

BREADISTA

PRESS KIT



TANJA DIETZIG

FOUNDER & CEO

The native German is addicted to fresh bread and good coffee. The shocking experience after moving to the US in 2018, what in America is called 'bread', led to the idea of BREADISTA. It all started with a unique bread baking subscription box that introduces the German bread culture. She's convinced that everyone can make artisanal bread at home like a pro.



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THE MISSION

Learn to enjoy bread again. Showing that bread is not evil per se and breaking that bad stigma. The key is real bread.

100% NO nonsense. NO sugar. Only organic flour & tradition for authentic results.

Introducing the easiest way of making artisanal bread and keep tradition alive.

BREADISTA delivers ready-to-use bread mixes and bread kits. Even the yeast is included for a convenient baking journey.

We give back and donate with every purchase a meal to Feeding America.

NEWS

In February/March 2022 a Kickstarter campaign is live. The project's goal is to get the unique XL bread mixes retail ready.

Link to the campaign:

<https://tinyurl.com/Kickstarter-Breadista>

Previous Press Releases



MEDIA COVERAGE

Taste of Home
the spruce Eats



USA TODAY

TESTIMONIAL

I wanted to share this ciabatta bread I baked from @breadista.world. Let me tell you that they were delicious! And it was easy. -Pebbles via social media

First ever and thanks to #breadistaworld for this fun and tasty project (ed.: Fougasse). The kits come with quality ingredients and detailed instructions. You just read & bake. -Ireen via social media