We are proud to have proved the concept, and that making great beer from food waste can be done. But we only use 70 lbs. (154 lbs.) of dried bread per barrel; a larger brewery will be able to make more of an impact in (reducing) the 44% of all food that is being thrown away," he said.

The local London bakery that supplied the bread, Toast Ale, is a pale ale was chosen for the first beer release of Toast Ale because of its wide appeal, however as Stuart and Prebble look to branch out to have more breweries joining the movement additional styles brewed with bread are anticipated. Because of Hackney's small size (2 barrels a week), it advise against having very light styles as Pilsners and lagers as the toasted bread would likely contribute flavors that would be out of place in those styles. Homebrewers should also experiment with the percent of the bread that is used. While 45% is the largest percent of the grain Swain recommends, lesser amounts will result in varying flavors. "We decided to develop the recipe around bread as an ingredient, so when you drink it you'll be able to taste there is some bread there," he said, but a homebrewer happened to have just a couple of crusts they didn't want to throw away, they could toss those in the mash with little flavor contribution.

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The title’s online home is a bustling hub where readers can discover the latest movements and trends from London’s food scene and beyond. With reviews, news and recipes, it’s an essential read for anyone who wants the inside track on London eating.

http://www.foodism.co.uk/london-food-waste-heroes/
London's food-waste fixers

Market forces

These are natural forces. Some, like Emma, have a particular financial interest in providing London-based food-waste services. They believe that the potential for profit in this field is significant. For example, they say that the demand for waste management services in the food industry is growing. The rise in people living in cities and the increasing focus on sustainability are driving this demand. Some, like Xavier, have more general financial interests. They believe that the food-waste industry is growing and that they can make money by providing services. The rise in people living in cities and the increasing focus on sustainability are driving this demand. In some cases, these two forces are working together. For example, some of the companies mentioned in this article are providing services to restaurants and other businesses that are looking to reduce their food waste. This is driving the demand for their services, and the companies are taking advantage of this demand to make money.

Changing perceptions

For now, this is a natural force. The demand for natural resources is growing, and the companies are taking advantage of this demand to make money. In the future, this demand is likely to continue to grow. This is because the world is becoming more aware of the importance of sustainability. More and more people are starting to see the benefits of using natural resources, and they are willing to pay more for products that are made using these resources. This is creating a demand for companies that are able to provide these products. In this way, the demand for natural resources is acting as a natural force to drive the growth of the food-waste industry.

What's next?

There is potential for this industry to grow even more. In the future, more and more people are likely to see the value in using natural resources, and they will be willing to pay more for products that are made using these resources. This will create a demand for companies that are able to provide these products. In this way, the demand for natural resources is acting as a natural force to drive the growth of the food-waste industry.
FoodBev Media offers all you need to know about food and drink innovation and trends around the world and interprets them to help you improve your business. Established originally as a traditional ink-on-paper magazine publisher in 2000, today FoodBev Media is an international multimedia business.


Date of Publication: 27/09/2016

60,000 unique visitors online / month

130,000 page views / month
Imagine a world with no waste. It simply no longer exists. No dustbins. No landfill. Nothing.

It’s not easy from where we stand today. Waste is a uniquely human concept in which food plays a major part. The EU has said its member states generate almost six million tonnes of food waste per year. Industry has pledged significant efforts to tackle the issue: the Consumer Goods Forum’s Food Waste Resolution bids to cut food waste in half by 2025. Laws have also been passed in France and recently Italy to address the problem, but we’re clearly still a long way from a no-waste utopia.

The issue of food waste is one that resonates strongly with people. Research for JWT’s food and drink futures report found that almost two-thirds of UK millennials would happily pay more for products that had been recycled or re-awarded materials. Consumers will look to companies and brands, not just to shoulder some of the burden, but also to make their lives easier through providing guilt-free choices.

Making food waste history will be a collaborative effort, but businesses can really take the lead and inspire action. Here are just some of the ways companies are already using creativity and innovation to tackle food waste.

Trash Interceptors
Reusing produce from the journey to landfill
Companies are turning trash into treasure by championing discarded or unwanted ingredients.

Tomat Pale Ale is the UK’s first beer brewed from surplus bread from bakeries and delis which would otherwise be destined for landfill. Profits from sales of the beer are donated to food waste campaigning charity Feedback.

In a similar vein, Hooch’s parent company satellite apps to help produce its Urban Orchard bottled craft cider. Apple donors are rewarded in bottles of cider, and the brand’s ultimate aim is that no apple should go to waste.

But it’s not just small-scale producers getting in on the act: Yee Valley is working on its second Left-yoursees yoghurt variety, made with ingredients that would have otherwise gone to waste. Their first effort, made with figs, blood orange juice and carrot puree raised funds for food waste charity FareShare.

Brigstock Brutes
Imagining a new lease of life for food byproducts
JWT’s Future 2020 report called 2016 as a big year for brands who turn byproducts into something new.

New Zealand brewer DB Export won a Cannes Outdoor Grand Prix for its Brewstadium project, which transformed leftover yeast into a storable biofuel.

They’re not the only company collaborating with the automotive sector. Jose Cuervo has been working with Ford to develop sustainable bioplastic materials derived from agave plants. The project follows a similar endeavour by Heinz based on tomato fibres.

Meanwhile German design firm Kaffeeform is one of a number of companies looking at ways to repurpose used coffee grounds, imaginatively turning them into coffee cups and saucers.

And in the USA, California start-up Regrained collects the spent grain discarded by beer brewers and turns it into tasty varieties of granola bars.

Anti-Waste Warriors
Driving awareness and upskilling consumers
A number of brands are helping to educate consumers in ways to drive down waste in the home.

Unilever and environmental charity Hululu have launched an initiative entitled A joint ambition for a Zero Food Waste Britain, which aims in part to drive consumer awareness of the value of food as well as boost their skills and knowledge. Their first campaign, entitled #TravelersCheck, targeted holidaymakers in the UK, who throw away £6.5 billion worth of edible food before their travels, and encouraged cooking, gifting or freezing the leftover fridge items instead.

Home retailer IKEA launched its Dining Club concept in London’s Shoreditch this September. Alongside SW cooking experiences, the event also played host to a series of Food for Thought workshops including Love Food, Hate Waste which aimed to help people cook and eat with waste front of mind.

British retailer Sainsbury’s is investing £10 million over five years to help consumers address food waste through their “Waste Less, Save More” campaign, which has among its aims a bid to help people store food more effectively to prolong freshness, as well as provide clever ways to use up leftover food items.

Salvage Culture Pioneers
Elevating the issue and delivering helpful behaviour nudges
Supply chains and bars have been doing their bit to drive the food waste debate, shifting menus away from à la carte dining, popularising concepts like nose-to-tail eating and whole vegetable cooking and even creating special menus based on the ingredients we often discard, questioning what is, what isn’t waste.

US chef Dan Barber hosted the WestEd popup event at his Blue Hill restaurant in 2015, which presented a daily menu based on salvaged ingredients such as kale wing cartilage, carrot tops, broken-shelled mussel clams and day-old bread. Salvage Supperclub, a similar pop-up dining concept in San Francisco, even hosted its events this summer in a dumpster to drive the message home.

At London restaurant Duck & Waffle, this summer’s Urban Foraging vs Urban Decay cocktail menu was inspired by the very ingredients we would normally toss in the bin, such as burnt toast, avocado peel and coffee grounds.

Meanwhile supermarkets like Tesco and Asda have both popularised wonky vegetables, and one Dutch farm is dedicating its production entirely to oddly-shaped varieties, set to be branded Bitter & Twisted.

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The Food Rush publishes weekly content and a quarterly digital magazine for passionate foodies who care about the future of food.

Eat Beer, Drink Toast - Two Startups That Reuse Food Waste

Eat Beer, Drink Toast – Two Startups That Reuse Food Waste

Consider for a moment the journey of a slice of bread. Starting in a field of wheat, grains are harvested from a crop, ground in a mill to produce flour and then finally baked into a familiar loaf at a bakery or in the family oven. The final destination is likely to be a sandwich, a slice of toast or perhaps a delicious bread and better or summer pudding. How then is bread ending up as waste?

Our love for bread is undeniable yet we still waste 900,000 tonnes of bread every year. Around 24 million slices every day. That’s a LOT of bread.

It’s to help with such changes that Tristram, in collaboration with the Feedback the 5000 campaign group, designed the food waste hierarchy as a guide for how to handle food before it becomes waste.

The Toast Ale Story

It was back in 2008 that Tristram discovered that a single sandwich manufacturer was wasting 13,000 slices of bread every day. Not because the bread was bad or unsuitable for sandwiches, but because their retail customer simply wasted the crust and the first slice of bread removed from every loaf. This resulted in 17% of each loaf going to waste. That’s almost a fifth of all loaves wasted for cosmetic reasons.

The Toast journey has continued and in more recent brews they have also better than composting or anaerobic digestion (AD), but we’d all prefer to keep it in the human food chain. Or, even better, have no surplus at all?

Reduce, Reuse Food Waste, Then Recycle

As the popular tune by Jack Johnson encourages, it’s better to reduce, reuse and then recycle. While it’s a catchphrase, it takes more than a set of lyrics to change the behaviours and habits of people and businesses around the world.

The hierarchy provides a “logical and environmentally sustainable order of priority for the management of food.” From the top down the hierarchy displays five steps for food waste, in descending order of preference according to environmental outcomes.

The initial ReGrained bar was a little dry and crumbly, but Dan didn’t want to rely on the story behind ReGrained to bring them customers, they wanted a great product. Dan and his team persevered and, with a little help via a round of crowdfunding investment, were able to develop their recipe and improve their product.

“With all this food waste alchemy, creating products that are excellent, that taste the best, that stand on their own is really, really important”.

A Platform For Beer Grain

Startups like Toast Ale and ReGrained are more than just the products they produce. Almost anyone can produce a granola bar, or brew a new brand of craft beer. But it takes entrepreneurs with real vision and passion to take a waste product and turn it into something that society wants.

Dan believes that “companies are upending the way that we grow, process, distribute and consume food. Technology is something that enables you to do more with less.” We couldn’t agree more. There’s a revolution taking place in the food ecosystem. People and businesses are challenging and changing the way we do things and the reasons why we do them.

ReGrained want to be part of this revolution, they want to transform the way that beer grain is wasted and take the opportunity to turn the waste product into something new.

If we succeed at doing this at scale, it will truly be a platform and we’ll be delivering real value to the beerstones by solving the urban challenge that they have by taking all their waste off their hands. Waste is really a human construct. Waste is also a resource, and what we’re doing is creating a marketplace for it by getting consumers interested. We’ll be creating a win for the breweries and solving this problem for them and creating a win for the customers by creating these delicious healthy products and creating a win for the environment. We want to be at the intersection of doing well and doing good.

If bread can be turned into beer, and beer waste can be turned into granola bars, almost anything seems possible. Dan even hinted that ReGrained and Toast Ale had had conversations about how they might collaborate in the future – “It’ll be really exciting to see what they come up with!”

If you’d like to support the great work these startups are doing jump online and check out the ReGrained and Toast Ale sites. If you’re in the UK perhaps even buy yourself a case of beer, or for those in the US treat yourself to some granola bars made from beer grain. Even better, reduce your bread waste by trying out the Toast Ale recipe and invite us around for a pint!

Food waste is a serious global issue. Help us spread the word about alternative uses for food waste and the startups doing their part to solve the problem. Share this article on social media, tell all your mates, or invite them over to brew your own batch of Toast Ale.

The team at Toast Ale have achieved an amazing result in such a short time and they’ve very happy to have had the support of the bread makers and bakers in and around London:

“We’ve been approached by many bakeries across the country, from local independents to larger chains, looking to find a way of redistributing their leftovers rather than wasting it. Bakers really care about their product – there’s a lot of love that goes into baking – and the last thing they want is for it to end up in landfill. Many larger companies have found ways to divert waste to be used as animal food, which is far better than landfill, and also better than composting or anaerobic digestion (AD), but we’d all prefer to keep it in the human food chain. Or, even better, have no surplus at all!”

Food Waste Alchemy

This isn’t the first time that we’ve run into startups that are trying to solve the global food waste problem.

The Toast Ale tale is quite similar to the story recently told to us by ReGrained. Dan Kurzrock, a co-founder from ReGrained, explained how the beer brewing process leaves an enormous amount of grain by-product that goes to waste. The team at ReGrained are reusing this waste to create granola bars, thus reducing the volume of grain that typically goes to waste.

Like Toast Ale, there was a lot of work involved in taking a waste product and producing something that was truly remarkable. ReGrained believe that reusing food by-products and waste has brought about a whole new science, one that he refers to as food waste alchemy.

“We want people to buy our bars because of our mission, but we don’t want people eating the bars just for the virtue of them. The taste is paramount. It’s the most important thing. When we reid our recipe our goal was to have people love the bars for what they are, and then learn about it and be even more excited.”

Feedback. The venture has been so successful that they’ve outgrown their initial brewing activities with friends at Hackney Brewery and are now...
Date of Publication: 24/11/2016

A readership in excess of 112,000

302,991 unique visitors online / month

779,983 page views / month

First published in 1862, The Grocer is recognised as the must-read for everyone who works in or wants to understand today’s grocery and FMCG market. The Grocer's readership encompasses every aspect of the industry, from directors of large multiples to independent retailers.
A new whey to brew beer – and fight food waste

The traditional pint now comes with a 'unique flavour and texture’

Beer lovers with an eye for protein, cheese and food waste – and we know there’s lot of you out there – are in for a treat this month as a brew made with whey left over from Stilton gets poured.

Blue Brew, born out of a partnership between Arla and Belvoir Brewery, is made with the watery by-product of Stilton blue cheese made at the dairy giant’s Tuxford & Tebbutt creamery, situated just down the road from the Old Dalby-based brewery.

The partnership has seen Arla provide 1,000 litres of free whey to the brewer, which it has used to produce roughly 1,500 bottles of Blue Brew, helping prevent food waste on the way.

It’s a nice twist in the war on food waste, but also a brew that brings something “completely different” to the beer category, as the protein and fat content from the whey creating a “unique flavour and texture”, says Belvoir Brewery.

The chestnut-coloured drink is made by infusing the whey directly in the fermenter with the chilled wort from the copper, with live brewer’s yeast added to allow fermentation.

Not the first to launch a beer fighting food waste, the partnership follows Adelie Foods joining forces with Hambleton Brewery in September to launch Toast Ale – a beer made from surplus bread.

The food-to-go business started the partnership by supplying more than 220kg of waste bread for Toast Ale, which is brewed using surplus bread from bakeries, delis and sandwich manufacturers. This translated to more than 6,000 bottles of beer made solely from Adelie’s contributions, with all profits donated to food waste charity Feedback.

Such initiatives are a great way for suppliers to engage in the war on food waste in a manner that really captures the public imagination. But, of course, the remains much more to do when it comes to tackling food waste, as we keep highlighting through our Waste Not Want Not campaign (our latest piece of insight, on how technology is changing the war on food waste, has just gone live).

So, there’s never been a better time to don your beer hats and pledge your support for our campaign to tackle the scandalous levels of waste in the food and drink industry.
Date of Publication: 23/01/2016

250,000 unique visitors online / month

The London Economic is a digital newspaper for business, economics, finance, politics news, and new travel, food, music, film, property and lifestyle pages.

Waste Charity Launches First Surplus Bread to Beer Ale
Jack Peat

Waste charity Feedback has launched the UK’s first surplus bread to beer ale.

Brewed in Hackney Brewery, Toast Ale uses fresh surplus bread, otherwise thrown away by bakeries, delis and sandwich makers with the aim of significantly reducing the scandalous 24 million slices of bread currently thrown away by UK households.

Across the country we waste about 15 million tons of food with bread being the worst offender. Toast Ale not only aims to put surplus bread to good use but all profits go straight to food waste organisation Feedback.

The charity was founded by Tristram Stuart who has committed to open sourcing the recipe in a bid to kick start a global brewing movement to turn surplus bread into beer.

Stuart is encouraging individuals to brew their very own version by making the recipe widely available, and hopes to partner with breweries across the globe to make Toast Ale.

The fresh, surplus bread is sliced and mashed to make breadcrumbs, then brewed with malted barley, hops and yeast at Hackney Brewery to make a quality ale with a distinctive taste profile.

Each bottle of Toast Ale uses one slice of fresh, surplus bread and celebrity fans already include food waste champions Jamie Oliver and Hugh Fearnley-Whittingstall.

Tristram Stuart, founder of Feedback and the man behind Toast Ale said: “Tackling the global issue of food waste has taken me all over the world. It was at the Brussels Beer Project where I first found out about this innovative brewing process that turns a colossal global problem into a delicious, drinkable solution.”

“We hope to put ourselves out of business. The day there’s no waste bread is the day Toast Ale can no longer exist.”

Jon Swain from Hackney Brewery said: “We absolutely jumped at the chance to join Feedback’s fight against food waste. The important thing for us, as brewers, was to create a beer that tasted good and stood up against other craft beers. We worked hard to brew a beer that wasn’t just a fad but something that people could enjoy time after time and would have a significant impact.”

Toast is available to buy at ToastAle.com from the 22nd January with an RRP of £3.00.

Toast Ale brewing process

The amount of bakery goods thrown away is enough for 14% of the UK population to eat for a year.

The amount of food waste in the UK...

Bread is the worst offender

24 million slices of bread are thrown away by households in the UK

44% of all bread produced in the UK is thrown away

26 million people out of malnutrition

UK food and drink waste = 20% CO2e

An area the size of Wales is used to produce food and drink that ends up going to waste
HOMEMADE BY YOU

Date of Publication: 28/01/2016

Created by Sainsbury’s, Homemade is a masspirational food network, serving up mouthwatering content and recipes every day with generous helpings of know-how and an extra slice of humour.

https://www.homemadebyyou.co.uk/articles/food-news/youll-never-guess-what-this-new-ale-is-made-from
You'll never guess what this new ale is made from

Save to my Scrapbook

Meet the brewery taking waste-not-want-not to boozy new levels

Carrot. Bacon. Chocolate. There's not much that hopping mad brewers won't try putting in their beers, but the latest kooky creation actually has a solid cause behind it.

Toast Ale, from Hackney Brewery, transforms leftover bread from delis and bakeries bound for the scrapheap into bottles of craft ale -- with all profits going to charity Feedback, which works to address global food waste.

So, how do they work all that crumb-y goodness into a tipple? The bread is sliced and mashed into teeny tiny bits, before being added to a brew of malted barley, hops and yeast. Taste-wise, the novel ingredient adds a malty flavour, with a murmur of caramel.

Hackney Brewery's Jon Swain said: "We absolutely jumped at the chance to join Feedback's fight against food waste. The important thing for us, as brewers, was to create a beer that tasted good and stood up against other craft beers. We worked hard to brew a beer that wasn't just a fad but something that people could enjoy time after time and would have a significant impact."

Each serving of the beverage will set you back £3, and you can check out the list of stockists here.

We'll drink to that.

Like this? Then try these:

- There are some weird ingredients used in craft beer
- 5 craft beers to convert you to the cause
- These are the world's best beers. Apparently.

And for more fun foodie stuff direct to your inbox, sign up to our weekly newsletter
Youth Health Magazine strives to provide news content that can assist youth to improve their lives with topics such as fitness, diet, food, beauty, study, mental health and more, with a creative spin.

Toast Ale: Brewery In UK Turns Bread Crumbs Into Beer

Toast Ale: Brewery In U.K. Turns Bread Crumbs Into Beer

The Hackney Brewery in U.K. created a beer out of leftover bread from bakeries, as part of food waste charity Feedback's project that addresses the "global issue of food waste," and named it the Toast Ale brew, reported Belfast Telegraph on Saturday.

"Tackling the global issue of food waste has taken me all over the world," noted Tristram Stuart, the founder of Feedback and the brain behind Toast Ale. "It was at the Brussels Beer Project where I first found out about this innovative brewing process that turns a colossal global problem into a delicious, drinkable solution."

"We hope to put ourselves out of business," Stuart added. "The day there's no waste bread is the day Toast Ale can no longer exist."

The beer is set to launch on Monday and may be purchased online starting January 28 for £3 per bottle, and will also be sold in restaurants, bars and pubs.

According to The Guardian on Friday, Toast Ale is produced by mashing surplus bread to create breadcrumbs, which will then be toasted and brewed together with malted barley, yeast and hops.

Toasting the crumbs allegedly adds a caramel taste to the brew, which balances the bitterness of hops, resulting to a malty taste comparable to amber ales.

"The important thing for us, as brewers, was to create a beer that tasted good and stood up against other craft beers," said co-founder of Hackney Brewery, Jon Swain. "We worked hard to brew a beer that wasn't just a fad but something that people could enjoy time after time and would have a significant impact."

For every 330 milliliter bottle of Toast Ale, the brewery uses one slice of surplus bread.

All profits from the brew will reportedly be donated to Feedback.

"This seems like a great idea," noted Greg Hughes, director of Brew U.K. "There are lots of different flavors and ingredients from artisan breads and it seems like an excellent and potentially very creative way of using up a staple item that most people will have in their bread bin."
This Brewery Is Turning Bread Into Beer To Tackle Food Waste

This brewery is turning bread into beer to tackle food waste

Celebrity fans of the beer already reportedly include food waste champions Jamie Oliver and Hugh Fearnley-Whittingstall.

Last updated: 23 January 2016, 15:31 GMT

A brewery has found a way to transform unwanted bread into beer after research found that UK households waste at least 24 million slices of bread a year.

The Toast Ale brew, which launches on Monday, uses one slice of fresh surplus bread from bakeries, delis and other sandwich makers to help brew each bottle.

According to food waste charity Feedback, the aim of the project is to tackle the “global issue of food waste” until it eventually puts itself “out of business”.

Tristram Stuart, Feedback founder and creator of the Toast Ale idea, said: “Tackling the global issue of food waste has taken me all over the world. It was at the Brussels Beer Project where I first found out about this innovative brewing process that turns a colossal global problem into a delicious, drinkable solution.

“We hope to put ourselves out of business. The day there’s no waste bread is the day Toast Ale can no longer exist.”

The beer, which will be available online at £3 per bottle from January 28, is being produced by Hackney Brewery in east London.

It is made by mashing the surplus bread into breadcrumbs before brewing it with malted barley, hops and yeast to make a distinctively flavoured ale.

All profits will go to Feedback, which aims to halve food waste by 2030, after it reported that 15 millions of tons of food are wasted every year across the UK.

A spokeswoman added that, of all food items, bread was the “worst offender”, with at least 24 million slices being thrown away in UK homes.

The amount of baked goods binned in households, she said, would be enough to prevent 26 million people across the globe suffering from malnutrition.
This Brewery Is Turning Bread Into Beer To Tackle Food Waste

http://www.breakingnews.ie/discover/this-brewery-is-turning-bread-into-beer-to-tackle-food-waste-717206.html
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A brewery has found a way to transform unwanted bread into beer after research found that UK households waste at least 24 million slices of bread a year.

The Toast Ale brew, which launches on Monday, uses one slice of fresh surplus bread from bakeries, delis and other sandwich makers to help brew each bottle.

According to food waste charity Feedback, the aim of the project is to tackle the “global issue of food waste” until it eventually puts itself “out of business”.

Tristram Stuart, Feedback founder and creator of the Toast Ale idea, said: “Tackling the global issue of food waste has taken me all over the world. It was at the Brussels Beer Project where I first found out about this innovative brewing process that turns a colossal global problem into a delicious, drinkable solution.

“We hope to put ourselves out of business. The day there’s no waste bread is the day Toast Ale can no longer exist.”

The beer, which will be available online at £3 per bottle from January 28, is being produced by Hackney Brewery in east London.

It is made by mashing the surplus bread into breadcrumbs before brewing it with malted barley, hops and yeast to make a distinctively flavoured ale.

All profits will go to Feedback, which aims to halve food waste by 2030, after it reported that 15 millions of tons of food are wasted every year across the UK.

A spokeswoman added that, of all food items, bread was the “worst offender”, with at least 24 million slices being thrown away in UK homes.

The amount of baked goods binned in households, she said, would be enough to prevent 26 million people across the globe suffering from malnutrition.
UK’s Toast Ale Saves Bread From the Rubbish Bin

Three loaves of bread are languishing in my freezer, the last remnants from a motivating session with a client. Without a purpose, they may end up as trash.

U.K.’s Toast Ale Saves Bread From the Rubbish Bin

Three heels of bread are languishing in my freezer, the last remnants from loaves that, unless I’m struck with a bout of bread-crumb-making industry, may sadly end up in the trash.

Tristram Stuart, who was just named one of 30 leading crusaders against food waste at the World Economic Forum in Davos, Switzerland—wants to save people like me from our wasteful ways. This week he debuted Toast Ale in the U.K., a beer brewed from surplus bakery bread that’s been toasted, blitzed into bread crumbs, then brewed with malted barley, hops, and yeast to make an amber-colored ale with notes of caramel. For each bottle of beer, one slice of bread finds a new, non-landfill home.

But back to my leftover sourdough and seeded rye: Stuart’s plan is to make the recipe open-source, in the hopes that aspiring home brewers will join the movement. Also on the horizon is the possibility of setting up local bakers with local breweries to make their own regional variations of the beer both in the U.K. and abroad; folks from Peru and Iceland have already called for details.

It’s a problem worth making a dent in. In the U.K., 24 million slices of bread are thrown away each year, with nearly half of all bread produced winding up in the trash. Chris Young, of the Real Bread Campaign, attributes the vast waste to a basic devaluation of commercially produced bread.

"People just don’t value factory loaf, they just don’t care about it anymore," he told the BBC. “None of the bread that is thrown away is ‘real’ bread, homemade or artisan bread.”

Can Toast add the value back to bread? Lest you’ve donned your cynic’s hat, Toast isn’t intended as a flash in the food-waste pan, more symbolic gesture than something genuinely enjoyable. This isn’t quite as high-concept as a purse made from fruit "leather" (though innovative products like that can go a long way toward furthering consumer consciousness). Toast was brewed to be a delicious beer.

"The important thing for us, as brewers, was to create a beer that tasted good and stood up against other craft beers. We worked hard to brew a beer that wasn’t just a fad but something that people could enjoy time after time and would have a significant impact," Swain said in a statement.

Toast isn’t the first product to leverage what otherwise might end up in the trash. The award-winning Chase potato vodka, also made in the U.K., was created from the peelings of Tyrrells potato chips. And closer to home, Coffee Flour, a gluten-free flour made from coffee pulp, has found its way into brownies and other baked goods.

And while it may not give you quite the same buzz, certainly the easiest consumer move against food waste is simply to make less of it at home.

“The day there’s no waste bread is the day Toast Ale can no longer exist,” Stuart said in a statement. “We hope to put ourselves out of business.”

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How Beer Made From Leftover Bread Could Help End Global Food Waste

How Beer Made from Leftover Bread Could Help End Global Food Waste

This post was originally published on MUNCHIES.

When’s the last time you picked up a pre-packaged sandwich and found it was made with the heel of the loaf? Never! So what do you think happens to all those thousands of unsold ends of bread, tossed into a skip every day by sandwich makers?

This was the question posed (far more eloquently) by food activist Tristram Stuart in his 2009 TED talk and, now, four years later, what lead him to create Toast Ale, the first British beer to be made with surplus bread from bakeries that would otherwise be sent to landfill.

It’s a simple enough concept—using bread in place of grains when brewing up beer—but Stuart thinks that it could begin a revolution in helping to combat food waste, especially with the profits of the beer going straight to his charity, which tackles this very problem.

Which is where the craft beer experts at the Hackney Brewery come in.

When his initial brainwave in September last year, Stuart started the search for a local brewer who fancied the challenge of creating a breadly beer, which led him to Jon Swain, the co-founder of the Hackney Brewery.

“I was fascinated by the concept as soon as I heard about it,” Swain tells me, while making the third ever batch of the carb-loaded beer at his brewery. “When Tristram’s team called to talk to me about the project, I actually ended up chatting about it with them for an hour—I was so enthused by the idea.”

Swain and the Hackney Brewery have always been a little avant-garde when it comes to beer. Opening five years ago, they started off only making cask beer, but as the craft beer scene exploded quicker than the lid off a beer, the Hackney Brewery have been forced to get more adventurous with their products.

“There was suddenly a real excitement in how beer was made and the whole experimental side of things was a natural progression for us,” explains Swain. “We were always interested in doing these sorts of things but we didn’t think it was commercially viable. But we found it really exciting, and we’d think, ‘What about this idea we came up with a few years ago?’ Then we’d go ahead and do it.”

The result was like a super-group of brewers, riffing on new ideas. Swain and the Hackney Brewery have always been a little avant-garde when it comes to beer. Opening five years ago, they started off only making cask beer, but as the craft beer scene exploded quicker than the lid off a beer, the Hackney Brewery have been forced to get more adventurous with their products.

The team has already been contacted by people in Iceland and Peru interested in making global batches of Toast Ale.

But the real masters of the bread-brewing scene are the Brussels Beer Project in Belgium. Luckily Stuart managed to persuade the founders to come over to work with Swain and his team on creating Toast Ale. The result was like a super-group of brewers, riffing on new ideas.

“They were lovely guys, we ended up chatting about beer and going for drinks all night long,” says Swain. “We were swapping methods and writing recipes, left, right and centre.”

From this meeting of the heads, the unique recipe for Toast Ale was created. Normally, beer is made by mixing a grain (like barley) with water, adding hops and yeast and leaving it to ferment. The Hackney Brewery have replaced about a third of the malt barley with the leftover bread, toasted to add a caromelly note. The starch and the sugars in the bread are broken down by the enzymes in the barley and after fermenting for about four weeks, the beer is ready. Each bottle from the batch of about 2,400 beers contains roughly a slice of bread in each one.

The bread is mixed with hot water and mashed to start the fermentation process. Photo by the author.

While I’m at the early morning session at the brewery, a delivery of 70 kilos of bread toasted by nearby E5 Bakehouse arrives, ready to be mashed up into the next batch. It’s heavy work: the head brewer and his team haul up the sacks of the toast and barley and pour them into the huge two metre-high containers, washing them and mashing them in with hot water to kick start the fermenting process.

Inside the barrels, it smells and looks like an industrial sized bowl of soggy Weetabix. I suddenly realise I haven’t actually had breakfast yet. Probably should eat some of that bread.

And the result? It’s a really, really good beer: a well-balanced, full-bodied brew with a malty and caramel finish from the eponymous toast. As Stuart explains, “We’ve always tried to be uncompromising in our criticism of those who waste food but we also want to demonstrate and celebrate how nutritious, delicious, and business-friendly solutions to food waste can be,” he explains. “There is no better example I’ve come across in my life of that than making beer out of perfectly good bread, which at the moment is being wasted in unbelievable quantities up and down the supply chain across the world. We want to start a global movement of using bread to make beer.”

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So what’s the next for Stuart? Making vodka out of leftover potatoes? Limoncello out of rogue lemons?

“I’ve got infinite ideas on what to do next,” he says. “Ever since I was growing up in Sussex, we’d go around the gardens in the village and take people’s apples from the trees, and make cider. It’s a natural course of events that I’ve been doing for years. There’s pretty much infinite permutations of this idea that we could do.”

“Which gives us all the perfect excuse to get ethically wasted.”
A Toast To Charity: London Brewery Turns Bread Scraps Into Beer

http://www.wallpaper.com/lifestyle/a-london-charity-turns-bread-scrap into-beer
In the last few years, innovators from all over the world have proposed amazing ways to use food scraps, from Dan Barber’s pioneering pop-up restaurant WastEd, which created a whole menu around kitchen cast-offs, to Food & Wine’s Thanksgiving menu, which included a comprehensive plan for how to use your leftovers. Now we can add the people of the London nonprofit Feedback—and the Hackney Brewery, with whom they are working—to the list: They recently started turning stale bread into beer.

Launching in London this week, the beer, called Toast, brews cast-off bread from bakeries and delis across London with hops, barley and yeast. Proceeds go to Feedback, which aims to reduce global food waste.

'The important thing for us was to create a beer that tasted good and stood up against other craft beers,' Jon Swain, of Hackney, told The Drinks Business in a recent interview. 'We worked hard to brew a beer that wasn’t just a fad but something that people could enjoy and would have a significant impact.'

*This article originally appeared on Food & Wine*
SnapMunk is dedicated to providing readers with all things interesting, exciting and entertaining in the world of tech news, startup companies and startup culture.
5 London Startups Striving For An Eco-Revolution

From harvesting energy out of walking to harvesting herbs 100 feet underground, these five London startups are turning their ideas into revolutionary projects.

Gulf Business 29-30, 5-6 min read

Pavegen – Fueled By Footsteps

Pavegen provides tiles that turn kinetic energy into electricity. “I found a way to turn energy from a Frequency to rotate a flywheel,” says Laurence Kenneth Cook, the 30-year-old founder and now CEO of the London startup. “The more people walk on it, the more it spins.”

Pavegen can be used in both indoor and outdoor locations, working best in areas where there is a high footfall concentration, like retail and transport hubs. “The technology is discreetly integrated underfoot into the existing environment,” says Laurence. “Installations of our new product – V3, which we launched on 11th May 2016 – will be coming to Bird Street (London), Westfield Stratford (London) and Dupont Circle (DC) in the next few months.”

The triangular design of the V3 has generating flywheels at each point. “This means the module system can be installed to form large areas that do not lose potential energy generation through the creation of dead-spots,” says Laurence. “The V3 can generate five watts from each person walking on it.” The prototype was developed in 2012. This year, Pavegen has hit a serious sprint. “Things have gone pretty nuts,” says Laurence.

Since Pavegen’s UK launch in January 2016, the app has been downloaded over 10,000 times and used over 15,000 times. Earlier this month Olio expanded into another 33 countries.

OLIO – Community Based App To Reduce Food Waste

The-stats-on-food-waste-are-mind-boggling-in-a-world-where-so-many-go-hungry. One third of the food world produces ultimately goes uneaten. One third of the food world produces ultimately goes uneaten. “Millions of tons of fresh produce get wasted before ever reaching shop shelves,” says Tessa. “We want to keep growing so we can tackle more food waste and have a bigger impact. Waste occurs at many different stages of the supply chain, and across all sorts of products and categories. We hope we can eventually expand into those, creating eat-as-muchout-of-different-types-of-surplus.”

Tessa concludes, “stress about seeing the best in things-and-believing that lots of little acts can add up to something meaningful. By using surplus produce, we tackle the causes of food waste so that with every snack you make a positive act toward a better food system.”

OLIO became available for use in the U.S. just under two weeks ago,” says Tessa. “And we’re absolutely delighted to have seen food sharing already happening in Seattle, Mountain View and Portland amongst others. Using the OLIO app, we tackle the causes of food waste so that with every snack you make a positive act toward a better food system.”

ToastAle – Starting A ‘Rev-Ale-Ution’

Where Snact uses surplus food to create delicious munchies, London startup ToastAle does the same for drinks; they produce pale ale from fresh, expired beer. Tristan Stuart, international award-winning author, speaker, campaigner, and expert on the environmental and social impacts of food production, crowned Toast Ale in 2015. All profits go to food waste charity FEEDBACK, founded by Tristan, which aims to stop food waste.

Tristan was inspired by the Brussels Beer Project, who created Raleighite with bread (based on an ancient Babylonian recipe) that would otherwise be wasted – making beer out of bread in an “innovation” that may be as old as bread itself.

“The seedlings are grown using LED lights and hydroponics which allows the company to control every aspect of the plant’s growth, from size and conservation, she is an entrepreneur and founder of a sustainability

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Culinary stories, news-bites, features and recipes, travel stories and lifestyle trends.
Launched in Hackney in January 2016, Toast Ale is revolutionising London’s beer and bread industries. Tristram Stuart, founder of Toast Ale and the charity, Feedback, has campaigned against food waste all of his life. After a little research (and help from beer-brewers in Belgium), he discovered that it was possible to make incredibly delicious beer with surplus bread. However, his real lightbulb moment came about when visiting a British sandwich manufacturer, where a whopping 13,000 slices of bread were wasted every day. Why not take leftover crusts and turn them into a new product?

Working as nomadic brewers, Toast Ale did not require large capital costs upfront; and even now the team only has one full-time member. This keeps costs low and maximises profits, which all go towards Feedback. Therefore, as a social enterprise, pro-bono expertise was also handily available to design their beautiful label design, and to get their pre-launch PR kick-started.

Toast Ale’s special (but not secret) recipe has been adapted from that originally used in the Brussels Beer Project. Working with Hackney Brewery, the team at Toast Ale adapted and refined their method to create their distinctive Toast Ale. Not only is their recipe now readily available to those wanting to try making bready beer at home, but they are continuing to work closely with other brewers across the UK to create exciting regional variations of the product.

So far, Toast Ale’s recipe has had plenty of positive feedback from home-brewers, who are rising to tackle the challenges presented when brewing with bread. Taking the time to regularly meet members from the London Amateur Brewers, the Toast Ale team have discovered a real community of craft and home brewers who are mutually supportive; sharing the passion and knowledge with others.

Furthermore, Toast Ale has expanded its reach beyond London, brewing beer in both Yorkshire and Bristol. Across the UK, bread is the most wasted household product, with 24 million slices discarded every day. What’s worse, it’s estimate that 44% of bread produced is wasted – half of which occurs before consumers buy it. Sadly, Toast Ale can’t solve the whole problem. With food waste creating the third highest proportion of greenhouse gases of any human action in the UK, as well as consuming mass amounts of energy and water, Toast Ale is just a small part of Feedback’s campaign to fight food waste. We can all do our part of reduce food waste – whether that’s through consumer choices or up-cycling.

Toast Ale-lovers will be glad to hear that the team are currently working hard to continue building their brand and scope across the UK, as well as internationally – in Iceland and the US – so there is promise of more exciting new beer variations to come.

I asked the team whether they like bread or toast more?

“We love bread and want everyone to realise that it’s too good to waste. But toast is an excellent way of extending the life of bread. And it makes excellent beer!”

Toast Ale’s top three tips for other food entrepreneurs?

1. Join the Food Surplus Entrepreneurs Network
2. Focus on the product - Toast ale is foremost a delicious ale that people enjoy drinking.
3. Build a team of skilled and dedicated people - we are just four but we are all passionate and get involved in all aspects, from toasting the bread to promoting and selling through our personal networks.

You can keep up to date with the Toast Ale team’s news by following them on:

Twitter (@ToastAle) & Instagram (@toastale)

Try their delicious beer, by purchasing it from their online shop, or from a variety of UK stockists.
Protein offers bespoke insight services for companies looking to better understand their audience or shifts in the market.

https://www.protein.com/journal/articles/the-age-of-minimal-branding
The Age of Minimal Branding

The evolution of authenticity, and how stripped back minimal branding came to replace the dense myths of heritage.

The heritage boom that engulfs all manner of brands around the turn of the decade was the result of a history finally catching up with an a-historical generation. In 1992, the British sociologist Anthony Giddens described our society as one that is “increasingly preoccupied with the future,” which was all well and good until exactly ten years later when the projections and pre-suppositions that propped up the global financial markets crashed down around us. The freedom we experienced in living on the surface of the present suddenly began to feel very, very fragile.

More than ever, ‘authenticity’ became the defining feature that we as consumers yearned for in our products, a sturdy foundation upon which to inform purchases. In truth, notions of authenticity have always occupied that strangely liminal space between the tangible and the intangible. Here though, it became rooted in heritage: the date of a company’s founding; an unchanging approach to form and function that refused to waver over the course of tumultuous decades, centuries even. Brands such as the venerated American boot-makers Redwing were at the forefront of brands to benefit from this shift, often bemused at their newfound cool. “We’re not sexy,” said Red Wing president Dave Murphy in an interview with Business of Fashion. “we make work boots and we’re proud of that.” That interview was published in May 2015, and there was an implicit acknowledgement even then that consumers were becoming increasingly skeptical of the dense mythos of heritage.

DIESEL

Diesel Fall/Winter 2013 ‘Decoded’ Campaign

‘THIS IS A PRESS RELEASE HEADLINE’, so begins the accompanying literature to Diesel’s FW13 campaign, Decoded, and it doesn’t get any less playfully deconstructed from there on. Each shot in the campaign itself is accompanied by tongue-in-cheek text that calls out the absurdity of the way brands often communicate: “no military experience required” reads the text beneath a trio of models in khaki get-ups. It’s a direct riposte to the literal space for a distrusting consumer to breathe again, to (re-)evaluate the onus they put upon them. The last paragraph of the press release reads: “And this is the final paragraph where we get into the heritage, reinforcing the true beauty to come alive.”

Minimal branding offers a literal space for a distrusting consumer to breathe again, to (re-)evaluate what’s in front of them.

A significant number of brands then are finding new ways to relate on an authentic level with their audience, most notably through a shift towards minimal branding and communications. Minimal branding strips away all overt sense of backstory in exchange for a product that lives and dies on its own intrinsic, of-the-now qualities. Densely plotted heritage backstories are drowned out in the dubious white noise of endless brands marketing. “Gone are the days of frivolous thinking,” says Lyn Harris’ of Miller Harris. “Gone are the days of the smell of luxury being a precursor to success, it is the use of a recognisable name that’s crucial.”

Minimal branding strips away all overt sense of backstory in exchange for a product that lives and dies on its own intrinsic, of-the-now qualities. Densely plotted heritage backstories are drowned out in the dubious white noise of endless brands communicating the provenance of authenticity became muddied again, as consumers began to distrust the once seemingly unimpalpable markers of heritage.

It’s important to note that this new authenticity still only works in relation to more familiar signifiers of the genuine. Xiaorong Yu is the Creative and Buying Director Of Conscious Collections at LN-GC, responsible for shaping the more progressively-minded end of the retailer’s offering. For her, relating authenticity is about relating the “exact details of a product”: the quality and provenance of both the materials and labour involved. Craft, quality and knowledge are still the crucial players in this newly fashioned arena but they now feature increasingly in terms of the end results. What you see is what you get. What you get is what you see.

Below, we take a closer look at the way three brands from across the realms of fashion, drink and fragrance are utilising minimal branding as a route to authenticity in a post-heritage landscape.

Every bottle of Toast Ale is made using fresh, surplus bread that would otherwise have gone to waste as part of the 15 million tonnes of food the UK throws out each year (all profits go to founder and food activist Tristram Stuart’s charity). It is therefore the contents of the bottle that is key to defining everything about the brand and this is reflected in their similarly minimal approach to packaging. In Tristram’s own words: “Your packaging[encompasses our ingredients, our process and our celebration of the simplicity of our mission.”

Sometimes we need to be able to switch off and enjoy the products purely for the immediate benefits they bring us.

A plain white label with the word ‘Toast’ hand-stamped onto it is the only label they put upon them. The last paragraph of the press release reads: “And this is the final paragraph where we get into the heritage, reinforcing the true beauty to come alive.”

Step forward, a new generation of perfumers - serious artisans who occupy the role of upstarts in an industry coasting on the reflected authenticity of their licence plates. For a product that should rely on one sole, temporal quality - its scent - as a precursor to success, it is the use of a recognisable name that’s crucial.

The answer was to approach her product with something akin to the anti-branding of Maison Maripela, a brand that Harris has long admired. In Harris’ view, the wider world is far more open to embracing this approach “now thanks to the role of technology - customers are so much better educated about the things that they buy, they no longer need to be dazzled by the dense history of a brand. Gone are the days of frivolous thinking,” she says. “Thanks to the internet, nothing slips through the net. People do so much research now and that’s just wonderful. The world of luxury is collapsing and authenticity is on the rise… It leaves the true beauty to come alive.”

The world of luxury is collapsing and authenticity is on the rise, it leaves the true beauty to come alive.
JAMIE’S FOOD REVOLUTION

Date of Publication: 05/08/2016

10m unique visitors online / month

3.4m UK unique visitors online / month

28m page views per month

Jamie’s social footprint is one of the widest reaching and most influential around the globe. Across all channels fans watch, comment, like and share content in huge numbers, actively engaging with the brand on an everyday basis.

Making beer from wasted bread, we’ll toast to that!

But there’s no celebration. We disregard the awesomeness of our food, throwing away 44% of all bread produced. We waste staggering amounts of resources producing food that we don’t eat, along with the toil and investment that goes into making it. And there are big ramifications. Agriculture is the single biggest impact we have on the environment in terms of climate change, soil erosion and biodiversity loss. Farming even impacts our oceans. Fertilizer runoff causes nitrogen blooms, which lead to algae growth that harms water quality, food resources and habitats, and decreases the oxygen that aquatic life need to survive. You probably hadn’t considered a relationship between bread production and fishing, but our wasteful food system causes negative impacts that are far broader than we appreciate. It’s the bread and butter(fly) effect.

We also live in an age in which 795 million people are undernourished and food poverty is a societal ill in even the wealthiest of countries. Yet the calories in the bakery goods thrown away in the UK alone are enough to lift 26 million people out of malnutrition. Our food system isn’t working for people or the planet. So why is so much bread wasted? Supermarkets overstock to make sure shelves are always full and consumers are always buying. Fresh bread is discarded daily to make way for the next day’s (over)supply. Even expensive artisan loaves are being thrown out. Small bakeries pour a lot of love into every loaf but end up with surplus for reasons as simple as an unexpected change in the weather – it’s raining, you’re not going to do a detour to the bakery. For consumers, bread is a readily available, low cost staple, with loaves selling for as little as 40 pence. If it’s not used up whilst fresh, or even if it goes past the unnecessary use-by date, in the bin it goes. In the UK, bread is the most wasted household food item – 24 million slices are thrown away every day.

It’s time to change the system. We’ve got to stop producing and buying to excess. Industry could have a massive impact through simple initiatives: reforming confusing date labels, selling cosmetically imperfect produce, and transparently reporting supply chain food waste. We’ve got to intervene to prevent fresh, nutrient-rich food going to waste. Primarily it should feed people, with unsold food redistributed to food poverty organisations, but animal feed should be an option if that’s not possible. Still, even with all those options, there is still a massive excess of food going to waste.

We launched Toast ale to prove that there is a delicious, rewarding alternative to wasting our daily bread. We replace one-third of the barley used in a typical brew with bread that would otherwise be wasted – the crust end of loaves that are usually discarded by manufacturers producing sandwiches for retailers. With those heels, we’re kicking the system by highlighting wasteful practices and demonstrating a brilliant alternative. And all profits go to charity to support the bigger fight against food waste. We’re brewing a better way so you can drink for purposeful pleasure, not profit.

Let’s raise a Toast to giving our beautiful bread a better future! Someone wet the baby’s head…
A boutique FMCG recruitment firm that blogs on key food and industry related trends.

Date of Publication: 15/08/2016

http://www.foodindustryassociates.com/5-companies/
5 Companies Making a Positive Impact on the World!

It’s inspiring to hear about so many companies who are committed to making the world a better place to live.

We’ve rounded up a few of our favorite food and drink brands going the extra mile.

**T Plus**

T Plus create fruit flavored green tea loaded with essential vitamins, but that’s not where they stop in their fight to make vitamins more accessible. They have a simple pledge that really makes a difference – 10p from every box of T Plus sold is donated to Vitamin Angels, who aim to defeat malnutrition. That means for every 2 boxes sold, a child is supplied with Vitamin A supplements for a whole year. If that isn’t a good enough reason for drinking delicious tea, we don’t know what is!

**Snact**

'Snactivism' has grown out of the founders' aim to make a positive impact on the world around them. A hot topic right now is that of food waste, with companies like FareShare recently partnering with Tesco to donate excess food to charity. Snact's products are made from surplus fruit, tackling food waste head on and preventing this fruit from contributing to the 7 million tonnes of food the UK throws away each year. We’re often guilty of throwing away a rather sad banana in the office, and after looking at this infographic, the extent of our food waste problem is rather worrying. From now on I think we’ll be eating a lot more banana loaf.

**Wessanen**

Wessanen, who own brands such as Clipper Teas, Kallo and Whole Earth are passionate about protecting the planet for future generations. They have recently partnered with the International Tree Foundation to help African communities better manage their natural resources. The big aim is to plant 20 million trees in and around Kenya’s highland forests by 2024, whilst also educating young people in the importance of trees and helping with several smaller projects.

**The Collective Dairy**

Closer to our home in Yorkshire, The Brownlee Foundation was created by the Olympic medal-winning triathlete Brownlee brothers to help kids keep active. The Collective Dairy have created a delicious Brownlee inspired yoghurt, Apply & Blackberry, of which 5p of every tub sold goes towards supporting the Foundation. This yoghurt certainly gets a thumbs up from us!

**Toast Ale**

Like Snact, Toast Ale are tackling the food waste problem by using bread, which would otherwise be thrown away, to make Ale... Ingenious! But that’s not it – all of their profits go to the charity Feedback, who support the fight against food waste. An excellent idea, and now they’ve made their recipe public you can start turning bread into Ale yourself.

Do you know another company who deserve to be on this list? Tweet us @JobsInFood.

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LS:N Global is a subscription-based insights platform that documents new consumer behaviour and key industry trends to give business professionals the confidence to make informed decisions about the future.

Meet the Disruptors: Toast Ale

MEET THE DISRUPTORS: TOAST ALE

By Jonathan Openshaw

18 : 08 : 2016

Toast Ale : Global Futures Forum : Trash To Table

London – We are pleased to announce our first batch of Disruptors for our forthcoming Global Futures Forum, and Trash-to-Table brand Toast Ale is one of them.

- Toast Ale is crafted from slices of unsold bread, addressing one of the UK's worst food waste issues.
- All profits go to food waste charity Feedback, which aims to halve food wastage by 2030.

The word ‘disruptive’ is overused and much maligned. We want to reclaim the term and apply it to those who are truly worthy of the name: those who embody a misfit mindset for their industry and therefore hold the potential to radically change the way that we all do business.

One such brand is Toast Ale, which taps into our Trash-to-Table microtrend. Some 24m slices of bread are thrown away in the UK each day, which is 34–44% of total production. Supply-chain transparency means that consumers are becoming increasingly savvy about the costs of their consumption, however, and Toast addresses these concerns by collecting waste bread from bakeries, delicatessens and sandwich shops before combining the breadcrumbs with malted barley, hops and yeast at the Hackney Brewery.

'It was at the Brussels Beer Project where I first found out about this innovative brewing process that turns a colossal global problem into a delicious, drinkable solution,' says Toast founder Tristram Stuart. 'We hope to put ourselves out of business. The day there is no waste bread is the day Toast Ale can no longer exist.'

The Big Picture

For more details on the Global Futures Forum and a full itinerary of the keynote speeches, insight presentations and strategic workshops available to attendees, visit the site page here.
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Artisanal Food Waste: Can You Turn Scraps Into Premium Products?
August 19, 20167:00 AM ET

Toast Ale is made with those knobby, crusty heels on loaves of bread that often get sliced off of premade sandwiches.

Courtesy of Tom Mougach

Many efforts to address the food waste crisis hinge on getting consumers to buy fruits and vegetables that are adorably ugly — the bumpy tomato, the squished banana, the bell pepper that’s slightly too yellow. But a new crop of entrepreneurs is inverting the equation by using salvaged foods as the main ingredients in artisanal items.

Toast Ale, a London-based company that brews suds from surplus bread, believes it has found an environmentally friendly way to tap into the booming craft beer market.

Now, Toast Ale partners with restaurants, pubs and retailers throughout the U.K., and is eying plans to expand to Iceland and New York City. A new brew — a bread pudding flavor — is set to launch this month.

Ziane says that the company aims to flag reasons that individuals should care about food waste — from its environmental impacts to the economic burdens — in a way that doesn’t feel like a bummer. “We don’t want to do it in a way that’s preachy or lecturing,” she says. The branding is sleek and minimalist, taking a cue from old-timey stamped logos, but the website is full of startling stats outlining the scope of the problem — such as the fact that nearly 40 percent of bread baked in the U.K. goes to waste. To make more of a dent in the issue, Toast has also published its recipe online so that DIY brewers can take a stab at it.

That strategy of appealing to do-gooder impulses aligns with something that sustainability expert Roni Neff has found in her research. Conversations about waste don’t have to carry connotations of self-flagellation. “As a general marketing principal, people are going to be motivated by feeling like they’re doing good for the Earth,” says Neff, director of the research program in Food System Sustainability & Public Health at the Johns Hopkins Center for a Livable Future. “We want to be efficient stewards of our own resources.”

Products that add value to would-be waste are ideally situated to cater to a sector of ethically motivated shoppers. “When you’re eating a food that would have been wasted and tastes perfectly fine, there’s no inconvenience for you,” Neff says.

Toast Ale frames the beer as a clever way to make use of food that would be arbitrarily cast aside. There’s nothing wrong with those knobby, crusty heels on loaves of bread. Ziane notes — it’s just that, “for reasons of taste preference or texture preference, it isn’t part of the product that’s sold” as a premade sandwich.

Ziane hopes that the beer stands on its own — that it’s, first and foremost, a solid brew. “When people learn the story behind it, it adds that value,” she says.

In Philadelphia, meanwhile, Jonathan Deutsch noticed that local soup kitchens and food pantries were often flush with food that hung around — and was more likely to languish if it looked imperfect.

“People kept going through the line with chicken, salad ... they’d get to a case of brown bananas, but they kept walking,” says Deutsch, the founder of the Drexel Food Lab, a culinary research group at Drexel University in Philadelphia. Conveying castoff produce to hungry people seemed like a good idea — but only if consumers are game. Instead, even with the best intentions, Deutsch says, the store-to-pastry pipeline sometimes amounts to little more than “shuffling trash around the city.”

Enter Rescued Relish, an anything-goes condiment made from excess produce that Philabundance, a Philadelphia anti-hunger organization, can’t move.

The relish is modeled on a Pennsylvania Dutch chowchow recipe — a tangy mix of sweet, spicy and sour flavors.

Courtesy of Drexel Food Lab

The relish is modeled on a Pennsylvania Dutch chowchow recipe — a tangy mix of sweet, spicy and sour flavors. And it’s a way to capitalize on, rather than complain about, the variation in food donated to the food bank.

Deutsch believes it has found an environmentally friendly way to tap into the booming craft beer market.

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Philabundance, a nonprofit could expand its workforce training program and adopt Rescued Relish as its own, keeping production in-house. The relish will be sold at Fare & Square, a nonprofit grocery store in impoverished Chester, Pa. Deutsch hopes to expand from there.

Though they haven’t settled on a retail value, Deutsch says that, when the product is sold in retailers other than Fare & Square, it will be priced as a premium good. He believes that a higher sticker price can help chip away at the stigma hanging onto surplus food. Deutsch says that when the team looks toward placing the product in other stores, they’ll try to carve out a consumer base that is already versed in the lingos of sustainability and ethical food systems. “We’re looking for foodies and [people] who really vote with their dollar in terms of the causes they believe in,” Deutsch says.

Neall speculates that value-added items might also telegraph an investment that consumers would recognize — that many hands contributed to making the final product. In other words, if someone went to the trouble to chop and preserve an ingredient, it must be worth something.

Deutsch says that by showing that would-be food waste really does have value, products like Deutsch’s relish could help trigger a shift in the foodie community and wider culture.

Such products could also serve as a model for other cities looking to mount local interventions into global issues. “I don’t think we’ll ever have a centralized food waste factory,” Deutsch says. “We’re much more likely to see a constellation of micro-enterprises all over doing this kind of work.”
Promoting a thriving planet through radical transparency & sustainable innovation. VOXPOPULI.earth is a future-focused agency, established by a team of designers, environmental pioneers and social strategists to enhance Earth through enterprise.

http://voxpopuli.earth/apparatusstuff/toast-ale
With a subtle malty taste, the Toast Ale was born from nomadic brewers out of the desire to make use of unsold bakery bread and crusts from the manufacturing process of the sandwich industry.

100% of the profits from the sale of this bevy go to Feedback UK, an environmental organisation that endeavours to tackle food waste at every level of the food system.

Even more bad-ass, the brewhouse runs on 100% renewable energy from windmills.

Toast Pale Ale brewing process:
1. Gather surplus bread from delis, bakeries and sandwich makers
2. Slice
3. Mash to breadcrumbs
4. Brew with malted barley, hops and yeast
5. Bottle
6. Drink and enjoy

UK food and drink waste = 20% CO2e
An area the size of Wales is used to produce food and drink that ends up going to waste.
Conexao Planeta is the largest site on sustainability in Portuguese (according to the United Nations Foundation). They share ideas and solutions through social networks, stories of social entrepreneurs, NGOs, companies and individuals that, alone or collectively, carry out works of social, cultural, economic and environmental impact.

Sabe aquele pão velho que estava aqui? Virou cerveja!

Sabe aquele pão velho que estava aqui? Virou cerveja!

Suzana Camaruro

Quando a gente fala em desperdício de alimentos, a primeira coisa que nos vem à mente são hortaliças e frutas. Mas diversos outros produtos também são jogados fora diariamente no mundo e – ainda estavam em perfeito estado para serem consumidos.

É o caso, por exemplo, do pão. No Reino Unido, ele é o alimento mais desperdiçado em casa. Todos os dias, 24 milhões de fatias de pão são jogadas na lixeira. Isso mesmo, você não lhe deu ouvindo. 24 milhões! Por ser um produto facilmente encontrado em todo lugar e de custo razoavelmente baixo, as pessoas acabam comprando demais. Estima-se que 44% de todo o pão produzido pelos britânicos tenha como destino o lixo. Supermercados estocam demais para ter suas prateleiras sempre cheias e com isso, mais pão é desperdiçado.

Incomodado com o descarte completamente desnecessário – de um volume insuscetível de alimento – Tristam Stuart teve uma ideia genial. Usar o pão que iria parar no lixo para a fabricação de cerveja. É isso e só. Todo o valor da venda da Toast Ale, nome da cerveja – toast em inglês significa tanto torrada como brinde e ale é como os britânicos chamam cerveja –, é revertido para a organização ambiental Feedback, que combate o desperdício de alimentos.

Stuart ficou chocado ao visitar uma fábrica de pão para a fabricação de cerveja. E não é só. Todo o valor da venda da Toast Ale, nome da cerveja – toast em inglês significa tanto torrada como brinde e ale é como os britânicos chamam cerveja –, é revertido para a organização ambiental Feedback, que combate o desperdício de alimentos.

A Toast Ale começou a ser comercializada na Inglaterra em janeiro deste ano, em parceria com pequenas cervejarias locais. Para a receita, pode ser usado qualquer tipo de pão, com exceção daqueles muito oleosos (como azeitonas, por exemplo) que não são apenas um mercado gigantesco para cervejas artesanais, como também têm apresentando um movimento enorme, cada vez mais crescente, para dar fim ao desperdício de alimentos. Parece o lugar e momento perfeito e estamos muito animados com a nova perspectiva”, afirma.

O objetivo da Toast Ale agora é fazer parcerias com organizações ambientais, cervejeiras e fabricantes de pão ao redor do mundo para que eles possam replicar o modelo feito em Londres. Para os mestres cervejeiros que ficaram interessados na notícia, a Toast Ale fornece de graça a receita. Atualmente, há dezenas de receitas para serem compartilhadas porque este é o conceito fundamental por trás da economia criativa e colaborativa.

A batalha contra o desperdício de alimentos

Tristam Stuart sabe bem do que está falando. A Toast Ale não é o primeiro projeto do britânico. Ele já é famoso no Reino Unido pela sua incansável luta para dar um basta ao desperdício de comida.

O ativista escreveu dois livros sobre o tema: The Bloodless Revolution e Waste: Uncovering the Global Food Scandal. Este último teve grande repercussão ao falar sobre o impacto social do problema e como, ao descrever de desperdiçar metade do alimentos que produzem, os países ocidentais poderiam reduzir muito o insegurança alimentar no planeta. Stuart também foi premiado diversas vezes pelo seu trabalho, como quando recebeu o prêmio ambiental internacional The Sophie Prize, em 2011.

A organização Feedback foi criada em 2009 por ele. Desde então, tem promovido campanhas no Reino Unido e em outros países, presionando grandes cadeias de varejo a ter uma atitude mais sustentável e ao mesmo tempo, conscientizando as pessoas que enquanto milhões morrem de fome em diversos cantos do mundo, ainda joga-se comida no lixo.