

Flavoured bread to D'light your senses

Albany has launched a new D'light range of breads that are infused with delicious flavours, such as Cinnamon & Popcorn, Butter, and Raisin & Cinnamon.



“The response has been phenomenal so far,” said Thabile Gwiji, brand manager of Albany Bakeries. “All the mums and families we’ve spoken to have been very impressed by the change of pace, the taste and the excitement the D’light breads offer. They bring a bit of zing to a part of family life that can get a bit dull for everyone, at times.”

So, how does a brand go about creating such exotic and innovative new flavours? Who dreams up something like Popcorn & Butter flavoured bread?

“It all stemmed from our community actually,” said Gwiji. “We talk a lot to our consumers, and they’ve been telling us for a while that it would be great for families to have access to a range of breads that cater to special moments and everyday moments when a snack is required. To celebrations, Sunday mornings, long weekends and after-school snack time. South Africans told us they would love a bread that adds fun and flavour to special family times.”

Based on this insight, Albany set its team of bakers to work. They emerged with a range that is clearly stimulating taste buds across the country.

“The launch has been a wonderful experience,” concluded Gwiji. “We’re delighted - pun intended! - to have given nurturing

mums new options when it comes to giving their families healthy exciting lifestyle options.”

For more information on Albany D'light, recipes and competitions, follow Albany on [Facebook](#).

Albany's new D'light-flavoured bread range is available at selected supermarkets and retailers across the country.

For more, visit: <https://www.bizcommunity.com>