



Talking to customers about bread

Easily onboard new employees and improve customer advice with training on the main raw materials used in bakery.

Bakery – Pastry – Snacking – Bake-off outlet

100% ONLINE
ESTIMATED DURATION: 2 H

Training objectives

This training aims to provide a better understanding of good hygiene practices in the workplace through the following objectives:

- Identify the ingredients used in bakery products (composition, types, names, manufacturing processes, characteristics and quality criteria) in order to answer customers' questions about ingredients.
- Explain the origins of the baguette by distinguishing its actual history from popular legends.

Achievement of the objectives is assessed through a multiple-choice questionnaire at the end of the training.

WHO IS IT FOR?

- Bakery, pastry shop or hot food counter salesperson
- Bakery, pastry shop or hot food counter sales staff manager

PREREQUISITES

- No prerequisites required.

The programme for this training

The origins of the French baguette

- The legends surrounding its appearance and the popular stories that have shaped its myth.
- The most likely origin of this bread and the reasons for its enduring success.

Wheat in breadmaking

- Key players
- Wheat cultivation
- Soft wheat and durum wheat
- From grain to bread: processing stages

Wheat flour in breadmaking

- Wheat grain milling
- Flour improvers
- Flour composition, its role and the different types of flour
- Choosing flour according to its intended use

Flours and seeds in breadmaking

- Flours made from fruits, cereals, pseudocereals and tubers
- Nutritional and technological properties
- Seeds and flakes used in bakery and pastry
- Uses and applications in breadmaking

Yeast in breadmaking

- Origin and nature of yeasts
- Areas of application
- Yeast and fermentation: principles and how they work
- Using yeast in artisan bakery
- Explaining yeast to a customer

How to sell sourdough bread

- Understanding sourdough fermentation
- The different types of sourdough
- Benefits and added value of sourdough bread
- Sales arguments
- Simple explanations for the customer about how it is made

Do you have a disability? Contact us and we will support you throughout your training process. Most of our training courses are available online. To access the course, you need an internet connection and a computer, tablet or mobile phone. For our practical training courses, we will discuss your needs with you so that we can help you choose the most suitable programme.

What you need to know about this training

ASSESSMENT METHODS

- A training programme consists of one or more courses (modules).
- A final quiz is available for each course to assess your learning (3 attempts are allowed). By achieving at least 80% correct answers in the final assessment, you will validate the course concerned.
- Completing all the modules included in the training programme will confirm your attendance and participation in the training.

REQUIRED EQUIPMENT

- Have a mobile phone, tablet/computer and audio equipment (earphones/headphones).
- Have internet/web access and an email address.
- Have a medium for taking notes and storing downloadable course documents.

ACCESS TERMS AND TIMEFRAMES

- Simple setup with no administrative procedures: simply send us the contact details of your employees and the chosen programme.
- Access is activated within 48 hours, and each participant then has individual access to their 100% online training course for 1 month.
- A good practice guide is also provided to help you implement the programme within your teams.

TEACHING METHOD

- The training takes place online on an asynchronous, individual and personal basis via a training platform. It is interactive and includes text, image, audio and video resources, activities and quizzes to assess your learning. You can take the courses in any order and repeat them as many times as necessary.
- Our training team will monitor your progress and remain available to support you throughout the training.