

TOAST

TOAST THE END OF FOOD WASTE

- **Founder of food waste charity launches UK's first waste bread to beer ale**
- **Amount of bakery items wasted in the UK is enough to lift 26 million people out of malnutrition**
- **24 million slices of bread wasted in UK households, Toast Ale uses one slice per bottle**
- **All profits go to food waste charity Feedback who aim to halve food waste by 2030**
 - **Founder open sources recipe to encourage global brewing movement**

THE UK's first bread to beer ale today launches in the UK. Toast Ale uses fresh surplus bread, otherwise thrown away by bakeries, delis and sandwich makers. The innovative ale aims to significantly reduce the scandalous 24 million slices of bread currently thrown away by UK households¹.

Across the country we waste about 15 million tons of food with bread being the worst offender². In our very own homes the current level of bakery items thrown in the bin is enough to lift 26 million people globally out of malnutrition³.

Toast Ale not only aims to put waste 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 waste 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

TOAST

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](http://www.toastale.com) from the 22nd January with an RRP of £3.00. The list of stockists is growing every day as craft ale retailers, pubs, bars and restaurants join the bread to beer ale movement. Check out our website for a full list of stockists <http://www.toastale.com/stockists/>.

Tristram Stuart has recently been named by the United Nations Environment Programme as one of 30 coalition leaders to inspire ambition and mobilise action to reduce food loss and waste globally. The announcement was made at the World Economic Forum in Davos and names Tristram alongside government ministers, global institution executives and civil society leaders.

- Ends -

For further information, please contact toastale@freuds.com

Note to editors

¹ <http://www.wrap.org.uk/sites/files/wrap/hhfdw-2012-summary.pdf>

² <http://www.wrap.org.uk/food-waste-reduction>

³ Bakery products wasted in UK households contain enough calories to lift 26 million of the world's malnourished people out of hunger. United Nations World Food Programme depth of hunger is 250 kcal/person/day. The calories in the UK bread waste would on that basis lift 26m of the world's malnourished into an adequate level of calorific intake

TOAST

Interviews available with Tristram Stuart, Feedback and Toast Ale founder and author of 'Waste: Uncovering the Global Food Scandal' (Penguin, 2009). See his Ted Talk [here](#).

Feedback 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. We have the ambition to halve food waste by 2025.