

Within the framework of national Bread Week, representatives of the Estonian Association of Bakeries presented a giant loaf of so-called “new bread” to Evelin Ilves, who is the patron of the school bread project. A loaf of Estonia’s first school bread was also presented as a gift.

Accepting the bread, Evelin Ilves said that school bread is a unique invention developed in cooperation between bread bakers and children. “Experts selected the healthiest breads and the children chose their favorite from among them and also designed the packaging for the bread. The fact that one cannot buy the bread in the store definitely makes school bread more intriguing,” said Evelin Ilves.

To date, the school bread project has reached various children’s institutions in all the counties, and every year a new type of bread with new packaging will be produced. The goal of the Association of Bakeries, which is organizing the school bread project, is to provide free school bread to all schoolchildren along with the free school milk already provided.

The tradition of bringing “new bread” to the Presidential Palace dates back to the period before the Second World War.

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