

## FOR IMMEDIATE RELEASE

### Breadsmith Introduces New Chocolate Sourdough Bread

**Milwaukee, WI – Monday, April 7, 2025** – Breadsmith, renowned for its award-winning artisan breads, is excited to announce the release of its newest creation: Chocolate Sourdough. This delicious offering will be officially announced on Breadsmith social media channels, today, April 7th, 2025. The Chocolate Sourdough will hit the shelves on April 26th, 2025.

Breadsmith's Chocolate Sourdough bread is crafted from a rich chocolate dough, generously studded with chocolate chunks, and made with a 30+ year old sourdough starter. This unique combination promises a delightful blend of flavors and textures that will satisfy both chocolate lovers and sourdough enthusiasts alike.

"Our new Chocolate Sourdough bread offers a delicious twist on a classic favorite, and we think our customers will really enjoy it." – Kevin Schuk, Vice President, Breadsmith Inc.

Customers can pre-order the Chocolate Sourdough bread online and in the app, or by calling one of their four Milwaukee locations. Pre-orders will be available for pick-up on April 26<sup>th</sup>. Additionally, they invite everyone to stop by their stores on this day, to try a sample. Their Milwaukee area artisan bakeries can be found in Greenfield, Whitefish Bay, Milwaukee and Wauwatosa.

Founded in 1993, Breadsmith has always adhered to the philosophy of 'old-world values in a new world.' Their commitment to making the finest artisan breads in the traditional way—by hand, without additives and preservatives—remains unwavering. Breadsmith offers a wide range of specialty breads, cookies, muffins, and sweets. Their dough is never frozen, and their breads are baked daily in a five-ton, European hearth stone oven to ensure the highest quality.

Breadsmith has earned top honors from *Bon Appétit*, *Modern Baking*, International Culinary Salon, and various "Best of" awards nationwide. Recently, Breadsmith won a top spot in the Wisconsin Bakers Association's Sourdough Showdown.

If you would like to try a complementary loaf of Chocolate Sourdough, please reach out to the contact below before April 23<sup>rd</sup>. For more information about Breadsmith please visit our website at [Breadsmith.com](https://breadsmith.com).

Contact: Brooke Eastin - Brand Marketing Manager, Breadsmith Inc

[Brooke.e@breadsmith.com](mailto:Brooke.e@breadsmith.com)

414-9621965 x108

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